



**A STUDY ON IMPACT OF BRAND EQUITY ON CONSUMER
PURCHASE INTENTION IN MOBILE SERVICE PROVIDERES.
(SPECIAL REFERENCE TO BADULLA DISTRICT)**

by

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ABSTRACT

The purpose of the research report here was to find out the impact of Brand Equity on Purchase Intention regarding the branded mobile service providers. Marketers should attract customers through fulfillment of their needs & expectations. In the market place, every marketers/ brand managers face lots of competition, to beat competition they should concentrate on their Brand Equity with customers' mind. Every organization's desirable goal is to measure Brand Equity. It is a powerful aspect that marketers should not be neglected.

This research examined the research problem of whether the Brand Equity impact on Purchase Intention in mobile service providers. This research was carried out with main objective of the impact of Brand Equity on Purchase Intention and research questions were formed to test the level of Brand Equity & Purchase Intention, levels for dimensions of each variables and as well as the relationship between Brand Equity & Purchase Intention in mobile service providers. The conceptual model also developed based on the research problems.

Brand Equity consists of four dimensions; brand loyalty, brand awareness, brand association and perceived quality and Purchase Intention consists of four dimensions; price, Objective, recommendation, result & Experience. The samples are collected from mobile subscribers who are living in Badulla district. 200 questionnaire were used to collect data. Here, the researcher adopts Descriptive statistics, Correlation analysis and Regression analysis to test the research questions.

This study found that there were 42.5% of responders as Mobile Subscribers. From the Brand Equity dimensions, perceived quality had higher impact to Brand Equity and also overall view, Brand Equity showed higher of impact to Purchase Intention. Other finding was Brand Equity significantly & positively impacted with Purchase Intention.

This study concluded that Brand Equity is a most important concept that marketers should concentrate for long term survival with in the competitive world. This study suggests marketing strategies are the major way to build Brand Equity in consumers' mind and service provider should use marketing communication tools also getting Brand Equity.

Key words: Brand Equity, Brand Loyalty, Brand Awareness, Brand Association, Perceived quality

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