Impact of Brand Equity Dimensions on Selection of Retail Fashion Chain among Youth

(A Study Based on Colombo District)

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In recent years, retailers have been facing a challenging marketing environment and they have recognized the power of brand building. Hence building brand equity becomes an important source of differentiation as well. Before purchasing a particular product, first of all the customer has to select a store from where it can be purchased. Hence the study has been conducted by identifying the uninvestigated researchable area "selection of retail clothing store with the term of Brand Equity with special reference to Retail fashion chains in Colombo district among youth.

The key purpose of the study is to investigate how brand equity effects on selection of retail fashion chain among youth.

This research design is quantitative and primary data was gathered by questionnaires among 100 respondents. Magazines and trade press, internet sources, pre conducted research reports relevant to brand equity and fashion industry have been used as secondary data sources. Descriptive Statistics have been used for data analysis.

As per the research outcome, brand equity variables such as brand awareness, brand loyalty, perceived quality and brand association have a clear positive relationship with the store selection. Hence retailers are able to develop strategies based on the importance of each variable to build strong brand equity towards retail fashion chains brands in Sri Lanka.

Key words: *Brand Equity, Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality, Store Selection, Retail Fashion Chains*