

## **Impact of Brand Awareness on Purchase Intention: With Special Reference to Mobile Phone Brands**

Jayasekara, J. M. D. N.<sup>1</sup> and Wijethunga, W. M. H. U.<sup>2</sup>

Since the mobile phone market is growing and competitive, to be successful it is important to understand the relationship between brand awareness (BA) and purchase intention (PI). Researches that study the impact of BA on PI are limited, the researcher focused to find the Impact of BA on PI with special reference to Sri Lankan mobile phone brands. The approach of the research study can be categorized as descriptive and correlation oriented. A sample of 385 respondents has been selected based on judgmental and convenience techniques under non probability sampling technique. One sample T-test, mean value and regression analysis were performed to test the hypotheses. Results indicate the level of BA and PI on mobile phone brands among mobile phone customers is high. Further, it was found that there is a positive impact of BA on PI of mobile phone brands among consumers.

***Keywords:*** *Brand Awareness, Purchase Intention, Mobile Phone Brands*

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<sup>1</sup> Department of Marketing, Faculty of Management, University of Peradeniya, Sri Lanka  
(nethminijayasekara@gmail.com)

<sup>2</sup> Department of Marketing, Faculty of Management, University of Peradeniya, Sri Lanka  
(heshani114@yahoo.com)