

## **Study to Identify the Customer Based Brand Equity Influences on the Purchasing Intention of Men's T-Shirt brands in Sri Lanka with Moderating Effect on Price**

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Sri Lanka's growing fashion scene has intensified competition among men's t-shirt brands. While brand equity certainly plays a major role in changing purchase decisions, its true impact on men's t-shirts is shrouded in complexity. Traditionally, consumer-based brand equity factors have been considered the main drivers, but Sri Lankan men are more concerned with external factors when choosing T-shirts. This research aims to address these gaps by examining the brand equity influence on the purchasing intention of men's T-shirt brands in Sri Lanka. The study uses the CBBE model as a theoretical framework, analysing the impact of Customer Based Brand Equity on purchase intention. The research was conducted through a quantitative approach, and data collection was done through the questionnaire. Based on the results obtained, it shows brand association, brand awareness, and perceived quality of men's shirt brands have a positive and significant relationship with purchase intention of men's shirt brands. Additionally, it shows that price has a negative but significant relationship with the purchase intention of men's shirt brands. Despite the growing interest in consumer brand equity and consumer behaviour, there is a significant gap in the literature in this context. That is, limited attention has been given to the moderating role of price in shaping the relationship between consumer brand equity and purchase intention. This observation will be very important when considering the potential impact of pricing strategies on consumer perceptions and choices. This research helps to use an appropriate marketing mix using the right pricing strategies to foster positive purchase intentions based on price. Ultimately, this study successfully attempts to bridge the knowledge gap on the use of pricing strategies to market men's T-shirts.

**Key Words:** *Brand Equity, Men's T-shirt Brands in Sri Lanka, Price, Purchasing Intention*