

## **The Impact of Brand Equity on Customers' Purchase Intention: with Special Reference to Germ Protection Toilet Soap Brands in Sri Lanka**

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Purchase intention is one of the prominent factors which effect on the purchasing decision and is very vital to understand the purchase intention to understand the customer behavior .Brand Equity impact differently on different types of fast moving consumer goods under the different contexts. The main purpose of this research was to identify the impact of brand equity on customers' purchase intention towards germ protection toilet soap brands in Sri Lankan context. Brand equity was used as the independent variable and it was measured through brand loyalty, brand awareness, brand association and perceived quality. Data were gathered from 360 respondents in the Western Province of Sri Lanka though a survey questionnaire. A linear Multiple Linear Regression Model was used to assess the degrees of impact from each brand equity dimension on purchase customers' intention towards gram protection toilet soap brands. The research finding demonstrated that there is a positive and significant impact of brand equity on customers' purchase intention towards germ protection toilet soap brands in Sri Lankan context. Perceived quality and brand loyalty were the two key dimensions of the brand equity which impact on the customer's purchase intention towards germ protection toilet soap brands in Sri Lanka. Marketers need to create appropriate marketing mix strategies to increase the perceived quality and gain more customer loyalty to create brand equity for germ protection toilet soap brands. Research findings underscore the existing body of knowledge about impact of brand equity on customers' purchase intention of fast moving consumer goods in Sri Lanka.

**Keywords:** Brand Equity; Purchase Intention; Fast Moving Consumer Goods; Customers; Sri Lanka