

The Impact of Brand Equity on Consumer's Cognitive Post Purchase Dissonance: In Case of Smart Phones

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Branding has become an essential requirement for businesses due to the high competition and to make a unique presence in market. Brand equity is an area that comes under branding and it can be defined as a significant and essential concept to many companies and it's a frequently used concept by marketers in smartphone industry in Sri Lanka to reduce the brand dissonance. Therefore, the main objective of this study is to find the impact of brand equity on consumer post purchase dissonance. Primary data of the research was collected through a questionnaire. Secondary data was collected through websites, articles, and journals. The questionnaire consisted of five points Likert scale. A total of 384 respondents were selected as a sample to carry out the research. The convenience sampling method that comes under non-probability sampling was used when collecting data. To assess overall questionnaire validity, KMO value was used, and its reliability was measured through Cronbach's Alpha. Data analysis was made with the support of statistical package for social science software. Multiple regression analysis was used to determine the impacts of independent variables on the dependent variable. The analysis found all the dependent variables significantly impacted the Post Purchase Dissonance in case of smartphones in Sri Lankan context. The findings of this study suggest some recommendations and future research areas for the future researchers.

Keywords: Branding, Brand Dissonance, Brand Equity, Smart-phone Industry