

# **The Impact of Brand Image on Customer Purchase Intention with Special Reference to Modern Retail Industry in Sri Lanka**

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Brand image was one of the key factors that had an influence on customer purchase intention. The main purpose of this study was to examine the impact of brand image on customer purchase intention in modern retail industry in Sri Lanka. The identified problem was how brand image impacts customer purchase intention and penetration of the modern retail industry. The gap was concerned about the impact of brand image and a lack of sufficient research done locally related to this industry. The research design was exploratory. Brand image consists of five dimensions: brand identity, brand personality, brand association, brand behavior and attitude, brand competence and benefit. The primary data was collected using online questionnaires from 250 respondents in Sri Lanka's western province. Also, secondary data were used for more details. Correlation and multiple regression were used for analyzing the data. The findings show that the hypotheses derived from the conceptual model supported brand image in part. The findings show that brand identity, brand personality, brand association, brand behavior and attitude, brand competence, and benefit had a negative relationship with the customer's purchase intention. Moreover, this study contributed both to the knowledge domain of future researchers and to their practice.

***Keywords:*** *Brand Association, Brand Behavior and Attitude, Brand Competence and Benefit, Brand Identity, Brand Image, Brand Personality, Purchase Intention*