



**IMPACT OF PERCEIVED MARKETING MIX
STRATEGIES ON BRAND EQUITY IN MOBILE PHONE
SECTOR**

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ABSTRACT

Impact of perceived marketing mix strategies on brand equity in mobile phone sector

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Brand equity is an important intangible asset that has psychological and financial value to the firm. This research purpose was to identify the impact of perceived marketing mix strategy on brand equity in mobile phone sector. The research used a sample of 300 mobile phone consumers from Sri Lanka using cluster sampling. Data was summarized by using descriptive analysis. The strength of relationship between independent and dependant variable was determined by Karl Pearson product movement correlation coefficient. The relative contribution of each independent variables toward dependent variable was determined by using multiple regression analysis. The research result highlighted that perceived distribution intensity and perceived price intensity was significantly contributed to build the brand equity. For more strong result future research should expand their sample in to other districts and should include other marketing mix variables and other variables that effect on brand equity. Research findings provide important insights about the understanding of Sri Lankan consumers' perceptions of marketing mix strategies and brand equity.