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**AN EMPIRICAL INVESTIGATION ON THE IMPACT
OF ETHICAL ADVERTISING ON BUILDING POSITIVE
BRAND IMAGE FOR FOOD AND BEVERAGES**

By

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FGS/02/25/01/2005/06

A dissertation submitted to Faculty of Commerce and Management
Studies, University of Kelaniya as a partial requirement of the Master of
Business Administration program

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SRI LANKA
MAY/2010

Abstract

In the field of marketing, branding has been around for centuries as a means to distinguish the goods of one producer from those of another. In building brands, there are many factors which contribute. Integrated communication plays a key role among them in this regard. Advertising is the main component of the integrated force which falls into criticisms always. Why it falls into criticisms always? Because, in the present context, public is more concerned about how business activities are done. Public do concern about the ethical aspects of the business activities. Hence, this research attempted to investigate the **“The impact of ethical advertising on building positive brand image for food and beverages.”** Further, literature too provides sufficient evidence to support the empirical gap existing in Sri Lankan context.

The main objective of the research was to search the relationship between ethical advertising and brand image. Legality, Decency, Honesty, Truthfulness and Social responsibility were the independent variables of the study. Therefore, altogether six hypotheses were formulated. Survey method was used to gather primary data from respondents. Well developed and tested questionnaire was the main instrument to collect data from respondents. Purposive sampling was the sample framework of the study and 150 general public excluding children aged 9 years and below were the target group. Colombo, Galle and Kandy were the selected districts for the collection of data. Reliability test was carried out and every question item (If item deleted) and every dimension has the Alpha value over 0.70.

The results indicated that there are positive relationships between ethical advertising and positive brand image. The results provided evidence to accept formulated hypotheses. Coefficients of correlation are 0.295, 0.371, 0.235, 0.272 and 0.214 and they are significant. Further to state, it could be concluded that respondents who are the viewers of advertisements are highly concerned about ethics of advertising though there is no proper framework to monitor ethics in advertising in the country.