



**A Study to Assess the Impact of Music Recreation to
Customer Brand Awareness in FMCG Products
(With Special Reference to Colombo District)**

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ABSTRACT

Organizations use publicity to promote products and services in mass media effectively. Present competitive market place allows organizations to be more concerned with advertising strategy to memorize the product often in the minds of customers as desperate ways of advertising are being used in cooperation with various components. Music is considered as a highly preferred element which is used in the majority of advertisements and used mainly in getting the viewers attraction. The objective of the study is to assess the impact of how music recreation advertisements effect on consumers brands awareness in fast-moving consumer goods. (FMCG) 155 respondents were investigated from convenience sampling method and with the main aim of identifying the impact of how music recreation advertisements on the consumer brand awareness in FMCG products and find the relationship with those two variables by correlation coefficient analysis method. For the research study data collection done through the questionnaires and those primary data from the Colombo district. Music recreations and consumers brand awareness were considered as independent and dependent variables respectively. Data were analyzed by regression and correlational Coefficient analysis techniques. The findings indicate the positive impact of popular music recreation advertisements and consumer brand awareness. The study revealed the advertisers should concern on specifying the brand awareness and the product name in order to avoid confusions and misidentification of brands among consumers as the brand name of the products play a single role. As managerial implications, the adverting strategy should align with the music recreation advertisements with the target group of consumers for the effectiveness of the message of the advertisements to maintain consumer loyalty.

Keywords: *music recreations, advertisements, Brand awareness*