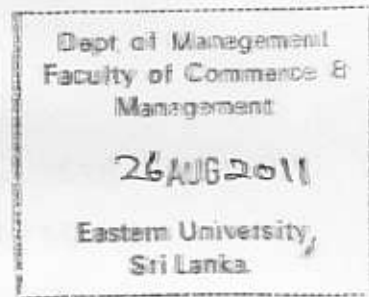


A STUDY ON THE ROLE OF BRAND EQUITY IN INFLUENCING
THE PURCHASE INTENTION SPECIAL REFERENCE OF
BRANDED BABY SOAPS IN MANMUNAI NORTH D.S DIVISION
IN BATTICALOA DISTRICT



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ABSTRACT

Many organization tries to achieve their organizational goals like profit maximization, high market share and survival. In market, consumers have certain expectation from the brands and tend to rely on brand as an indicator to purchase by default. If the role of Brand Equity does not create any positive change in Purchase Intention of Brand Choice, all the resources spent on promotional activities as well as manufacturing the products by organizations seem to be wasted without meaning. Therefore, this study intends to explore potential relationship of Brand Equity to the Purchase Intention of Branded Baby Soaps in Mannunai North D.S Division in Batticaloa District.

The important investigation and research question of this study for marketers is "*the extent to which the role of Brand Equity has been influencing the Purchase Intention of Branded Baby Soaps, particularly in Batticaloa District in Mannunai North Divisional Secretariat area?*" As secondary measures, the study focused on what is the level of Brand Equity and what is the level of Purchase Intention among the Branded Baby Soaps.

This study was devised with 200 questionnaires from 48 G.N Divisions in Mannunai North in Batticaloa District. Univariate and Bivariate analyses were performed to evaluate the data and present the results and findings. For this study, only five branded baby soaps are considered such as Pears Baby, Johnson & Johnson, Baby Cheramy, Khomba Baby, and Kekulu. The results of this study indicate that Brand Equity of all these soaps, except Kekulu (not in use in the sample area), has positive relationship with Purchase Intention ($r = 0.569$).

Each variable (Brand Equity and Purchase Intention) is assessed with four dimensions. The study finds that the Brand Equity and its dimensions (Brand Loyalty, Brand Awareness, Brand Association, and Perceived Quality) have high level attributes (mean > 4 in Likert's scale). The results are similar to the Purchase Intention and its dimensions too. Further analysis indicates that Johnson & Johnson soap has comparatively high, but medium positive and closer to strong positive correlation between Brand Equity and Purchase Intention ($r = 0.492$).

Keywords: *Brand Equity and Purchase Intention*

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