

**Marketing Strategies of Modern Trade and Their Level of Impact on
Customer Based Brand Equity towards Supermarket Chains in Sri
Lanka: A Study in Western Province**

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The purpose of this study was to explain how marketing strategies followed by supermarket chains, impact on consumer based brand equity. Main explanation areas covered under the study are the; hypothesis development, operationalization of the key constructs, preliminary analysis of data (descriptive statistics, frequencies, percentages) and Pearson's correlation analysis for hypothesis testing and presentation of findings of a quantitative study. For this purpose quantitative data analytical software packages (SPSS) were used in the study. Customer based brand equity can be define as the differential effect of brand knowledge on consumer response to the marketing of that brand (Keller, 1993) in other word this provides a conceptual framework of "What consumers Knows about the brands and what such knowledge implies for marketing Strategy, therefore in order to differentiate their brand they should gauge the creation of the consumer knowledge by their marketing strategies (Keller, 1993). This study focuses on a specific supermarket chain of Sri Lanka due to the time limitation and other constraints. The Main Objective of the study is to identify the effectiveness and the level of impact of marketing strategies in supermarkets on customer's brand knowledge to perceive a Supermarket differently and to be loyal to a specific supermarket chain. Above the line Promotion (Hypothesis 1), Sales Promotion (Hypothesis 2), Merchandising (Hypothesis 3) were identify as the form of marketing strategy for this research. The secondary objective is to provide recommendations for the supermarket players to alter the marketing strategy mix to yield a better customer based brand equity.

Keywords: *Customer based Brand equity, marketing strategy, above the line promotion, sales promotion, merchandising, Brand Knowledge*