

Certification

This is to certify that the project report

**MOBILE PHONE BRAND EQUITY AND PURCHASE
INTENTION: THE MEDIATING EFFECT OF BRAND
PREFERENCE**

By



SAUNDRA MARAKKALAGE NISHANI SEWWANDI

(EU/IS/2014/MS/45)

(MS1695)



Project Report
Library - EUSL

A Project Report

**Submitted to the faculty of Commerce and Management, Eastern
University, Sri Lanka as a partial fulfillment of the requirement of the
Degree of Bachelor of Business Administration (BBA) Specialization in
Marketing Management.**

**Department of Management
Faculty of Commerce and Management
Eastern University, Sri Lanka**

2019

ABSTRACT

The Mobile phone industry is one of the major technological-based area that the fastest growing industry in the overall world. The purpose of the research report was to find out how the brand preference effect as a mediating variable between brand equity and purchase intention. Normally marketers are making an effort to delight their customers through fulfilling their needs and expectation. According to the study, the researcher examines the research problem of how the Brand Preference effect the relationship between Brand Equity and Purchase Intention.

This research were carried out with the main objective of the mediating effect of Brand Preference in the relationship between Brand Equity and Purchase Intention in mobile phone users in Trincomalee district Town and Gravets area and also measure the level and relationship between Brand Equity and Purchase Intention the mediating effect of Brand Preference. Based on the research problem conceptual framework was built. Brand Equity consists of four dimensions namely, Perceived Quality, brand Awareness, Brand Association and Brand Loyalty the dependent variable is Purchase intention and Brand preference act as a mediating variable. To achieve these objectives data were collected from 204 mobile phone users in Trincomalee district Town and Gravets area using a structured questionnaire. The data were analyzed by using descriptive, correlation analysis and multiple regression analysis. The results show that overall Brand Equity and its dimensions, Purchase Intention and Brand Preference are in high level and there is high positive relationship among Brand Equity, Purchase Intention and Brand Preference, the Brand Equity and Brand Preference significantly impact on Purchase intention and Brand Preference partially mediate between Bran Equity and Purchase Intention in mobile phone users in Trincomalee district Town and Gravets area.

Keywords: Brand Equity (BE), Perceived Quality (PQ), Brand Awareness (BAW), Brand Association (BAS), Brand Loyalty (BL), Brand Preference (BP), Purchase Intention (PI)

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLES	vii
LIST OF FIGURES	ix
ABBREVIATIONS.....	x
CHAPTER-1	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of Problem	3
1.3 Research Questions	5
1.4 Research Objectives	5
1.5 Significant of Study	5
1.6 Scope and Limitation.....	6
1.7 Chapter Organization	6
1.8 Chapter Summary.....	7
CHAPTER-2	8
LITERATURE REVIEW	8
2.1 Introduction.....	8
2.2 Concept of Purchase Intention	8
2.3 Brand Equity	10
2.4 Perceived Quality	11
2.5 Brand Awareness	12
2.6 Brand Association	12
2.7 Brand Loyalty	13
2.8 Brand Preference.....	14

2.9 Hypothesis Testing of the Study	14
2.10 Chapter Summary	17
CHAPTRE-3	18
CONCEPTUALIZATION	18
3.1 Introduction.....	18
3.2 Conceptual Framework	21
3.3 Definition of variables.....	22
3.4 Operationalization.....	25
3.5 Operationalization for mediating variable.....	26
3.6 Operationalization for Purchase Intention.....	27
3.7 Chapter Summary.....	27
CHAPTER-4	28
RESEARCH METHODOLOGY	28
4.1 Introduction with the research Objectives	28
4.2 Research philosophy	28
4.3 Research approach	29
4.4 Research strategy	29
4.5 Methodological choice	30
4.6 Time horizon.....	31
4.7 Research Site or Area Selection.....	31
4.8 Population of the Study	31
4.9 Sampling technique/ Method	32
4.10 Sampling size and Sampling framework.....	32
4.11 Method of data collected and sources	32
4.12 Research Instrument	33
4.13 Sources of Measurement	34
4.14 The Pilot Study.....	35

4.15 Reliability of Instrument.....	36
4.16 Unit of Data Analysis	36
4.17 Method of Data Analysis	36
4.18 Method of Data Evaluation.....	38
4.19 Data presentation.....	43
4.20 Ethical Consideration	43
4.21 Chapter Summary.....	43
CHAPTER-5.....	45
DATA PRESENTATION AND ANALYSIS	45
5.1 Introduction.....	45
5.2 Analysis of Reliability.....	45
5.3 Data Presentation	46
5.4 Chapter Summary.....	72
CHAPTER- 6.....	73
DISCUSSION	73
6.1 Introduction.....	73
6.2 Discussion of Personal Information	73
6.3 Research Information	77
6.4 Chapter Summary.....	83
CHAPTER-7.....	84
CONCLUSION AND RECOMMENDATIONS	84
7.1 Introduction.....	84
7.2 Conclusions.....	84
7.3 Contributions of the Study.....	85
7.4 Recommendation	86
7.5 Limitation of the Study.....	87
7.6 Direction for Future Study.....	88

7.7 Chapter Summary.....	88
LIST OF REFERENCES.....	89
APPENDIX-1.....	98
APPENDIX-2.....	105