

The Impact of Brand Equity on Customer Satisfaction in Mobile Telecommunication Industry in Sri Lanka

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Modern organizations are looking for new ways to maximize their customers' satisfaction in today's highly competitive environment. Brand equity supports the organizations to maintain a good customer base. The mobile telecommunication industry is one of the highly competitive industries in Sri Lanka facing the challenge of maintaining their customer base. The purpose of the research is to examine the impact of brand equity on Customer Satisfaction in the Mobile Telecommunication Industry in Sri Lanka. This a quantitative study based on deductive reasoning. A comprehensive survey was conducted using a self-administered questionnaire to collect primary data. The convenience sampling method was used to select the sample. The conceptual framework was designed to accomplish research objectives, and relationships among its constructs (Brand equity, Customer Satisfaction) were hypothesized. Hypotheses were tested using correlation and regression analysis. Results indicated that brand equity positively influences consumer's satisfaction. The study further revealed a strong positive relationship between brand awareness and perceived quality with customer satisfaction. The Brand Loyalty and Brand Association having a positive relationship. The study's findings will benefit the industry players to get a competitive advantage, providing better customer satisfaction.

Keywords: *Brand Equity, Customer Satisfaction, Mobile Telecommunication Brands, Purchase Intention*