

Determinants of the Customer-Based Brand Equity: A Verification Approach in the Liquefied Petroleum Gas Industry in Sri Lanka

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Branding plays an important role in the contemporary marketing, and is the focus of much literature, both academic and professional. This paper aims to examine the practicality and application of the Aaker (1991)'s well-known conceptual framework of customer-based brand equity. Data stemmed from a sample of 150 consumers who have been consuming the Liquefied Petroleum Gas in Sri Lanka was used to assess the way in which consumers' perceptions of the dimensions of customer-based brand equity affected the overall customer-based brand equity evaluations. The study employed multiple regression analysis to investigate the causal relationships among the dimensions of customer-based brand equity and customer-based brand equity itself. The study concludes that the brand loyalty, brand association and perceived quality as the most influential dimension of customer-based brand equity. Weak support is found for the brand awareness dimension. Marketing managers should consider the relative importance of the customer-based brand equity dimensions in their overall customer-based brand equity evaluations.

Keywords: Brand Association; Brand Awareness; Brand Loyalty; Customer-based Brand Equity; Determinants; Perceived Quality