

The impact of Brand Equity on Purchasing Intention with special reference to the Skin Care Brands in Sri Lanka

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Nowadays, there can be seen a keen competition among the skin care Bands. Marketers use different strategies to attract customers to their skin care brands. Recently, marketers are highly considering on building brand equity to make their customer base fixed and attract more customers over the competition and dynamic nature of the environment. Via this study the researcher tried to find out the impact of brand equity (Brand Awareness, Brand Association, Perceived Quality, Brand Image) on the purchasing intention of Sri Lankan consumers with special reference to the skin care brands.

The primary objective of this study was to examine the impact of the brand equity on the purchasing intention of the consumers which are affecting to the Sri Lanka skin care products market.

This study was conducted as a quantitative study and used both the primary and secondary data in order to collect the data. Primary data was collected through a survey by using a standardized questionnaire. As a research sample the researcher used 200 residents from Gampaha and Colombo districts. Convenience sampling method was used as the sampling method. The data were analyzed by using SPSS 20.0 version and Microsoft Excel.

According to the study the researcher could conclude that there is a positive impact or relationship between the brand equity and the purchasing intention of the skin care brands in Sri Lanka. As the moderating variable used, Health Consciousness moderates this relationship positively.

Keywords: *Skin care Bands, Brand equity, Brand Awareness, Brand Association, Perceived Quality, Brand Image*