



STUDY ON IMPACT OF PROMOTIONAL MIX ELEMENTS ON BRAND EQUITY

**(With Special Reference to Eastern Province Tourist Hotel
Industry)**

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ABSTRACT

The tourism industry has potential to contribute considerably to economic development of Sri Lanka. After thirty years war as a country, Sri Lanka has a great opportunity to develop tourism industry and there are many tourists visit to spend holidays in Sri Lanka from around the world. Hence, in tourism industry hotels play a major role. Therefore the hotel should be provided excellent service for foreign tourist

Promotional mix is the important tool between the service providers and the customers in building up a good relationship among them. It is the stimuli factor to the service consumers. This study sought to analyze brand equity with promotional mix in hotel industry in eastern province. The objective of this study is to find the relationship between promotional mix dimensions on brand equity in eastern province.

The present study empirically evaluated five promotional mix dimensions (advertising, sales promotion, personal selling, direct marketing, public relation) and their impact on brand equity in hotel industry in eastern province. The sample consisted of 120 tourists of twelve hotels in Eastern province and Primary data were gathered through a structured questionnaire among the respondents. Descriptive statistics, Correlation analysis and regression analysis methods were used to analyze the result of this research. All the promotional mix dimensions have positive value with existing promotional mix. However, direct marketing is the key factors that highly influence mostly on brand equity in eastern province hotel industry. In the light of the results, possible managerial implications are discussed and future research subjects are recommended. This research contributes to the growing literature on the eastern province hotel industry

Key words: Tourism, Promotional mix, Brand equity