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Brand Equity & Consumer Purchase Intention: A Study based on Life Buoy Soap

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The primary objective of this study is to provide a better understanding of how brand equity could impact on purchase intention with special reference to lifebuoy soap brand. Brand Equity helps to develop competitive advantage for any product or service. The proper understanding of the concept of Brand Equity provides not only more information to develop strategies towards customers, but also, developing Brand Equity is the key to increase the financial gain to the company.

A deductive approach was employed to construct the conceptual framework and accordingly hypotheses were formed. Survey method was followed to gather primary data by selecting 100 lifebuoy soap consumers around Colombo District. The data was analyzed using descriptive analysis and multiple regression models.

The findings revealed that brand equity dimensions have been impact on purchase intention on lifebuoy soap. Among them brand loyalty, perceived quality and brand awareness have a significant impact on purchase intention on life buoy soap whereas Brand Association found to be not very significant compared to other variables.

Keywords: Brand Equity, Brand Association, Perceived Quality, Brand Quality, Purchase Intention