



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

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A.K.D.Chathurika  
UWU/EX/13/0214]  
Department of Management Sciences

## ABSTRACT

The advancement of advertising tools created cost effective ways for marketers to promote their products and services. Accordingly, vehicle branding which means vehicle wrap advertisements can be identified as one of the cost effective advertising tools among marketers across the world. Further, there are relatively a few number of papers published about vehicle branding and it has not yet been covered the impact of vehicle branding on customer purchasing behavior. Moreover, film industry is one of the booming industries which has high competitiveness all over the world. 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 branding related to film industry in Sri Lanka. In this study, vehicle branding is conceptualized as multidimensional construct which depends on five dimensions; product identification, format, text composition, creativity and type of vehicle. Primary data were gathered through distributing a questionnaire and 225 cinema goers in Western province were selected using stratified sampling technique. Descriptive statistics, correlation coefficient analysis and regression analysis were used for the purpose of data analysis. The results suggest that the vehicle branding dimension 'product identification' is the most influential factor related to film industry in Sri Lanka. 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 are significantly impact on customer purchasing behavior except text composition related to film industry in Sri Lanka. Accordingly, vehicle branding is a suitable way of giving a first impression about a film and marketers must concentrate more on film's name when they designing a vehicle wrap 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.

**Key Words** : Vehicle Branding, Customer Purchasing Behaviour, Vehicle Wrap Advertisement, Film Industry