

**EFFECTIVENESS OF ONLINE DIGITAL MEDIA
ADVERTISING AS A TOOL FOR BRAND BUILDING IN
FMCG SECTOR
-A STUDY IN SRILANKA**

Archana Jothirajah

A dissertation submitted in partial fulfillment of the requirement for
Bachelor of Arts (Honors) degree in Business Management

**Business School
Informatics Institute of Technology, Sri Lanka
In collaboration with
University of Westminster's, UK**

Abstract

This study was conducted to examine the effectiveness of online social media advertising as a tool for brand building. For this purpose, online digital media tools such as social media, mobile phone marketing, SEO and email marketing were taken into consideration. This study has collected 248 responses through a questionnaire where quantitative method have been used for data collection and analyses of the data are done through SPSS software to derive the results which demonstrated the fact that all selected digital channels have a positive influence on brand building for the FMCG sector. This study for marketers and businesses emphasizes the fact that using this as a strategy in marketing will make them build brand sustainability and maintain a market share in the industry.

Keywords: brand building; online digital media advertising; email marketing; mobile phone marketing; SEO and web; social media marketing