

The Impact of Brand Image to Purchasing Intention towards Motor Car Market in Sri Lanka

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This study is undertaken to identify the what extent of brand image influence to purchasing intention towards Sri Lankan motor car market with a special reference to the Colombo and Kandy districts. Due to high competitiveness of the market place and high involvement of customers towards motor cars this industry has become too complex. The observed all researches are considered at global context and therefore this research study has taken in to consideration of Sri Lankan context.

The primary objective of this research study is to determine the impact of brand image to purchasing intention towards motor car market in Sri Lanka. While achieving the main objective researcher set sub objectives which are in line with the primary objective.

This research study comes under descriptive nature and researcher used mix data collection technique to gather data to collect ideas and opinions from respondents. The researcher used convenience sampling technique to recognized research sample and used SPSS 20.0 to analyze gathered data from respondents to reach conclusion.

As per research out comes, brand image factors such as, country of origin of the motor car brand, available knowledge of the motor car brand, quality of the motor car brand, price of the motor car brand and trustworthiness of the motor car manufacturer have a clear positive relationship between purchasing intention.

Keywords: *Brand Image, Purchase Intention, Brand Trust, Consumer Behaviour*