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**IMPACT OF BELOW THE LINE ADVERTISING
ON REAL ESTATE INDUSTRY FIRM PERFORMANCE
IN SRI LANKA
(WITH SPECIAL REFERENCE TO GAMPAHA DISTRICT)**

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ABSTRACT

Advertising is one of the most significant function practiced by individuals or firms for obtain what they requisite through creating and offering products and services with others. Below-the-line marketing activities generally refer to flyer advertising, banners, word of mouth and point of sales. Those marketing practices which practice such methods for promotion of products and services that do not comprise of mass media. Real estate exceedingly emphases on below the line advertising for instance banners, newspapers rather than the online advertising and mass media which gives a sturdy promotion. Therefore, this study focus to examines why real estate industry exceedingly concentrate on below the line advertising than other promotion methods. The objective is to identify the impact of BTL advertising on real estate industry firm performance. The model was constructed with BTL advertising as independent variable with 5 dimension and firm performance as dependent variable with 2 dimensions. The dimensions of BTL advertising were flyers advertising, billboards, word of mouth, banners and point of sales as well as the sales growth and profitability were the dimension of firm performance. Primary data has been collected and static sample consists of 45 real estate companies as respondents in Gampaha district and adopted correlation coefficient and Simple Linear Regression for analyze the data. According to the findings of the study, there is a strong positive association among the BTL advertising and firm performance. Moreover, the results of study further elaborate that flyers advertising, word of mouth advertising has significantly influenced on the firm performance than other BTL tools. Furthermore, these findings are assisted to the academics, policy makers and to Real estate company owners with respect to the decision making.

Key words: BTL advertising, Real estate industry, firm performance, flyers advertising