

RARE

Masters Degree

DISSERTATION

“IMPACT OF BRAND EQUITY ON CONSUMER BRAND RELATIONSHIP  
(CBR) BEHAVIOUR TOWARDS MULTINATIONAL BRANDS”

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(FGS/02/10/02/2014/17)

A thesis submitted to the faculty of Graduate studies, University of Kelaniya  
in partial fulfillment of the requirement for the degree of Master of commerce.



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June 2016

## **ABSTRACT**

The study carried out about the impact of brand equity on customer brand relationship of Nestle and Craft with refers to Sri Lankan market. The concept of brand equity is not familiarised in Sri Lanka to a great deal but it has a significant influence on the customers purchasing decisions even though it is unaware. The key objectives are

- To identify the degree of relationship between customer brand relationship and brand equity towards Multinational Brands
- To determine the factors that influence customers' choice on multinational products
- To review the degree of sensitivity of brand management on customer brand relationship and consumer behaviour
- To identify the factors that support to create brand equity

The research hypothesis was used to test the relationship and degree of brand equity on brand relationship of the customer. The hypotheses were tested out by using 166 responses; age between 24 and 65 who are living in Colombo urban. 100% participants' respond was able to be gathered for all questions. The hypotheses were tested by using correlation analysis and proved under 95% of confidence level. Brand awareness, brand loyalty, brand association and perceived brand qualities have shown strong positive relationship with customer brand relationship with refers to MNC brands in Sri Lanka. Highest correlation shows between brand awareness and customer brand relationship which is 0.939. Among determinants of brand equity also there were a higher level of strong positive correlation and high internal consistency.

**Key Words:** Brand Equity, Brand awareness (BAW), Brand Loyalty (BL), Brand Association (BAS), Perceived Brand Qualities (PBQ), Customer Brand Relationship (CBR)