

**THE IMPACT OF BRAND AWARENESS, BRAND LOYALTY, AND BRAND  
ATTITUDES ON ONLINE PURCHASE INTENTION OF GENERATION Z IN  
POLONNARUWA DISTRICT, SRI LANKA.**

**By**

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## ABSTRACT

Online shopping has grown in popularity in the digital age, especially among Generation Z customers who are very active online. In the Polonnaruwa District of Sri Lanka, this study investigates the influence of brand awareness, brand loyalty, and brand attitudes on Generation Z's intention to make an online purchase. Finding out how these brand-related elements affect consumers' decisions in online environment.

A structured questionnaire with five point likert scale item was used to gather primary data. 385 respondents from the gen Z in polonnaruwa district made up the sample for this quantitative study. Data was gathered using convenience sampling, a non-probability technique .in addition to primary data, secondary data were gathered from previous literature, online sources, academic journals, and books related to online consumer behavior and branding. Descriptive statistic, regression analysis, correlation analysis were used to examine the data and a conceptual framework was created to quantify the relationships between the variable.

So, the findings reveal that all three variable positively and significantly influence online purchase intention. The result suggest that marketers should focus on building strong, trustworthy brand relationships and fostering positive brand perceptions to enhance online purchase behaviours among this generation.

This study contributes to a better understanding of the online buying behavior of generation Z in polonnaruwa and provides useful insights for business and marketers seeking to strengthen their brand strategies and online presence.

Keywords: Brand Awareness, Brand Loyalty, Brand Attitudes, Purchase Intention.

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