

Study on Customer Based Brand Equity of Munchee Lemon Puff Brand with Special Reference to Wattala Area

N.I. Attanayake,

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

G.N.R Perera

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

Understanding the concept of Customer Based Brand Equity (CBBE) is critically important in order to stand out the brand from the competitive brands. When number of brands and flavors operating in the market it leads to create immense competition in the market place. This research paper focuses to identify the impact of brand awareness, brand association, perceived quality and brand loyalty on customer based brand equity of Munchee lemon puff brand by adopting the Aaker's brand equity model.

The study follows the deductive approach since it tries to analyze the hypothesis. Quantitative research analysis method is used as the research technique. All male and female youth and adults who lives in Wattala area were selected as the population. Convenience sampling technique has been used to extract 100 respondents as the sample since the limitation of time and resources. Survey method was used as the research strategy and a self-administered, structured questionnaire was distributed among the respondents to collect data for the study.

Multiple regression analysis is used to test hypothesis to identify the factors which have the greatest impact on customer based brand equity. Results of the analysis showed that brand awareness, brand association and brand loyalty have significant and positive impact on customer based brand equity while perceived quality does not significantly and positively effect on customer based brand equity. Outcome of this study provides insights for both managerial and academic field.

Key words - *Customer based brand equity, Brand awareness, Brand association, Perceived quality, Brand loyalty.*