

Impact of Brand Image on Consumer Purchasing Behaviour in Women's Intimate Market in Sri Lanka

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The concept of 'brand image' has drawn a great attention from marketing practitioners, academics as well as consumers ever since it was populated, because it plays an important role in marketing practices of a company. A good brand image not only creates a clear brand differentiation but also increases consumer preference and brand loyalty. This study is aiming to fulfill the gap in studying the role brand image play in consumer purchasing behaviour in women's intimate market in Sri Lanka.

The literature review highlighted that functional benefits, emotional benefits and brand awareness create impact on consumer purchasing behaviour and these variables lead to the development of conceptual model for the study. An online self-administrated questionnaire was used to conduct a survey among a sample of 100 respondents who were selected through convenience sampling technique. Findings revealed that brand image is a key component in influencing consumer purchasing behaviour in women's intimates market in Sri Lanka. The Pearson's correlation coefficients for all three sub variables showed moderate to higher correlation to purchasing behaviour which was once again proved through the multiple regressions analysis.

Keywords: *Brand image, Functional benefits, Brand awareness, Emotional benefits, purchasing behaviour.*