

Impact of Brand Equity towards Purchase Intention: With Special Reference to Comfort Fabric Conditioner Brand in Sri Lanka

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Brand equity is one of the significant concepts in brand management, as well as in business practices and academic researches. Developing and properly managing brand equity has been emphasized as an important factor in the current business practices. This research empirically examines the impact of brand equity dimensions on customer purchase intention in relation to Comfort Fabric Conditioner Brand in Sri Lanka. A sample of 200 of consumers in Western Province was selected using convenience sampling methodology and the data were collected under the survey method using self-administrative questionnaires. Correlation and regression analysis were used to check the relationship between independent variables and the dependent variable. The findings can be used when developing brand equity concepts and strategies to products and brands in the market. This is especially valid for a product such as fabric conditioner, which is still at the customer adoption stage in the Sri Lankan context. This study is providing practical recommendations to brand managers on understand customer expectations and purchasing intention when designing their branding strategies.

Keywords: Brand Equity, Purchase Intention, Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality