

A Study on Brand Equity Antecedents on Purchasing Intention for Application Based Cement (ABC) Brands in Sri Lanka

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The purpose of this research study was to find out the Brand Equity Antecedents that influence the Purchase Intention of Application Based Cements in Sri Lanka based on David Aaker's well-known conceptual framework. Market share of the Application Based Cement was less in Sri Lanka even though it has variety of favorable factors to the Country. In Sri Lanka, no sufficient researches have been carried out yet to identify, how far brand equity antecedents influence the customers buying behavior of Application Based Cement. Therefore present study is focused on "To what extent antecedents of brand equity will influence on the buying behavior of Application Based Cements in Sri Lanka".

Based on a sample of 251 consumers, Regression analysis, Correlation and One Way ANOVA was used to test hypotheses. The research reveals that brand awareness, brand association, brand loyalty, and perceived quality have a significant influence on purchasing intention of the Application based Cements in Sri Lanka.

The paper suggests that marketers should carefully consider the brand equity components when designing their branding strategies. Further researcher recommended to implement new programs and activities to improve brand equity of Application based Cements by giving priority to overcome the main objectives of the research mainly to reduce the Co2 emission and save the limestone for future generation.

Key words: Brand equity; Purchase intention; Application Based Cement, Consumer Behavior

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