

Impact of Brand Equity towards Customer Purchase Intension and the Moderating Effect of Country of Origin Image: with Special Reference to Shampoo Brands in Western Province, Sri Lanka

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Brand equity can define as a significant and essential concept to any company. To investigate this, many researchers have used Aaker's brand equity model. However, it is observable that the products like shampoo are having a switching behavior and, thus, confuse understanding how the purchasing intention generates for these kinds of products. Therefore, this study aims to investigate the impact of brand equity on customer purchase intention of shampoo brands. Moreover, researcher's secondary aim is to examine the moderate role of country of origin image. As this study is quantitative in nature, it has gathered primary data through a structured questionnaire. Moreover, the study population is unknown, and the researchers used a non-probability sample technique for collecting data from 384 respondents. The Cronbach's Alpha value of the questionnaire was more than 0.7, and it indicated that the questionnaire used in this study is reliable. Furthermore, Pearson's correlation coefficient and regression analysis was used to analyze the data. Results indicated that brand equity dimensions (brand awareness - 0.742, R, - 0.838, brand association - 0.689, R, - 0.674, perceived quality - 0.748, R, - 0.704, brand loyalty - 0.708, R, - 0.809) positively impacts to the customer purchase intention, but moderate variable results (0.775, R, P-value - 0.7610) rejected the moderating effect of country of origin image. Based on the findings, marketers should focus their efforts primarily on brand equity components and should not focus into position the country of origin of the shampoo products as a differentiation tool in consumers' minds.

Keywords: *Brand Association, Brand Awareness, Brand Equity, Brand Loyalty, Country of Origin Image, Customer Purchase Intention, Perceived Quality*