

# **The Impact of Brand Equity on Purchase Intention: With Special Reference to Male Skincare Market in Sri Lanka**

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Male consumers are applying skin care products as a habit in their day to day life and they are considering many factors in purchasing decisions. According to the previous literature brand equity becomes a prominent factor in purchasing decisions relating to the beauty care products. However it is an important issue to clarify whether Sri Lankan customers consider the brand equity in purchasing decision of beauty care products. Specially, whether male customers consider brand equity of skin care products in their buying decisions. With aforesaid background, the main objective of this research is to determine the influence of brand equity on purchase intention of male skin care products in western province in Sri Lanka. The many literature was reviewed in order to develop the conceptual framework for the study. The primary data was gathered by using a structured questionnaire. The sample comprised of 150 male respondents from western province in Sri Lanka as covering the majority of men skin care market. The data analysis was carried out using SPSS 20.0 where reliability test and regression analysis were initially carried out. The reliability of the scales and assumptions for parametric tests were satisfied. Findings of the study concluded that there has an impact of brand equity on purchasing intention in male skin care product market. The brand equity factors influence to the purchase intention was brand awareness, perceived quality, brand association and brand personality. According to the findings, marketers need to be concerned mainly perceived quality and the brand personality and then they have to pay attention on brand awareness and brand association for encouraging male customers to purchase skin care products in Sri Lankan market.

**Keywords:** Brand equity, Brand personality, Purchasing intention, Skin care brands