

A Study on the Impact of Brand Equity Dimensions on Purchase Intention of Signal Toothpaste with Special Reference to Colombo Area

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Brand Equity is one of important concepts in Brand Management as well as in academic research. Developing and managing Brand Equity for a brand is considered as a critical issue for most firms. Having number of brands and flavors, causes to create intense competition in the toothpaste industry. Brand Equity has become as an important concept to win this competition and to become as the dominant toothpaste brand in consumers' mind. With the literature background, this research focuses to identify the impact of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty on the purchase intention of Signal toothpaste by adopting Aaker's brand equity model. Current Signal toothpaste buyers were selected as the population for the study. Convenience sampling technique was used to extract 150 respondents as the sample. Survey method was used as the data collection method and a self-administered, structured questionnaire was distributed among respondents to collect data for the study. Hypothesis were tested by using multiple regression analysis and results showed that both Perceived Quality and Brand Association had a significant positive impact on purchase intention while Brand Awareness and Brand Loyalty do not significantly effect on the purchase intention of Signal toothpaste.

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