

The Effect of Brand Equity for Women's Purchasing Intention on Clothing Own Brands in Sri Lanka

N.K. Maduwegedara

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

D.A.G.P.K. Gayathree

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

Brand is a powerful tool to attract more consumers to buy particular products. Some may even regarded it as equity as it can add values to the products. This study examines the factors which contribute to brand equity in the women's purchasing intention based on the four respects of brand equity, namely brand awareness, perceived quality, brand loyalty and brand association.

The problem statement is "Effect of Brand Equity for Women's Purchasing Intention on Clothing Own Brands in Sri Lanka".

The study looked at brand equity and women's purchasing intention on clothing own brands in in Sri Lanka. It was conducted within the Colombo district. A sample of 150 respondents was used. Simple random sampling method was used to select the all respondents. A total of 150 questionnaires were distributed and 138 valid questionnaires were collected, the effective rate was 92%.

Data was analysed using SPSS, generating frequencies for the demographic information, then factor loadings in ascertaining factors necessary to establish a successful brand image, then Pearson's (r) correlations in analysing relationships, then finally regression analysis to examine the predictive potential of the independent variables on the dependent variables.

Basing on findings from the study, we can also conclude that brand equity alone without relating it to the customers self, may not have a long lasting impact on the customers purchasing intention. Thus, when promoting brands, we also need to understand the different customer selves and relate them to the brands. So that we can create a customer brand attachment which is very influential in the purchasing decision making process.

Findings revealed that brand equity is a key component in influencing women's purchase intention. Finally this study has provided effective conclusion regarding Sri Lankan women's own brand clothing market in connection with Brand Equity.