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**“IMPACT OF PROMOTIONAL STRATEGIES ON BRAND  
AWARENESS – SPECIAL REFERENCE TO FULL CREAM MILK  
POWDER BRANDS AVAILABLE IN VAVUNIYA DISTRICT”**

**Abstract**

Marketers carry out different kinds of promotional strategies to survive their brands in the market place. But most of them fail to succeed, because of the incorrect promotional strategy would be selected, suited to their target audience of the brands. As a result, promotional strategies are said to be useless to stimulate the customers to buying it. Therefore present study attempted to identify what extent the promotional strategies namely advertising, sponsorship, packaging, and sales promotion impact on brand awareness. To study the relationship between promotional strategies and brand awareness, and to find out the most influential promotional strategy, which effect on brand awareness selected milk powder brands in Vavuniya district of Sri Lanka. A total of 100 consumers in Vavuniya were surveyed via structured questionnaire to carry out we have chosen convenience sampling method. Based on the literature, five hypotheses were drafted and tested via correlation and regression models. Study found that there is a positive relationship between promotional strategies and brand awareness, Further the research implicated that attractive packaging of the brand and various levels of sales promotion activities lead to high level of brand awareness. However, advertising has better influence than other variables. These findings show that the brands, which targeted to the specific segments, should be promoted through the appropriate promotional strategies which have direct association with creating brand awareness, therefore marketers, especially brand managers have to consider the implication of having effective promotional strategies rather than promoting just with a selected strategy.

**Keywords:**

Promotional Strategies, Brand awareness, Consumer's behaviour

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