

## **Impact of Vehicle Branding on Customer Purchasing Behaviour (Special Reference to Film Industry in Sri Lanka)**

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The advancement of advertising tools have created cost effective methods of marketing. Accordingly, vehicle branding which means vehicle wrapped advertisement can be identified as one of the cost effective advertising tools. Relatively a few number of papers have published about vehicle branding. It has not yet been covered the impact of vehicle branding on customer purchasing behavior. Moreover, there is a developing competitiveness in Sri Lankan film industry and the recent advertising trend of film promoters is vehicle branding. Hence, intention of this paper is to fill the gap in the literature by examining the impact of vehicle branding on customer purchasing behaviour, ascertaining the relationship between vehicle branding and customer purchasing behaviour and identifying the most influential factor of vehicle wrapped advertisement related to film industry in Sri Lanka. In this study, vehicle branding depends on five dimensions; product's name, format, text composition, creativity and type of vehicle. Primary data were gathered through distributing a questionnaire among 225 movie goers in Western province. Sample was selected using stratified sampling technique. Descriptive statistics, correlation coefficient analysis and regression analysis were used to analyze data. The results suggest that the vehicle branding dimension 'product's name' is the most influencing factor and customer purchasing behaviour dimension "interest" is the most influenced factor. Further, there's a significant positive weak relationship between vehicle branding and customer purchasing behaviour and finally, product identification, format, creativity and type of vehicle significantly impact on customer purchasing behavior except text composition. Accordingly, vehicle branding is a suitable way of giving a first impression about a new film and marketers must concentrate more on film's name when they designing a vehicle wrapped advertisement. Further researches can be conducted covering other industries and for the new trends in vehicle branding such as digital vehicle branding and 3D vehicle branding.

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