

A STUDY ON THE IMPACT OF BRAND NAME ON CONSUMER'S  
PURCHASE BEHAVIOUR: SPECIAL REFERENCE TO ARPICO  
FAMILY BRANDED PRODUCT IN DEHIWALA  
DIVISIONAL SECRETARIAT AREA - COLOMBO DISTRICT



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## ABSTRACT

A Brand to some may be a simple name, logo or symbol whereas to others it may be a promise, guarantee, reputation or identification. Branding is a process of stamping a product or a group of products or something else which the marketer offers, with some identifying name and mark or combination of both. The brand name Arpico had established is well publicised among the people. Arpico is involved in food manufacturing through their brand name, such as, Arpico wheat flour, Arpico sugar, Arpico detergents, Arpico Water, Arpico fennel seeds, Arpico Home appliances, Tile cleaner, Paper napkin, Arpico Sauce, Arpico french fries, Baked items, Arpico family broom & Mop bucket, Arpico cumin powder, Arpico air freshener, Arpico liquid dish wash, Arpico jam, Arpico tea.

The purpose of this study is to examine the impact of Arpico brand on consumer's buying behaviour and understand the key factor of the Arpico branded products which influence consumer's involvement towards trendy branded products. In this study, convenience sampling technique was used; data were collected by questionnaire from 200 consumers of Arpico branded products. This study also focuses on the level of Brand and demographic factor analyses too.

This research gives better understandings of the factors which influence on Arpico family branded products. The factors have evaluated based on seven variables such as Brand element, Brand awareness, Brand imagery, Brand performance, Brand resonance, Brand association and Brand perceived quality derived from the literature review.

This study found that Brand perceived quality, Brand imagery, Brand performance, Brand resonance and Brand association have moderately influenced on the Arpico branded products. Whereas, Brand element and Brand awareness have high influence on Arpico branded products. Thus the overall result found that the impact of brand name on purchase behaviour with reference to Arpico family branded in Dehiwala divisional secretariat area -Colombo district has a moderate impact.

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