

**The Impact of Brand Equity on Purchase Intentions with  
Moderating Role of Subjective Norms for Branded Carbonated Soft  
Drinks in Batticaloa District**

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## **ABSTRACT**

Many companies try to achieve their goals like profit maximization, high market share and survival. The consumers have certain expectation from the branded products. During the past couple of decades, Brand equity has emerged as one of the key concepts in marketing. This study empirically examines the impact of brand equity (BE) on purchase intention (PI) with moderating role of Subjective norms (SN). While both the variables individually have high level attributes of the customers, the Pearson's correlation analysis explores a positively significant linear relationship between BE and PI. This implies that the PI of a customer for purchasing branded carbonated soft drinks can be predicted with the customer's nature of BE. The correlation coefficient between the BE and PI indicates that the BE of a customer is useful to explain the variation in PI of a customer. Therefore, this study proposes that subjective norms play a moderating role of this relationship. The data were gathered from 200 respondents from the four division of Batticloa district. The results that subjective norms are found to positively moderate the relationship between brand equity and consumers' brand purchase intention. The study findings support for the hypotheses.

**Keywords:** BRAND EQUITY, PURCHASE INTENTION, SUBJECTIVE NORM, MODERATE VARIABLE, CARBONATED SOFT DRINK

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