

## **The Study on the Impact of Customer Based Brand Equity on Customer Satisfaction: With Special Reference to Corporate Customers of Arpico Interiors Brand in Western Province**

**T. R. Marasingha**

Department of Marketing Management, Faculty of Commerce and Management Studies,  
University of Kelaniya, Sri Lanka

**H.M.R.P Herath**

Department of Marketing Management, Faculty of Commerce and Management Studies,  
University of Kelaniya, Sri Lanka

This research was done to identify the impact of: Customer based brand equity on customer satisfaction of Arpico Interiors brand in Western province, Sri Lanka. Based on Aaker (1991)'s: Customer based brand equity model, the researcher constructed the model and the purpose was to investigate the applicability and practicality of the model with reference to Arpico Interiors brand. Brand Associations by nine items, Perceived Quality by six items, Brand Loyalty by Three items and Customer Satisfaction by three items were considered. According to Greener (2008), convenience sampling method was taken for the sample calculation and only 270 respondents as representing each district, 90 respondents per each were taken to the sample and selfadministered, standard structured questionnaires were distributed for corporate customers of Arpico Interiors (Pvt) Ltd. After checking whether the research fulfills three assumptions, regression analysis was run to measure the impact of brand equity dimensions on customer satisfaction. Based on the findings, H1, H2 and H3 were accepted which denote the brand association, brand awareness and perceived quality impacts on customer satisfaction of Western province and it was proven that the brand loyalty has no impact on customer satisfaction of Arpico Interiors brand in any of the districts of Western province.

**Keywords:** Customer based brand equity, customer satisfaction, corporate customers, and Western province