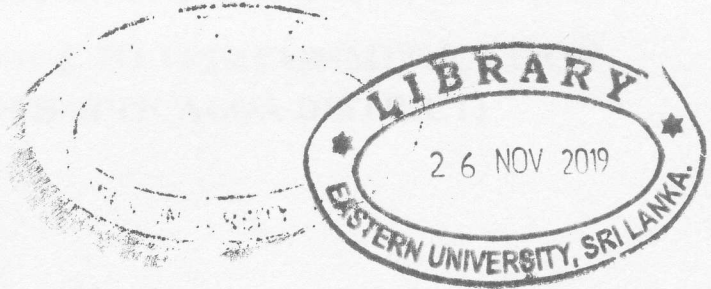


**“A STUDY ON THE IMPACT OF BRAND EQUITY ON
PURCHASE INTENTION AND CUSTOMER’S LOYALTY”**

**(SPECIAL REFERENCE TO TELECOMMUNICATION
INDUSTRY IN BATTICALOA DISTRICT)**



By

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Abstract

In a competitive and brand conscious market like Sri Lanka, building brand equity of mobile telecommunication industry is a challenging task. The industries need to assess the prior experiences and future aspirations of consumers to possess these brands. As a result, a number of brands have been formed and many customers begin to show notable preference to these brands and they are using more than one network to variety of usages, therefore fluctuation of purchasing intentions is continuing in different forms and also this way the customer's switching behavior is increased and their level of loyalty is reduced. Moreover telecommunication companies are continuously producing variety of products with different features to the existing customers and the potential customers in order to enhance the purchase and retain the customer base. But the problem is to knowing the fact "whether the brand equity impact on purchase intention and customer's loyalty". So with this situation this research study drives on to identify the impact of brand equity on purchase intention and customer loyalty in telecommunication industry in Batticaloa District.

The study is mainly considers the primary data. Data for this study have been collected using closed ended questionnaires containing Personal and Research related questions. Out of 200 questionnaires that have been distributed, 182 are returned (91%) and the data analyzed by the aid of Statistical Package of Social Sciences (SPSS) 22.0 version. The univariate and bivariate analysis techniques were used in order to analyze data and find the results of study objectives. At the same time the results show that brand equity has positive impact on purchase intention and customer loyalty and significantly related with purchase intention and customer loyalty. Furthermore, the dimensions of brand equity such as brand loyalty and perceived quality having high level of contribution to determine the purchase intention and customer loyalty. The findings of this study have significant practical implications.

The result of this research is beneficial for telecommunication industry to consider the factors that can enhance brand equity to enforce purchase intention and customer loyalty in Batticaloa District.

Key words: Brand Equity, Purchase Intention, Customer Loyalty

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