

**The Impact of Customer Brand Equity on Consumer Purchasing Behavior among Youth Generation with Special Reference to Metropolitan Technologies (Pvt) Ltd**

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The aim of this study is to analyze the impact of customer-based brand equity on consumer purchasing behavior among the youth generation, with a particular focus on Metropolitan Technologies (Pvt) Ltd. As an agency, Metropolitan provides solutions tailored to individual and SME needs, categorized into personal and SME solutions. This study utilized the personal and SME solution categories of Metropolitan to conduct the research. Based on a review of the literature, the study was developed according to Aaker's Brand Equity Model (1991) and employed a quantitative research approach using both primary and secondary data. The population of the study comprised Generation Z consumers in Sri Lanka, and data were collected through a convenience sampling method. An online questionnaire was used to gather responses from a sample size of 385. The results indicate a positive correlation between all factors of customer-based brand equity—namely brand awareness, brand loyalty, brand association, and perceived quality—and consumer purchasing behavior. However, brand awareness showed a weaker relationship with consumer buying behavior compared to other variables for Metropolitan Technologies in the technological equipment market. The research findings offer valuable insights for marketers and future researchers regarding the influence of customer-based brand equity on purchasing behavior among the youth generation in the technological equipment sector.

**Keywords:** *Brand Awareness, Brand Association, Brand loyalty, Customer Based Brand-Equity, Consumer Purchasing Behavior, Perceived Quality,*