

The Impact of Customer-Based Brand Equity on Customer Satisfaction

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Believing the satisfied customer as the key to the success, marketers focus more on different ways of attracting and keeping customers satisfied. Among the leading factors towards satisfaction, brand equity plays a major role. As a result of the rapid competition in the market, more attention is given to the value of the brand from the customer's point of view. Present study aims to identify the impact of customer-based brand equity on the satisfaction of corporate customers for the purchases done with Arpico Interiors brand. Data was collected from a convenient sample of 270 customers in the western province through self-administered questionnaires. Based on CBBE model, the research model was constructed with the purpose of investigating the applicability and practicality of the model with reference to the Arpico Interiors brand. As the variables, Brand Awareness as measured by five items, Brand Associations by nine items, Perceived Quality by six items, Brand Loyalty by three items and Customer Satisfaction by three items were considered. The hypotheses were tested by using the multiple regression analysis. The findings show that the perceived quality has the highest impact on customer satisfaction with a coefficient of 0.508. Further, brand association and brand awareness impact on customer satisfaction with co efficiencies of 0.398 and 0.106 respectively and brand loyalty has no impact on customer satisfaction. Finally, the most effective and suitable solutions and opinions were recommended for the organization's success.

Key words: CBBE; Corporate Customer; Customer Satisfaction