

The Impact of Brand Equity on Consumer Purchase Intention: Special Reference to Lifebuoy Soap

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This study provides a better understanding about how brand equity make impact on Purchase Intention on lifebuoy soap brand. Thus, the better understanding of How Brand Awareness, Brand Associations, Perceived Quality and Brand Loyalty of lifebuoy brand affect on Brand Equity helps to develop competitive advantage for Unilever Company. The proper understanding of the concept of Brand Equity provides not only more information to develop strategies towards customers, but also, developing Brand Equity is the key to increase the financial gain to the company.

To comply with aim, four basic hypotheses have been instigated for brand equity and purchase intention. To attend the objectives of the study four hypotheses were developed and tested. A survey was conduct to gather primary data by selecting 100 lifebuoy soap consumers around Colombo district. That was analyzed by using multiple regression models. Reliability was the high correlation with purchase intention.

The findings revealed that brand equity dimensions have been impact on purchase intention on lifebuoy soap. Among the all dimension brand loyalty, perceived quality and brand awareness factors are impact on purchase intention on life buoy soap.

Key words: Brand Equity, Brand Equity Dimensions, Purchases Intention