

## Impact of Brand Equity towards Purchasing Decision: A Situation on Mobile Telecommunication Services of Sri Lanka

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### Abstract

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The purpose of the research is to examine the impact of brand equity on purchase intention on Mobile connection service provider in Sri Lanka. For the selected sample which is from the Colombo and Gampaha districts, 300 questionnaires were distributed and the results gathered from the respondents were analyzed in order to get a meaningful conclusion. To accomplish these, a conceptual framework was designed and relationships among its constructs (Brand equity, purchase intention) were hypothesized. The hypotheses which are tested based on the brand equity and purchase intention. Therefore all the hypothesis was accepted but the relationship between the independent variable dependent variables identified is varying. There is a strong positive relationship between the brand awareness and perceived quality with purchase intention. But rest of the other factor's relationship with purchase intention is having less or moderate level relationship. Hypotheses were tested using structural equation modeling and subgroup correlation analysis in SPSS. Results indicated that brand equity positively influences consumer's purchase intention.

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**Keywords:** Brand equity, purchase intention, Mobile telecommunication Brands, Purchase Decision

### 1.0 Introduction

#### 1.1 Background of the Industry

When it comes to the Mobile phone connection providers, they are trying to grab the market very aggressively with offering different & innovative services. Basically their market dominance would depend on those innovative services. Sri Lanka has a population of approximately 21.3 million, with a mobile penetration rate of approximately 49% according to government statistics and publicly available reports. Based on internal estimates, there is strong competition among the five existing mobile telecommunications operators on tariffs, coverage and value-added services. Dialog is the largest mobile operator in Sri Lanka, with a 38% subscriber share at end-December 2011. The telecommunications sector is governed by the Sri Lanka Telecommunication Act, No.25 of 1991 as amended by Act, No.27 of 1996, and by the institution formed under the Act, the Telecommunications Regulatory Commission of Sri Lanka (TRCSL).

#### 1.2 Research Problem

In case of mobile telecommunication providers in Sri Lanka there are different ways that they try to compel consumers to purchase or use their brand. Based on heavy advertisements they try to capture the market, but according to my point of view it is not the way to build a good reputation among target group. They have to have built good brand reputation among their users by using of unique feature that it does not have to its competitors. In case of Sri Lankan market companies try to achieve their target market through bombastic mere advertisements, actually it creates a hypothetical world that it will not satisfied the consumer needs properly.

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So brand equity needs to be develop in order to create a positive image towards the service & basically it will leads to more brand conscious & increase the consumer purchase intention towards the service. Is it Influence the Brand Equity of Mobile telecommunication providers on consumers when they make their purchase decision.

#### Research Problems

1. Does Brand Loyalty affects on the purchase Decision of consumers in telecommunication Market.
2. Does Brand Awareness affects on the purchase Decision of consumers in telecommunication Market.

Does perceived Quality affects on the purchase Decision of consumers in telecommunication Market.

3. Does Brand Association affects on the purchase Decision of consumers in telecommunication Market.

#### 1.3 Research Objectives

##### Key Objective

1. To identify how the brand Equity affects on Purchase intention of the consumers in Mobile Telecommunication Market.

##### Specific Objectives

1. To study the Brand loyalty affects on purchase Decision.
2. To evaluate the Brand Awareness affects on purchase Decision.
3. To measure the Perceived Quality affects on purchase Decision.
4. To evaluate the Brand Association affects on purchase Decision.

## 2.0 Literature Review

### 2.1 The Considering Concept

The researcher is focused to study on the Purchase intention of Mobile telecommunication packages based on the Brand Equity. In case of service marketing customer purchase intention would be determine on Service quality, & the brand equity would be supported by service quality of those mobile service providers. The researcher discussed and state several findings regarding the topic as below.

#### 2.1.1 Service Marketing

With compare to the competitors in the market we should have to position our product more effectively than competitors. *Services Marketing* introduces the vital role that services play in the economy and its future. Services dominate the advanced economies of the world and virtually all companies view service as critical to retaining their customers today and in the future. When it consider about the service Marketing as we all know it needed 3 more Ps apart from the traditional 4Ps as People, Physical Evidence and Process.

#### 2.1.2 Branding & Current Markets

Central function of branding is the facilitation of the consumer choice process. Due to the complexity of having to select amongst thousands of similar offerings, consumers will instinctively attempt to simplify their choice process by stating that consumers, specially in situations of low involvement, heavily relay on previous consuming experiences when attempting to select a product to satisfy their present needs. Thus, one can conclude that pleasant past experience is highly conductive to consumers associating benefits to a brand. One can conclude that a central function of branding is its ability to create the need for a consumer to seek out information when a need or a want has been recognized, but rather, lead him to a brand that has been satisfying in the past.

#### 2.1.3 Building Equity in your Brand

A product or service exists and it has a name. The appropriate trademark protections have been secured. The next step is to turn that name in to a brand by infusing it with distinction and a suggestion of value. What makes a name a brand is that though a name in an identifying designation, the brand name is identified with a personality Philip Jones define "a brand is a product that provides functional benefits plus added values that some customers value enough to buy" (The Brand Marketing,1993,p.33)

As well as there is a another definition by David Aaker “a brand is a distinguish name or symbol (such as logo, trade mark, package design) intended to identify the goods or service of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors”(The Brand Marketing,1993,p.33)

#### 2.1.4 Brand Promotion

In case of brand promotion it describes the way it can promote a brand in the Market, we can say that this is a strategy it use to have the customer loyalty towards the brand, awareness & increase sales quantity .instead of promoting a one particular product.

Now companies are focusing on this strategy, because it is an effective thing that it can use. companies rely on repetition in advertising in order to familiarize customers with the brand. Companies have used brand promotion for many years, and it is still successful in today's market. With this strategy, one of the primary objectives of the company is to increase brand awareness. When customers become aware of a brand, they are much more likely to give it a try. Brands that are unknown generally do not perform as well as commonly known brands.

#### 2.1.5 Brand Positioning and Brand Personality

A popular, overused, and sometimes confusing term in marketing is positioning. Al Rise and Jack Trout it as a title of their 1986 book and describe it as “a new approach to communication.” They took the stance that positioning is not something a company does with a product, but something that take place in the mind of the prospective bur of the product. Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate, and an effective brand will increase its brand equity by having a consistent set of traits. This is the added-value that a brand gains.

#### 2.1.6 Brand Equity

The positive differential effect that knowing the brand name has on customer response to the product or service (Kotler& Armstrong, 2008) Brand equity can be evaluated through, Brand loyalty, Brand awareness, Perceived quality, Brand association and other proprietary brand assets in five different dimensions. The implications of model help in managing brand equity and consider sensitive value to make informed decisions about brand-building activities. Brand equity is important at purchasing time as it influence customers and complete with the competitor's attraction.

### 3.0 Conceptualization & Operationalization

#### 3.1 Introduction

This chapter will contain the concept, conceptualization, indicators of considering concept, operationalization of considering concepts, conceptual frame work selected by the Researcher & definition of those Variables. Further this chapter will help to identify the independent & dependent variables as well the relationship between the variables. All the elaborations will helps to identify the effect of brand equity on purchase intention of Mobile telecommunication providers.

Data Operationalization Table Can be shown as follows

Concept	Variable	Indicator	Measure	Question
Impact of brand equity of Mobile telecommunication providers on its purchase decision in Sri Lanka	Brand Loyalty	Motivate to Recommend to others	Likert Scale	Q4
		Motivate to Purchase alternative packages	Likert Scale	Q5
	Brand Awareness	Usage Rate	Likert Scale	Q6
		Motivation to Switch	Likert Scale	Q 3, Q7
		Recall Power	Likert Scale	Q9
		Point of Difference	Likert Scale	Q10
		Knowledge about the Brand	Likert Scale	Q11
		Position of Choice Set	Likert Scale	Q12
		Recall of competitive Brands	Likert Scale	Q13
	Perceived Quality	Product Performance	Likert Scale	Q15
		Value added features	Likert Scale	Q16
		Service Quality	Likert Scale	Q17
		Quality perception	Likert Scale	Q19
	Brand Association	Innovation	Likert Scale	Q18
		Closeness to Life	Likert Scale	Q21
Social Image		Likert Scale	Q22	
Personality feelings		Likert Scale	Q24	
Sing Value or recognition		Likert Scale	Q23	

Conceptualization

Before the measurement process is carried out, it must identify the concepts relevant to the problem. A concept is a generalized idea about a class of objects, attributes or process. Some concepts possess relatively higher degree of concrete properties and poses few problems in definition or measurement. On the other hand some other concepts possess relatively higher degree of abstract properties and are more difficult to define and measure. Conceptualization is the process of specifying precisely what is meant by the particular construct used in the research. A major task in conceptualizing a theoretical construct relates to the specification of its boundaries in terms of other constructs in the theory. It must exact in dealing what is included in the conceptual domain of the proposed construct and what is excluded. The conceptual frame work can be shown as below.

3.2 Defining Variables

When it comes to the customer decision making in the field of mobile telecommunication it need to identify the factors, in case of this research the researcher has identified the Brand equity is a one of the major factor that customers consider about. The brand equity is consisting with for independent variables as it mentioning in the conceptual frame work. Based on independent variables the dependent variable would be the Customer purchase decision.

3.2.1 Brand Loyalty

In this regard it describes how the brand loyalty will determine the brand equity of the product. According to David Aaker 1996 Brand loyalty will reduce the Marketing cost & ultimately it enhances the customer trust towards the Brand.

3.2.2 Brand Awareness

In the sense of Brand awareness describes to what extent it can identify the brand, Brand awareness is important at the point of purchasing. As well it will increase the familiarity & commitment to be considered.

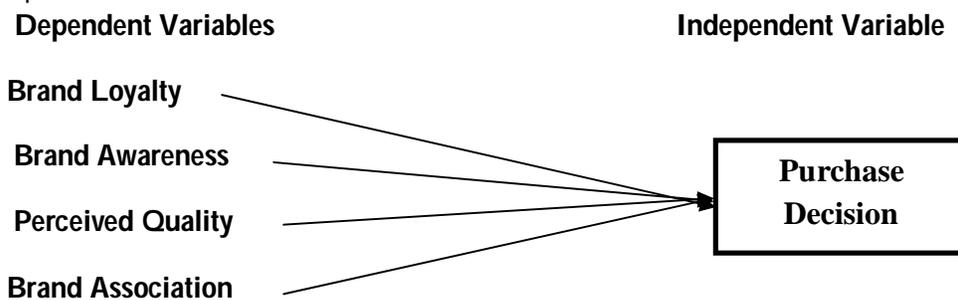
3.2.3 Perceived Quality

It describes reasons to buy a product or service at different prices. Perceived quality will be affect by the service quality of employees, durability of products, to increase the purchase rate or purchase intention of a product / service it need to inculcate the perceived quality to consumer minds.

3.2.4 Brand Association

If a person going to purchase a product or a service, it need to be match with that persons brand association, or what is in the mind of consumers mind regarding the bran

3.3 Conceptual Framework



When it consider about the conceptual framework, there are four independent variables that it affect to a one dependent variable. The independent variables are affecting the dependent variable by different rates, ultimately based on the conceptual framework it can say that the Purchase decision will vary.

3.4 Formulation of Hypothesis

A hypothesis is a prediction of a relationship between one or more factors and the problem under study that can be tested. Here the study tries to measure the Influence of Brand Equity of Mobile telecommunication providers on consumers when they make their purchase decision.

**H1** – There is a significant relationship between Brand Loyalty of Purchase Decision on Mobile telecommunication service.

**H2** - There is a moderate relationship between Brand Awareness of Purchase Decision on Mobile telecommunication service.

**H3** - There is a moderate relationship between Perceived Quality of Purchase Decision of Mobile telecommunication services.

**H4** - There is a significant relationship between Brand Association on Purchase Decision of Mobile telecommunication provide

## **4.0 Methodology**

### 4.1 Introduction

The methodology of the research is developed in order to get the accurate data with a high representation from the population. Firstly a secondary data collection is done in order to get more insights of the research area and after having a considerable understanding of the research area, the primary research is to be done.

### 4.2 Methodological Choice

The methodology of the research is developed in order to get the accurate data with a high representation from the population. Firstly a secondary data collection is done in order to get more insights of the research area and after having a considerable understanding of the research area, the primary research is to be done.

#### 4.2.1 Secondary Data

“Secondary data provides a good starting point for research” (Kotler et al, 1999) therefore the research will start with secondary data analysis in attempting to gain an understanding about the research area. After getting some insights from the secondary data collection the research is getting the Correct insights and correct pathway to begin the primary research.

#### 4.2.2 Primary Data

The use of primary data is important as this research is primarily considered the brand equity influence on brand preference & purchase intention of notebook computers in Sri Lanka.

#### 4.2.3 Quantitative Data

In order to discover this issue it is planned to do descriptive research as the primary research because of the need of information in clearly with preplanned and structured. Through that research method could able to identify the does brand equity influence on brand preference and purchase intention of Laptop industry in Sri Lanka by undertaking a survey within a selected sample. It is planned to do a questionnaire to discover the qualitative and the quantitative aspects which need to get the information for the research.

### 4.3 Method of Data Collection

The questionnaire is designed with clearly defined questions in both qualitative and the quantitative aspects. Scaling techniques are mostly used for measure the qualitative aspects in the questionnaire and ranking questions as well open ended questions are planned to be asked respondents in order to get a good combination of qualitative and the quantitative areas in the research. The survey was conducted during September 2012 among the people who are living in Colombo district. Collection of information from magazines, articles, and related research was done in the secondary data collection and from that the approach to the primary survey is taken

## **5.0 Data Analysis and Presentation of Findings**

### 5.1 Sample Profile

The survey was conducted among the consumers who are having the power and/or financial authority to make the ultimate choice regarding which service provider to purchase. Therefore, the sample was comprised with individuals who belong to the younger adulthood and middle adulthood categories for the reason that these groups have their own purchasing behavior.

Further, an equal balance was maintained in the sample selection process relating to the area and the respondents' gender. Accordingly, the sample was included with 150 males and 150 females between the ages of 18 to

35. The sample profile is illustrated in Table 4.1.

Districts	Male			Female			Total
	Urban	Suburb	Rural	Urban	Suburb	Rural	
Colombo	25	25	25	25	25	25	150
Gampaha	25	25	25	25	25	25	150
<b>Total</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>300</b>

**Table 5.2.0: The Sample Profile**

A self-administered questionnaire was designed including both open and closed ended questions to collect information relating to the effect of using celebrity brand ambassadors on consumers' buying decisions that were used subsequently as data for analysis with the help of SPSS

5.2 Analysis of Variable & Relationship

The relationship between independent Variables & Dependent Variable

When it comes to the process of analyzing variables first of all it took the questions which related to independent variables & got the mean of all the variables. As well as it took all the questions relate to the dependent variable & got the mean of those variables. After that it is compared the relationships of each independent variable on dependent variable by using spearman's correlation analysis. Below mentioned are the tables which can show the variable analysis

5.2.1 Brand Loyalty & Purchase Intention

**Table 5.3.50 – Correlation between Brand loyalty & Purchase intention**

	Purchase Intention
Brand Loyalty	.338**

Source Survey Data 2013/2014

According to the above statistics it can say there is a positive moderate relationship between the Brand Loyalty & Purchase intention. But it is not a strong relationship, it means when people going to purchase a mobile connection they do consider about the Brand Loyalty. It can say brand loyalty is a prominent factor for the Purchase intention of the people.

5.2.2 Brand Awareness & Purchase intention

**Table 5.3.51 – Correlation between Brand Awareness & Purchase intention**

	Purchase Intention
Brand Awareness	.413**

Source Survey Data 2013/2014

According to the above statistics it can say there is a positive relationship between the Brand Awareness & Purchase intention. But it is a somewhat strong relationship, it means when people going to purchase a mobile connection it directly affects the Brand Awareness.

5.2.3 Perceived Quality & Purchase Intention

**Table 5.3.52 – Correlation between Perceived Quality & Purchase intention**

	Purchase Intention
Perceived Quality	.401**

Source Survey Data 2013/2014

There is a Positive relationship between the Perceived Quality & Purchase Intention of a Mobile Service Provider. It implies that people do consider about the service quality before them going to make a purchase decision

5.2.4 Brand Association & Purchase Intention

**Table 5.3.53 – Correlation between Brand Association & Purchase intention**

	Purchase Intention
Brand Association	.242**

Source Survey Data 2013/2014

According to the above table, the relationship between Brand Association and Purchase Intention has positive correlation. But it is not a strong correlation. That means people when they going to purchase a Mobile Connection, Brand Association is not highly affect to that due to having weak relationship between the two factors.

5.3 Hypothesis Testing

Hypothesis 01

There is a significant relationship between Brand Loyalty of Purchase Decision on Mobile telecommunication service.

**Table 5.4.54 Descriptive Statistics – Hypotheses 01**

	Mean	Std. Deviation	N
Purchase Intention	3.6767	.44264	150
Brand Loyalty	3.4867	.31568	150

Source Survey Data 2013/2014

**Table 5.4.55 Model summary - Hypotheses 01**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.257 <sup>a</sup>	.066	.060	.42920	.066	10.477	1	148	.001

a. Predictors: (Constant), Brand Loyalty  
Source Survey Data 2013/2014

**Table 5.4.56 ANOVA - Hypotheses 01**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.930	1	1.930	10.477	.001 <sup>a</sup>
	Residual	27.263	148	.184		
	Total	29.193	149			

a. Predictors: (Constant), Brand Loyalty  
b. Dependent Variable: Purchase Intention  
Source Survey Data 2013/2014

**Table 5.4.57 Coefficients - Hypotheses 01**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.420	.390		6.205	.000	1.649	3.190
	Brand Loyalty	.361	.111	.257	3.237	.001	.140	.581

a. Dependent Variable: Purchase Intention  
Source Survey Data 2013/2014

According to the research findings throughout above analytical part there is a lower relationship between brand loyalty & the purchase decision of the mobile telecommunication providers or its not a strong relationship. Because it represents the R value as 0.066 or it is 6.6% of the alteration of purchase intention is explained by Brand Loyalty. However, once the goodness of fitness is adjusted for number of variables and Observation respective independent variables represents a governance of 6 % over the purchase intention. Thus it is being revealed that purchase intention and the respective variables, brand loyalty have a regression relation. Then it can assume there are some other factors will influence badly on the purchase intention of the mobile telecommunication providers because the brand loyalty is having fairly lower impact on purchase decision of the selected sample. And as well as according to ANOVA Table the relationship between brand loyalty and purchase intention is significant at .001%. The F value is fair value of the comparing the table value. Based on that details researcher can accepted hypothesis 1.

H1-Can be accepted

Hypothesis 02

There is a moderate relationship between Brand Awareness of Purchase Decision on Mobile telecommunication service providers.

**Table 5.4.58 Descriptive Statistics – Hypotheses 02**

	Mean	Std. Deviation	N
Purchase Intention	3.6767	.44264	150
Brand Awareness	3.8122	.32843	150

Source Survey Data 2013/2014

**Table 5.4.59 Model summary - Hypotheses 02**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.244	1	6.244	40.269	.000 <sup>a</sup>
	Residual	22.949	148	.155		
	Total	29.193	149			

a. Predictors: (Constant), Brand Awareness

b. Dependent Variable: Purchase Intention

Source Survey Data 2013/2014

**Table 5.4.60 ANOVA - Hypotheses 02**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.462 <sup>a</sup>	.214	.209	.39378	.214	40.269	1	148	.000

a. Predictors: (Constant), Brand Awareness

Source Survey Data 2013/2014

**Table 5.4.61 Coefficients - Hypotheses 02**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.300	.376		3.460	.001	.558	2.043
Brand Awareness	.623	.098	.462	6.346	.000	.429	.817

a. Dependent Variable: Purchase Intention  
Source Survey Data 2013/2014

Before adjusting for number of variables and observation the Goodness of fitness of the selected independent variables represents 0.214 in other words 21.4% of the alteration of purchase intention is explained by the brand awareness. Nevertheless once the goodness of fitness is adjusted for number of variables and Observation respective independent variables represents a governance of 20.9% over the purchase intention. Thus it is being revealed that purchase intention and the respective variables, brand awareness have a regression relation. However changes in brand awareness have fairly moderate impact on the purchase intention According to the survey details there is a moderate impact to purchase intention by the brand awareness. And as well as according to ANOVA Table the relationship between brand awareness and purchase intention is significant at .000%. The F value is fair value of the comparing the Table value. Based on that details researcher can accepted hypothesis 2.

H2-Can be accepted

Hypothesis 03

There is a moderate relationship between Perceived Quality on Purchase Decision of Mobile telecommunication service providers.

**Table 5.4.62 Descriptive statistics – Hypotheses 03**

	Mean	Std. Deviation	N
Purchase Intention	3.6767	.44264	150
Perceived Quality	3.8200	.40184	150

Source Survey Data 2013/2014

**Table 5.4.63 Model summary - Hypotheses 03**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.321 <sup>a</sup>	.103	.097	.42056	.103	17.058	1	148	.000

a. Predictors: (Constant), Perceived Quality  
Source Survey Data 2013/2014

**Table 5.4.64 ANOVA - Hypotheses 03**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.017	1	3.017	17.058	.000 <sup>a</sup>
	Residual	26.176	148	.177		
	Total	29.193	149			

a. Predictors: (Constant), Perceived Quality

b. Dependent Variable: Purchase Intention

Source Survey Data 2013/2014

**Table 5.4.65 Coefficients - Hypotheses 03**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	2.324	.329		7.057	.000	1.673	2.975
Perceived Quality	.354	.086	.321	4.130	.000	.185	.524

a. Dependent Variable: Purchase Intention

Source Survey Data 2013/2014

According to survey result, there is positive relationship between perceived quality & purchase intention. R value represents as a 0.103 In other words 10.3% of the alteration of perceived quality is explained by purchase intention. According to ANOVA Table the relationship between perceived quality and purchase intention is significant at .000%. The F value is fair value of the comparing the table value. Based on that

Details researcher can accepted hypothesis 3.

H3-Can be accepted

Hypothesis 04

There is a significant relationship between Brand Association on Purchase Decision of Mobile telecommunication service providers.

**Table 5.4.66 Descriptive statistics – Hypotheses 04**

	Mean	Std. Deviation	N
Purchase Intention	3.6767	.44264	150
Brand Association	3.4200	.56038	150

Source Survey Data 2013/2014

**Table 5.4.67 Model summary - Hypotheses 04**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.360 <sup>a</sup>	.130	.124	.41434	.130	22.046	1	148	.000

a. Predictors: (Constant), Brand Association

Source Survey Data 2013/2014

**Table 5.4.68 ANOVA - Hypotheses 04**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.785	1	3.785	22.046	.000 <sup>a</sup>
	Residual	25.409	148	.172		
	Total	29.193	149			

a. Predictors: (Constant), Brand Association

b. Dependent Variable: Purchase Intention

Source Survey Data 2013/2014

**Table 5.4.69 Coefficients - Hypotheses 04**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	2.704	.210		12.882	.000	2.289	3.119
Brand Association	.284	.061	.360	4.695	.000	.165	.404

a. Dependent Variable: Purchase Intention  
Source Survey Data 2013/2014

According to survey result, there is positive relationship between brand association & purchase intention. R value represents as a 0.130 In other words 13 % of the alteration of brand association is explained by purchase intention. According to ANOVA Table the relationship between brand association and purchase intention is significant at .000%. The F value is fair value of the comparing the table value. Based on that Details researcher can accepted hypothesis 4.

H4-Can be accepted

## 6.0 Summery & Conclusions

### 6.1 Introduction

This is the final chapter of the report and from this it is discussed overall summary of study, Conclusions/Implications and Suggestions for further researches. This chapter has constructed with survey findings.

### 6.2 Overall summary of the Study

When it consider about the overall summery of the study itself, the researcher tries to figure out the impact of Brand Equity of Mobile telecommunication providers on Purchase decision of the customers. When it consider about the Brand Equity & other related factors, the Brand equity has selected as the Independent Variable, basically Brand equity did follow four major areas as independent variable.

1. Brand awareness
2. Brand association
3. Brand loyalty
4. Perceived quality

When it consider about the dependent variable, it is

#### 1. Purchase Intention

The conceptual frame work and the hypotheses were established based on the above Identifies variable and data was collected to test the validity of stated hypotheses. The study was conducted in order to explore these factors and the secondary data collection and also a primary data collection was done in order to get data to be explored. The primary data was collected via a questionnaire and the sample was selected within Colombo district people who are in the any age groups and as well people who are using Mobile connections. The sample was limited to 150 respondents and the respondent selection was done based on the convenient of the data collector. The collected data was analyzed and interpret by using the SPSS software.

The result of the research can be summarized as follows:

#### Data Analysis of Consumers' Behavior

According to the result got from analyzed data, it is found that majority of the people that of the sample are loyal to the brand which they us. Then they said that they have more adequate awareness regarding the using brand. But the Brand association aspect toward the brand is in a very low level compare to the other brand equity factors.

### Data Analysis in Relationships of the Variables

The descriptively analyzed data was further analyzed to get the relationships between the independent variables and the dependent variable. The results obtained by the analysis are as follows According to the correlation analysis of the variables it is identifies that the relationships between the brand association and purchase intention, has small or a weak positive correlation. That is, brand association will have weak effect to purchase intention. The correlation analysis of the variable it is identified that the relationship between the brand Awareness and purchase intention has strong positive correlation. As well brand loyalty and perceived quality variable have moderate positive relationship with purchase intention. According to the result got from analyzed data, it is found that brand equity has moderate relationship or moderately affects for the purchase intention of a mobile connection.

### 6.3 Conclusion/ Implications

#### 6.3.1 Conclusions

Overall, the findings of the impact of the antecedents on brand equity established brand awareness, brand association, brand loyalty and perceived quality in the role of antecedents of brand equity, showing that increases in either would generate higher levels of brand equity. Results of the data analysis suggested that brand awareness and perceived quality would have a bigger impact on purchase intention than brand loyalty & brand association would. This implies that a mobile connection brand eager to increase its brand equity should focus on efforts to build customers' awareness and perceived quality, generating higher levels of brand equity. The model pertaining to the impact of brand equity on its consequences supported the direct positive impact of brand equity on purchase intention. Therefore, this could conclude that brands with higher levels of brand equity would generate higher levels of customer purchase intention. In turn, higher customer purchase intention was associated with more willingness to continue using the mobile connection brand. This tends to confirm the presumed role of the consequences of brand equity. When it comes to the integrated framework of brand equity, the research hypotheses are completely supported by the analysis. The framework provides mobile telecommunications industries with a better understanding of brand equity concepts from the customers' perspectives. To sum up, research objectives were reached. When it consider about the market share of Mobile connection brands according the research study 42% of the market share is enjoying the Dialog Axiyata, 26% is enjoying by Mobitel & 16% is enjoying by Etisalat as the No 3 three player in the market. As the market leader Dialog should have most of the competencies & abilities in both the consumer point of view & company point of view.

#### 6.3.2 Managerial implicate

When it consider about the above findings through the research study it can elaborate Brand equity as a one of key factor which it enhance the value of the service which it provide to the end user, also in sri lankan context In case on mobile connection providers, they spend money lavishly on communicate their service offerings to the customers through huge brand communicational campaigns. As per the research study if it invest on the fields on Brand awareness building initiatives through some service features promotional campaigns it would be more worthwhile Brand managers may have quantitative objectives as well as qualitative objectives to increase the product performance in the Market context, or els to achieve the communication objectives & marketing objectives.

### 6.4 Suggestions for Further Researches

Firstly, it would be ideal to address more time and resources to get larger sample size and widen the geographical coverage in order to get more accurate and representative answers. Secondly, it would be more apprehensive to conduct both qualitative and quantitative research method, which can get more insight of the topic. Moreover, in this research, some demographic factors such as gender, age, education level et al were explored.

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**Appendix**

## Survey Questionnaire

Impact of brand equity of Mobile telecommunication providers on its purchase decision in Sri Lanka

## Section A

1. Do you have a mobile connection at present

a. Yes b. No 

2. If yes who is the mobile connection provider (if you are using more than one provider please state the most preferred one).

a. Dialog b. Mobitel c. Etisalat d. Airtel e. Hutch 

Based on the answer given for the second question (Q2), please proceed with the Following questions.

Please select the answer that most corresponds to your opinion in each question.

3. How long you have been using the mobile connection which is currently used.

a. Below 1 Year b. 1-3 Years

c. 3-5 Years

d. More than 5 Years

4. I would recommend others to purchase the Brand what I use since I also repeat the same brand if needed.

Not recommended At all	Not recommend	Neutral	Yes recommend	Yes highly recommended
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5. I do positively respond & purchase the alternative packages promoted by competitive brands.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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6. I am a Heavy user of this existing Mobile package even though other low price packages are available.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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7. I would motivate to shift to other mobile connection brands too.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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8. How far the brand loyalty aspect toward the brand did important you to purchase it irrespective of other brand values.

Extremely Unimportant	Unimportant	Neither important nor unimportant	Important	Extremely Important
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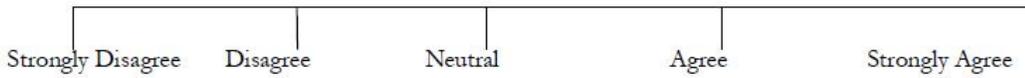
9. I can recall the brand easily when I am going to purchase a mobile connection.

Strongly Disagree Agre	Disagree	Neutral	Agree	Strongly Agree
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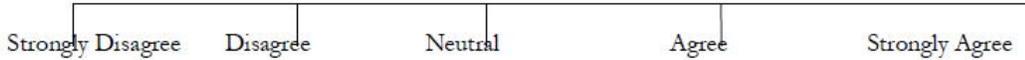
10. I do consider Value for money is the most important factor when I am going to purchase a mobile connection brand.

Extremely Unimportant	Unimportant	Neither important nor unimportant	Important	Extremely Important
-----------------------	-------------	--------------------------------------	-----------	---------------------

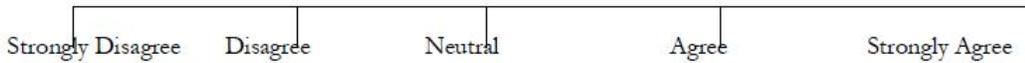
11. I do have adequate knowledge of the brand than other mobile connection brands in the market.



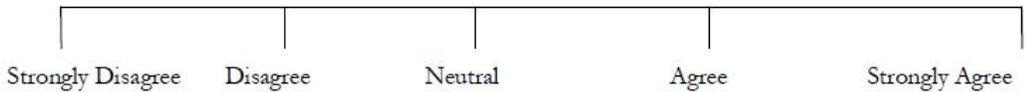
12. The position of the choice set is extremely high towards the brand when I am going to make a purchase decision.



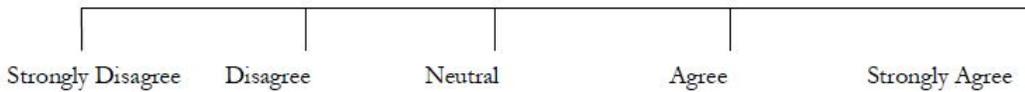
13. I can recall competitive brands easily when I am going to purchase a connection.



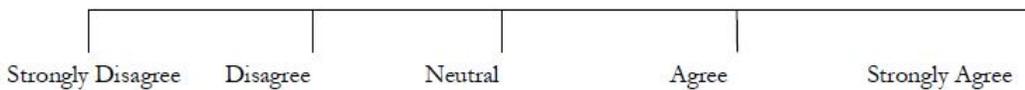
14. How far the brand awareness aspect toward the brand did impact you to purchase it irrespective of other brand values.



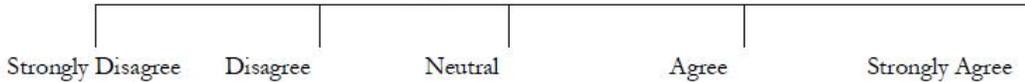
15. Functional features of the brand are extremely good & have a positive impact towards purchase the brand



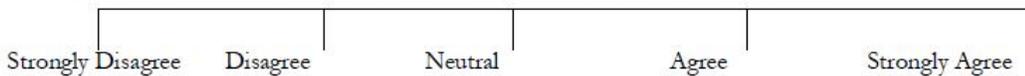
16. Value added features of the brand give a positive impact towards to purchase the brand.



17. The customer service of the brand is appreciable.



18. Technological innovation of the brand is compelling me to purchase the brand.



19. Quality perception towards the brand is important factor for me to purchase a mobile connection service.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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20. How far the Perceived quality aspect toward the brand did impact you to purchase it irrespective of other brand values.

Extremely Important nor unimportant	Important	Neither important	Unimportant	Extremely unimportant
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21. Brand offerings which are close to my life style which motivate me to purchase.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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22. I purchase the brand to match with my own social identity.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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23. I purchase the brand as it reflects my social status.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agr
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24. I purchase the brand as it reflects my personality feelings.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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25. How far the Brand Association aspect toward the brand did impact you to purchase it irrespective of other brand values.

Extremely Important nor unimportant	Important	Neither important	Unimportant	Extremely unimportant
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**Section B****General Information**

Please put a tick (✓) in the relevant cage.

26. Gender.

a. Male

b. Female

27. Age.

a. Below 20

b. 21-30

c. 31-40

d. 41-50

e. Above 50

28. Educational Qualification (Please tick the highest Qualification.)

a. O/L & A/L

b. Diploma

c. Basic Degree

d. Post Graduate Degree

e. Others (Please Specify)

29. Profession.

a. Self Employed

b. Employed in Private Sector

c. Employed in Government Sector

d. Unemployed