

INFLUENCE OF BRAND EQUITY ON PURCHASE INTENTION FOR NATURAL HANDWORK

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This research aimed to identify how brand equity influences the purchase intention of natural handworks. Haritha Design uses the brand equity variables to evaluate how they influence purchase intention. Purchase Intention was identified as the dependent variable which is used to evaluate the relationship between brand equity and its variables. The independent variables were brand equity, brand loyalty, perceived quality, brand awareness, and brand association, while the dependent variable was purchase intention, which is analysed and evaluated using previous literature. Haritha Design customers were used as the target population to collect data. The sampling method used was the simple random sampling method and 340 respondents participated in this study. Data were gathered by Haritha Design consumers as a primary data collection method using a questionnaire which was distributed as a Google form. The reliability of the variables was analysed using Cronbach Alpha Value and all 6 variables were considered to be reliable. The correlation Coefficient was used to measure the strength of the variables which all dependent variables confirmed to influence Purchase Intention. Hypotheses were tested and five variables were accepted.

Keywords: Brand equity, natural handwork, purchase intention