

**IMPACT OF BRAND EQUITY TOWARDS PURCHASING DECISION
AMONG THE DIFFERENT TYPES OF CONSUMERS: A SPECIAL
REFERENCE TO CEMENTS PRODUCTS IN KEGALLE DISTRICT**



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ABSTRACT

The emergence of international brands competing in diverse geographical markets has given rise to the issue of how brands should be managed in a global landscape. However, while the importance and management of brands from the perspective of domestic marketing has been notably addressed in from an international perspective are limited. The aim of this research paper is to find out “How do brand equity impact on purchasing decisions among the different type of customers with special reference to cement production in Kegalle district?”

Conceptual model is developed based on reviewing literature. Primary data that has been used for the study were obtained from Total number of 150 cement users in Kegalle district. Convenient sampling method was used to obtain study samples. The collected data has been analyzed by using descriptive statistics, correlation and regression analyses.

Based on the findings of the study, it concludes that all the variables and concepts are at a higher level. The strength of association between brand association and purchasing decision has a strong positive relationship. Between the brand awareness and purchasing decision, there is moderate positive relationship. At the same time, between brand loyalty and purchasing decision also has moderate positive relationship. The strength of association between perceived quality and purchasing decision has a weak positive relationship. 43.7% of variability in cement purchase decisions was explained by all the variables of brand equity concept jointly. Based on the individual behavior of variables of the concept, brand awareness, brand loyalty, purchasing decisions and brand association account for 23.8%, 20.4%, 5.1% and 29.6% percent of the variation in purchasing decisions of cement brands in Kegalle district.

Therefore, maintaining a high level of brand equity will be an advantage to raise the positive purchasing decisions toward cement companies in Kegalle district. So, cement companies should purchase quality raw materials for production process and should maintain the superior supervision within the production process to increase the brand equity in cement product towards the purchasing decision of the consumers in Kegalle district.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT.....	ii
LIST OF TABLES	ix
LIST OF FIGURES	xi
ABBREVIATIONS	xii
CHAPTER 01-INTRODUCTION.....	1-7
1.1 Background of the Study	1
1.2 Problem Statement.....	3
1.3 Research Questions.....	4
1.4 Objectives of the Study.....	5
1.5 Significance of the Study.....	6
1.6 Scope of the Study	7
2.1 Chapter Summary	7
CHAPTER 02- LITERATURE REVIEW	8-18
2.1 Introduction.....	8
2.2 Cement Industry in Sri Lanka.....	8
2.3 Brand Equity	10
2.3.1 Brand Awareness	12
2.3.2 Perceived Quality.....	12
2.3.3 Brand Association.....	13
2.3.4 Brand Loyalty	14
2.4 Relationships among Brand Equity Dimensions	14
2.5 Overall Brand Equity Effects on Consumers' Responses.....	16
2.6 Purchase Decision.....	17
2.7 Chapter Summary	18

CHAPTER 03-CONCEPTUALIZATION AND OPERATIONALIZATION....19-25

- 3.1 Introduction..... 19
- 3.2 Conceptualization 19
- 3.3 Definition of Variables 20
 - 3.3.1 Brand Equity 20
 - 3.3.1.1 Brand Awareness..... 21
 - 3.3.1.1.1 Aware of Brand..... 21
 - 3.3.1.1.2 Brands that Comes to Mind 21
 - 3.3.1.1.3 Familiar with the Brand 21
 - 3.3.1.1.4 Look of the Brand 21
 - 3.3.1.1.5 Recognition of the Brand 21
 - 3.3.1.2 Brand Loyalty..... 21
 - 3.3.1.2.1 Loyal to Brand 21
 - 3.3.1.2.2 Consumers’ First Choice..... 21
 - 3.3.1.2.3 Availability at Stores..... 22
 - 3.3.1.3 Perceived Quality 22
 - 3.3.1.3.1 Quality of the Products 22
 - 3.3.1.3.2 Consistency of Product Quality 22
 - 3.3.1.3.3 Features of Products..... 22
 - 3.3.1.4 Brand Associations..... 22
 - 3.3.1.4.1 Value for the Money 22
 - 3.3.1.4.2 Consideration as a Good Buy 22
 - 3.3.1.4.3 Personality of the Brand..... 22
 - 3.3.1.4.4 Interest towards the Brand 23
 - 3.3.2 Purchasing Decisions 23
 - 3.3.2.1 Decision to Purchase 23
 - 3.3.2.2 Positive Recommendation..... 23
 - 3.3.2.3 Frequency of Purchasing..... 23
 - 3.3.2.4 Intention to Purchase..... 23

3.3.2.5	Satisfaction from the Products	23
3.4	Operationalization of Variables	23
3.5	Chapter Summary	25
CHAPTER 04-METHODOLOGY.....	26-35	
4.1	Introduction.....	26
4.2	Research Design.....	26
4.2.1	Study Design.....	26
4.2.2	Sampling Plan	27
4.2.2.1	Study Population	27
4.2.2.2	Sample.....	28
4.2.2.3	Sample Technique and Sampling Framework	29
4.2.3	Collection of Data	29
4.3	Method of Measurements	30
4.3.1	Method of Measuring the Demographic Characteristics	30
4.3.2	Method of Measuring the Brand Equity	30
4.3.3	Method of Measuring the Purchasing Decisions	31
4.4	Data Presentation	31
4.4.1	Data Presentation for Demographic Characteristics	31
4.4.2	Data Presentation for Brand Equity and Purchase Decisions.	31
4.5	Data Analysis and Evaluation.....	31
4.5.1	Statistical Tools.....	32
4.5.2	Reliability Test.....	32
4.5.3	Univariate Analysis and Evaluation.....	33
4.5.4	Bivariate Analysis and Evaluation.....	33
4.5.5	Simple and Multiple Liner Regression Analysis and Evaluation	34
4.6	Chapter Summary	35

CHAPTER 05-DATA PRESENTATION AND ANALYSIS..... 36-50

- 5.1 Introduction.....36
- 5.2 Analysis of Reliability for the Instrument36
- 5.3 Data Presentation – General and Personal Information.....36
 - 5.3.1 Sample Distribution on Name of Cement Brands.....37
 - 5.3.2 Sample Distribution Based on Gender.....37
 - 5.3.3 Sample Distribution Based on Age.....38
 - 5.3.4 Sample Distribution Based on Education Level38
 - 5.3.5 Sample Distribution Based on Income Level38
- 5.4 Data Presentation for the Research Variables.....39
 - 5.4.1 Frequency Distribution for Brand Awareness39
 - 5.4.2 Frequency Distribution for Brand Loyalty40
 - 5.4.3 Frequency Distribution for Perceived Quality40
 - 5.4.4 Frequency Distribution for Brand Association41
 - 5.4.5 Frequency Distribution for Purchasing Decision.....42
- 5.5 Univariate Analysis.....42
 - 5.5.1 Mean and Standard Deviation of Brand Equity43
 - 5.5.2 Mean and Standard Deviation of Purchasing Decision44
- 5.6 Bivariate Analysis.....44
 - 5.6.1 Correlation Analysis45
 - 5.6.2 Multiple Regression Analysis46
 - 5.6.2.1 Impact of Variables of Brand Equity Concept on Purchasing46
 - 5.6.3 Simple Regression Analysis48
 - 5.6.3.1 Impact of Brand Awareness on Purchasing Decisions.....48
 - 5.6.3.2 Impact of Variables of Brand Loyalty on Purchasing Decisions48
 - 5.6.3.3 Impact of Variables of Perceived Quality on Purchasing Decisions .49
 - 5.6.3.4 Impact of Variables of Brand Association on Purchasing Decisions.49
- 5.7 Chapter Summary50

CHAPTER 06-DISCUSSION AND FINDINGS 51-56

6.1 Introduction..... 51

6.2 Discussion on General and Personal Information..... 51

6.2.1 Name of Cement Brands..... 51

6.2.2 Responders' Gender..... 52

6.2.3 Responders' Age..... 52

6.2.4 Responders' Education Level 52

6.2.5 Responders' Income Level 53

6.3 Discussion of Research Information..... 53

6.3.1 Discussion on objective 1: To Explore the Level of Brand Awareness among the Cement Production Companies in Kegalle District 53

6.3.2 Discussion on Objective 2: To Explore the Level of Brand Loyalty among the Cement Production Companies in Kegalle District 53

6.3.3 Discussion on Objective 3: To Explore the Level of Perceived Quality among the Cement Production Companies in Kegalle District 54

6.3.4 Discussion on objective 4: To Explore the Level of Brand Association among the Cement Production Companies in Kegalle District 54

6.3.5 Discussion on Objective 5: To Explore the Level of Purchasing Decisions towards the Cement Production Companies in Kegalle District 54

6.3.6 Discussion on Objective 6,7,8 and 9: To Explore the Relationships among Brand Awareness, Brand Loyalty, Perceived Quality, Brand Association and Purchasing Decisions among the Cement Production Companies in Kegalle District..... 55

6.3.7 Discussion on Objective 10: To Explore the Impact of Brand Equity on Purchasing Decisions among the Cement Production Companies in Kegalle District..... 55

6.4 Chapter Summary 56

CHAPTER 07-CONCLUTIONS AND RECOMMENDATIONS 57-63

7.1 Introduction..... 57

7.2 Conclusion	57
7.2.1 First, Second, Third, Fourth and Fifth Objectives of the Study.....	57
7.2.2 Sixth, Seventh, Eighth and Ninth Objective of the Study.....	58
7.2.3 Tenth Objective of the Study	58
7.3 Contribution of the Study.....	59
7.4 Recommendation	60
7.5 Limitations of the Study.....	62
7.6 Future Research Direction	62
7.6 Chapter Summary	63
REFERENCES	64
APPENDIX 01.....	70
APPENDIX 02.....	73