

The Impact of the Marketing Communication Tools on Brand Awareness in Second Hand Automobile Market in Sri Lanka

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This study is done to examine the impact of marketing communication tools on brand awareness in second hand automobile industry in Sri Lanka. It was identified that there is an increased usage of automobiles and most of people are buying used automobile from owners and automobile companies. Furthermore, it is observed that people consider many factors in their purchasing decision making process. Therefore the main objective of this study is to identify impact marketing communication tools on brand awareness in second hand automobile industry. A survey was conducted using a structured questionnaire to examine the stated hypothesis. Primary data was collected from 80 respondents who buy second hand automobiles in Colombo district and Gampaha District. Collected data were entered to SPSS software for purpose of basic data analysis. The impact of marketing communication tools on brand awareness in second hand automobile in Sri Lanka was identified as the final result of the study.

Keywords: Automobile, Advertising, Car Brands, Marketing communication tools, Brand Awareness, Relationship