

## Identifying Key Determinants in Purchase Intention of Frequently Visiting Customers Referring to Brand Equity Dimensions with Special Reference to Abcjewellers (Pvt) Ltd

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**Abstract :** Branded jewellery market is rapidly growing worldwide and there is very less literature that has explored this market thoroughly in terms of Brand equity. Therefore, this research is designed to examine the influence of brand equity dimensions on purchase intentions of frequently visiting customers of branded jewellery market in Sri Lanka referring to ABC jewellers in Sri Lanka. This research is based on the positivism philosophy with deductive approach and survey strategy. Data has been collected from 382 sample respondents who are frequent customers of ABC jewellers in Sri Lanka. The results of the research indicated a positive relationship between brand equity dimensions (brand loyalty, brand awareness, brand association and perceived quality) and purchase intentions of the customers. This research provides significant contribution to fill the knowledge gaps identified in literature and contributes not only to theoretical implications but to practical implications as well.

**Keywords** - Brand Equity, Jewellery Industry, Purchase Intention

## Introduction

The total market expenditure on jewellery in Sri Lankan context indicates USD 211.2 Million in 2022 with forecasted 4% growth rate (National Gem and Jewellery Authority, 2022). With the induction of greater number of guidelines, policies and programs to increase the jewellery exports corporate strategies are concentrated towards differentiated premium jewellery products exportation which is manufactured locally. Jewellery industry has seen an expansion in the recent times as the consumer purchasing power has increased due to the absolute increase of the real income and the lower inflation rates (Sri Lanka Export Development Board, 2020).

Jewellery usages of the consumers indicate two-fold primary purposes that drive the jewellery sales including the wearing purpose and investment purposes. Culture and the demographic of the country illustrates deep bonds between the Sri Lankan consumers and the Jewellery products as greater number of social and cultural events require exceptional dressing and grooming with jewellery items. Increasingly people are searching for lucrative investment opportunities to invest their excess money for speculative and security purposes where the option of investing in gold is a popular option amongst the Sri Lankans as the gold jewellery has been perceived as a continuously appraising commodity (Sequeira, 2019).

Branded jewellery segment of the country is fragmented with several key players and large number of minority players. Each player in the market is employing different strategies to uniquely position their jewellery products emphasizing different value delivery points over the competitors using their strategic capabilities and core competencies. (Sri Lanka Export Development Board, 2020).

## Research Problem

Branded jewellery firms in the Sri Lankan context develop strategies to identify, assess and manage the operational and strategic risks associated with the consumer brand equity through the key aspects of brand loyalty, brand association, brand awareness and perceived quality towards driving the purchase intention of the branded jewellery. The internationalization level of jewelry firms are high and there is a positive relationship between the internationalization level and the brand value of the jewelry firms at a high level of 88.5 percent meaning that as the businesses open to overseas markets, brand values may increase (Raife, 2019). Therefore, knowing the impact of brand equity on consumer purchase intention is important even to acquire foreign markets. This particular study provides a detailed analysis on examining the key brand equity dimensions including brand loyalty, brand awareness, brand association and the perceived quality and their relationships with the purchase intention of the branded jewellery with special reference to the ABC jewellers. Research will provide assistance towards the ABC

jewellers to devise comprehensive plans to assist the growth strategies based on the consumer brand equity driven purchase intention.

Referring and analysing the background information and research problem identification and justification narrows down the research problem area into the brand equity dimensions and the subsequent effect towards the branded jewellery purchase intention with reference to the ABC jewellers. Therefore, the research problem of the study can be formulated as “What is the impact of the Brand Equity Dimensions towards the Purchase Intention of Branded Jewellery consumers with special reference to the ABC Jewellers (Pvt) Ltd Sri Lanka?”

### **Literature Review**

According to the report published by Chandraleka (2021), Sri Lanka has a long history of engagement with the worldwide gem and jewellery sector, and it has been dubbed the "Pioneer of Treasures" for its beautiful, natural gems. Sri Lanka is now positioned in the global marketplace as a supplier of high-quality gems, and it is renowned as the world's finest cutting and finishing centre, creating stones that match the highest industry standards. Sri Lanka's jewellery manufacturing industry has grown significantly since its inception, and the country now boasts both a traditional jewellery industry and an export-oriented industry ready to serve the worldwide market. Sri Lanka is also well recognized for its diamond cutting abilities, where quality is paramount. Sri Lankan lapidaries are experts in cutting and polishing little diamonds of excellent quality.

This study is based on the brand equity theory by Aaker (2009) which explains how brand equity generates value by incorporating brand loyalty, brand awareness, brand association, and perceived quality. Further Aaker (2009) stated brand equity can be described as the set of assets associated with the brand name and symbol that generate value for a product/service given to the consumer or as the differential influence of brand awareness on consumer response to brand marketing technique. This was supported by Calvo-Porrall (2015) who defines brand equity as a multidimensional entity with four dimensions: brand awareness, perceived quality, brand associations, and brand loyalty. Previous research by Akkucuk&Esmaili (2016) also has shown that brand equity plays a vital role in the buying decision-making process of consumers, particularly throughout the stages of looking for information and evaluating alternatives.

Brands with higher value save consumer's time and money on research, lowering the effort and risk of making a bad product purchase. According to Royo-Vela & Hunermund (2016) brand equity plays a significant role in determining consumer buying intent, and it causes consumers to consider the brand as one of their initial buying options. Similarly,

Calvo-Porrall (2015) argued that managers must consider all dimensions of brand equity when establishing organizational marketing strategies. However, if brand equity is viewed as a multidimensional notion, it is required to examine each of the dimensions described below.

Researches Wu & Chang (2016) made the case that Purchase intentions indicates the consumer behaviour that involves information search, alternative generation, alternative evaluations and purchase decisions as the fundamental steps. According to Balakrishnan et al. (2014) theory of reasoned action illustrates that purchase behaviour as a compilation of variables of consumer motivation illustrating the persuasion generated by the brands to pull the consumer attention and engagement.

Differently Wee et al. (2014) argued that personal intention indicates the individual motivation towards performing a certain set of actions creating a behavioural trait leaned towards a purchase of a certain commodity or service. Similarly, Wang & Tsai (2014) suggested that purchase intention illustrates the notion of the desired level of perception towards a certain brand or brands that a consumer believes he/she needs to buy. However, in a different perspective Tran et al. (2014) argued that psychology plays a crucial role in urging an individual towards a purchase decision. In this case series of decisions are formed in the mind of the consumer creating a level of deprecation providing strong incentive to act. Moreover, Khan (2015) stated that this scenario generates a willingness to actively engage in the information search and alternative option consideration to identify suitable purchase options.

Furthermore, Sharma (2017) identified the intention to purchase demonstrates that consumers are willing to consider several options that increase the probability to go through with the final buying decision. Therefore, Koliby& Rahman (2018) stated that purchase intention indicates the brand/brands that an individual would consider in purchasing in the desired future time line. As per the Theory of reasoned action consumer purchase behaviour is fundamentally shaped by two main variables including the consumer perceived attitudes towards the brand and the accepted norms which are subjective at the individual level. Further research by Rungsisawat&Sirinapatpokin (2019) stated that former two components have valuating degree of impact towards the final purchase decision reshaping the consumer thought process and affecting the ultimate buying decision.

Opposing Poturak&Softic (2019) indicated that social pressure acts as the predominant factor in driving the purchase intention towards the buying decision. Similarly,

Dissabandara (2020) emphasized that social pressure acts as an incentive indicating whether to execute or not to execute certain behaviours creating a subjective norm that acts as catalysts agent. Extended by the Nilmini&Dissanayake (2022) indicating that social referent to the perceived personal benchmarking in in the society indicates the desired behaviours that reshape the buying behaviour through motivations that induce motivations through different social pressures. This particular study proposes a conceptual framework to investigate influence of the Brand equity dimensions towards purchase intention of the Branded jewellery consumers. Subsequent sections illustrate a critical review of the brand equity, and the brand equity dimensions.

According to Wang & Tsai (2014) brand Equity demonstrates the overall value generation from a particular brand that captivates the target consumers. Similarly, Wee et al (2014) illustrated that brand equity constitutes core area in the brand management. Further, Balakrishnan et al. (2014) illustrated that brand equity is a key component in leveraging the organizational core competencies in generating sustainable competitive advantage in majority of businesses in multiple industries. Another research by Dessart et al. (2015) identified and conceptualized the concept of brand equity as the differential impact on the consumer purchase behaviour created through the brand knowledge and the organizational marketing program. Similarly, Liu et al. (2020) indicates that brand equity stands for a series of organizational liabilities and assets that constitute brand value that either adds or reduces from the overall brand value from a brand through enhanced customer engagement. However, Bulle (2020) argued that brand equity-based consumer value is generated from five main components that creates differential value through main five assets of the brand equity including the Brand loyalty, Brand Association, Brand Awareness and perceived quality.

As per Peng & Wen (2014) brand equity has a beneficial influence on customer purchase intentions. This characterization is validated by empirical research conducted by Calvo-Porrall(2015) and Dessart et al. (2015). According to Khan (2015) brand equity is the distinctive effect of a brand that arises to a mind of customers when engaging with a brand's goods or services.

Rambukwella (2015) stated that brand equity has been identified as a prerequisite for brand preference, and as such, it influences purchase intent. Several researchers such as Royo-Vela &Hunermund (2016) have found a favourable association between brand equity, brand preference, and purchase intent. Similarly, Wu & Chang (2016) provided scientific evidence that after a consumer has tried a given brand, their proneness grows, increasing the chance of purchasing that brand in the future. Most crucially, Zhang (2016) underline that all components of brand equity (brand loyalty, brand

awareness/association, and perceived quality) can affect purchase intention. Furthermore, Lim et al. (2016) stated that brand equity is the most important factor that drives brand purchases.

Previous research by Adam & Akber (2016) and Otero & Wilson (2018) revealed that brand equity has a considerable effect on customer purchase intention while Perera et al, 2019 revealed that brand equity is vital in acquiring new consumers, serving as a reminder to customers, and creating an emotional connection with the business. Additionally, Pitaloka & Gumanti (2019) stated that during the brand decision process, when a customer chooses one brand over another despite having more features, it is simply due to brand equity. As a result, in order to increase market share and profit, commercial enterprises and marketers should prioritize brand equity. Due to this crucial significance of brand equity, several researchers such as Dissabandara (2020) and Langga (2021) have examined the link between brand equity and consumer purchase intention and found that brand equity has a considerable positive influence on customer repurchase intention.

### **Influence of Brand Loyalty on Purchase Intention**

While examining the past literature on the consumer brand loyalty, it indicated a common finding with all the researches that definitions drawn on the brand loyalty illustrates a significant space. Most common issues encountered with the studies such as Peng & Wen (2014) and Balakrishnan et al. (2014) indicated that failure in achieving a common definition on the brand loyalty. As Nguyen & Gizaw (2014) illustrated former phenomenon takes place as a result of attitudes and the perceptions forced by the set of consumer behaviours and perceived attitudes.

According to Peng & Wen (2014) brand loyalty is the extreme commitment demonstrated by consumers to repurchase or re-patronize a preferred product or service in the future. This results in frequent purchases of the same brand or, in the absence of occasional influences and marketing efforts that may potentially entice consumers to change their behaviour, in the purchase of another brand. Firms, on the other hand, drive consumer brand loyalty by providing the best alternative product choices. According to Rambukwella (2015) one of the key driving forces of brand equity and purchase intention is brand loyalty. As a result, there is a greater likelihood of repeat purchases, which can lead to the formation of brand loyalty.

As per Jeon (2017) brand loyalty refers to a consumer's frequent repurchase of a brand as a result of a favourable attachment to that brand. According to Herath & Fernando (2017) brand loyalty is defined as recurring purchases of a specific product or service over a

specific time period. Furthermore, Otero & Wilson (2018) define loyalty as an intended behaviour toward the services or the company, which includes the likelihood of future renewal of service contracts or the profitability of a change in patronage, how likely the customer is to provide positive word of mouth, or how likely customers are to provide a voice. As per the view of Pitaloka&Gumanti (2019); Dissabandara (2020); and Aquinia&Soliha (2020) brand loyalty is a strong predictor of brand equity which has a large positive influence on purchase intention.

### **Influence of Brand Association on Purchase Intention**

Research by Sentoso&Cahyadi (2014) stated that brand association indicates the informational exposure generated by the brand towards acquiring a distinctive position in the consumer's mind and acquiring higher memory power. Further Research by Balakrishnan et al. (2014) differentiated among the level of brand association emphasizes on the degree of engagement with the brand that has generated brand experiences creating memory bonding with particular set of brands.

A brand association is a collection of thoughts, perceptions, ideas, prior experiences, information, concepts, and methods associated to a brand. According to Wee et al. (2014) it encompasses a customer's experiences, beliefs, attitudes, perceptions, feelings, colours, ideas, and thoughts associated with a brand. Further, Sentoso&Cahyadi (2014) conducted a study on the impact of brand association on purchase intention and discovered that brand association is closely related to customer purchase intention because it provides them with favourable information, a positive attitude, and a reason to purchase a product or service. According to Rambukwella (2015) brand association is a key component that has a significant influence on brand equity and because it exists in the minds of customers, brand association is the most important component of brand equity.

Differently, Lakshmi &Kavida (2016) revealed that brand associations can give differentiation, buying reasons, positive attitudes, and sentiments that can impact purchase behaviour and satisfaction, diminish reasons to switch to other brands, and create a foundation for brand loyalty. Furthermore, Yang et al. (2017) argued that brand connections might bring value to customers by presenting compelling reasons for them to purchase the brand while Ahsan (2020) and Dissabandara (2020) revealed that brand connections clearly impact purchasing intention.

### **Influence of Brand Awareness on Purchase Intention**

Brand awareness indicates primary business objectives for majority of the organization along with the top line and the bottom line based initiatives (Wee et al, 2014). As

Balakrishnan et al. (2014) illustrated brand awareness indicates the organizational collective effort to increase the consumer knowledge on the brand offerings to increase the brand engagements. Similarly, Wu & Chang (2016) argued that brand awareness is a continuous and systematic cyclical effort to induce consumer life time value generating sustainable stream of revenue for the organization.

According to Sentoso&Cahyadi (2014) brand awareness is a customer's mental image of a brand as well as the customer's capacity to identify and recall a brand in a variety of scenarios which was Supported by Rambukwella (2015) explaining brand awareness is a brand's capacity to be recognized by customers before they make a purchasing decision. According to Zhang (2016) brand awareness is extremely important for brand equity since it has a strong association with purchase intention. Similarly, Tariq et al. (2017) and Otero & Wilson (2018) discovered that brand awareness is directly associated to purchase intention since it presents vital information about a business in the mind of a client. Customers only buy brands they recognize, and they recognize only those they believe are excellent.

Furthermore, Civelek&Ertemel (2019) stated that brand awareness is crucial because only brands that clients are aware of join the contemplation set or evoked set of brands for potential purchase. According to Li (2020) brand awareness influences choice, with consumers who are aware of one brand in a choice set preferring the known brand even if it is of poorer quality than other brands. As a result, Ahsan, (2020), Li (2020), and Dissabandara (2020) stated that brand awareness is an essential option in consumer buying decisions and brand awareness has a strong positive influence on purchase intention.

### **Influence of Perceived Quality on Purchase Intention**

Research by Peng & Wen (2014) outlined that perceived quality of the products and the associated brands are considered as pivotal elements in influencing the consumer decisions making process in the pre and post purchase behaviours. As Sentoso&Cahyadi (2014) demonstrated consumers will draw comparisons on the product benefits based on the pool of alternative available making references towards the brand prices. However, Dessart et al. (2015) argues that the perceived product quality is directly associates with the corporate reputation of the manufacturing form of the product.

Purchase quality, according to Lim et al. (2016) is the total recognition in a customer's mind regarding the qualities and benefits of a brand in comparison to its competitors. Purchase quality was also defined by Herath& Fernando (2017) as an intangible overall



view about a brand that demonstrates how well a company can fulfil the requirements, wants, and expectations of customers. Another research by Perera et al (2019) and Pitaloka&Gumanti (2019) revealed that purchase quality is strongly related to buy intention and impacts it in a variety of ways. As a result, purchasing quality is an important component of brand equity.

According to Ahsan (2020) increased consumer confidence with enhanced impression of quality will eventually lead to a repeat purchase. Supporting to the same, Aquinia&Soliha (2020) and Li (2020) stated that perceived quality has a favourable influence on repurchase intention.

### Conceptual Framework

According to the literature review the following conceptual framework has been made and the study has focused to find out the relationship and impact for the dependent variable from the four independent variables which derived from the literature review.

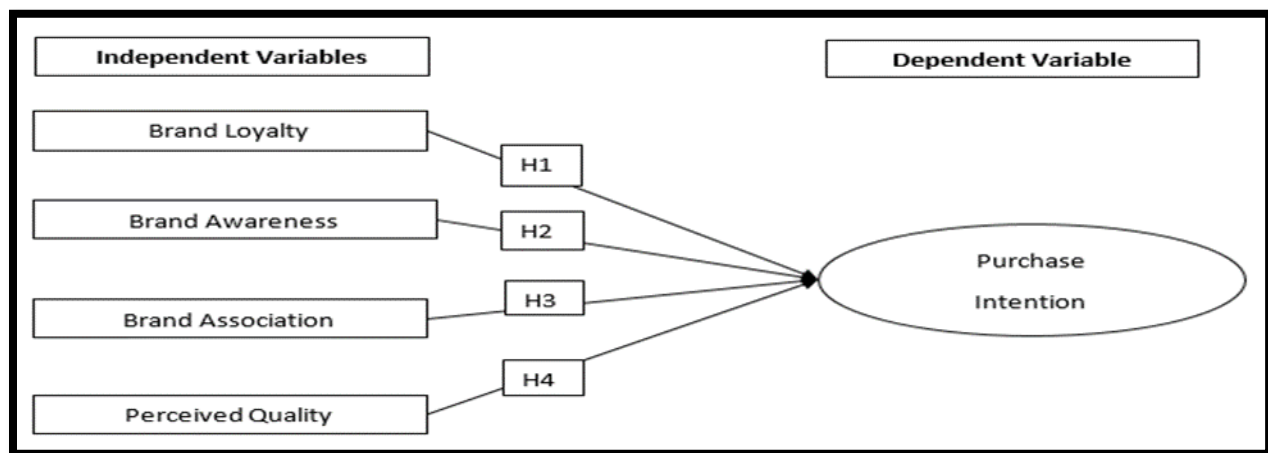


Figure 1 – Conceptual Framework

Source: Aaker (2009)

### Hypothesis Development

#### Hypothesis 01

H<sub>01</sub>: The Brand loyalty influences the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka.

#### Hypothesis 02

H<sub>02</sub>: The Brand Awareness influences the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka.

**Hypothesis 03**

Ha3: The Brand Association influences the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka.

**Hypothesis 04**

Ha4: The Perceived Quality influences the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka.

**Research Methodology**

Positivism philosophy is based on an observable reality within the society leading to the production of generalizations evidence such as statistics. Thus, this research adapted a positivist philosophy to conduct the study. According to Saunders et al. (2015) the main characteristic of quantitative research is its concerned with the collection and presented data using numerical figures. Similarly, in this research it has planned to collect the data using questionnaire with 5-point Likert scale and analysis of data using graphs or statistics in numeric form where its most appropriate for the quantitative method. Further to the argument of Saunders et al. (2015) quantitative research is generally associated with positivism and usually associated with a deductive approach, where the focus of this research is to test the existing knowledge. Hence the study has aligned to deductive approach. Further, this research would gather cross-sectional data through a structured questionnaire.

Purposive convenience sampling technique has been used to distribute the self-administered questionnaire towards the branded jewellery consumer sample of the study. The population of this research are the existing frequent visiting customers, who have been buying from ABC Jewellers over the years. Population size determined as 23662 (Source: ABC Jewellers internal data). The required sample size determined as 378 respondents (According to Krejcie and Morgan Table).

Used both primary and secondary techniques in accumulating the data for the study. Self-administered questionnaire is used to gather primary data directly from the sample population respondents. Further the demographic profiling undertaken through the questionnaire provides a perspective on the statistical data analysis by catering the respondents based on different characteristics to validate the diverseness of the study sample. Questionnaire designed include close ended questions extracted from the previous research on the subject matter which were then modified to suit the needs of this research. Respondents are asked to present and rate their perceptive views and opinions using a five-point Likert scale ranging from one to five where 1=Strongly Disagree, 3=Moderate/Neutral and 5= Strongly Agree. Each variable is tested using

structured set of dimension and measurement indicators developed through the established past literature to improve the reliability and the validity of the data gathered. The questionnaire was distributed among 400 frequently visiting customers of ABC Jewellers and obtained responses from 382 respondents.

The statistical analysis of this study has been carried out using SPSS 21.0 statistical package to analysis the collected data from the respondents. Both descriptive and inferential statistical such as Pearson's product moment correlation and multiple regressions are used as tools for identify the linear relationship between independent and dependent variable and analyse linear relationships with the strength of impact. Further these tools have been used for hypotheses testing of the study as well as to ensure easy understanding of the analysis. Further regression analysis is a powerful and flexible procedure for analysing associative relationship between a dependent variable and independent variables.

## Data Analysis and Discussion

**Table 1: Hypothesis Testing**

Inferential Statistical Analysis					
Independent Variable	Pearson Correlation	Remarks	Regression Beta Coefficient	Statistical Significance	Remarks
Brand Loyalty	0.755	Strong Positive Relationship	0.071	0.009	Alternative Hypothesis Accepted
Brand Awareness	0.847	Strong Positive Relationship	0.134	0.000	Alternative Hypothesis Accepted
Brand Association	0.860	Strong Positive Relationship	0.344	0.000	Alternative Hypothesis Accepted
Perceived Quality	0.858	Strong Positive Relationship	0.411	0.000	Alternative Hypothesis Accepted

Source: Author Developed (2024)

## Discussion

The first objective of this research was to find out the influence of brand loyalty on the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka. Pearson correlation coefficient value of 0.755 depicts a positive relationship between brand loyalty and purchase intention. The findings of the regression analysis depicted that brand loyalty recorded a beta value 0.071 which was statistically significant at 5% confidence level. This depicts that if brand loyalty changes by 1% the purchase intention would change by 7%. Thus, the null hypothesis will be rejected, and the alternative hypothesis will be accepted concluding that brand loyalty has a positive impact on purchase intention supporting the research of Herath & Fernando (2017) which mentioned there is scientific evidence that after a consumer has tried a given brand, their proneness grows, increasing the chance of purchasing that brand in the future. Therefore, the first research question “Does Brand loyalty influence the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka?” can be answered stating that there is a significant relationship identified between brand loyalty and purchase intention based on the key findings backed by the literature review.

The second objective of this research was to find out the influence of brand awareness on the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka. Pearson correlation coefficient value of 0.847 depicts a positive relationship between brand awareness and purchase intention. The findings of the regression analysis depicted that brand awareness recorded a beta value 0.134 which was statistically significant at 5% confidence level. This depicts that if brand awareness changes by 1% the purchase intention would change by 13.4%. Thus, the null hypothesis will be rejected, and the alternative hypothesis will be accepted concluding that brand awareness has a positive impact on purchase intention as argued by Balakrishnan et al. (2014) brand awareness is a continuous and systematic cyclical effort to induce consumer life time value generating sustainable stream of revenue for the organization. Further, this backed by evidence from literature, Tariq et al. (2017) and Otero & Wilson (2018) discovering brand awareness is directly associated to purchase intention since it presents vital information about a business in the mind of a client. Therefore, the second research question “Does Brand awareness influence the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka?” can be answered stating that there is a significant relationship identified between brand awareness and purchase intention based on the key findings backed by the literature review.

The third objective of this research was to find out the influence of brand association on the purchase intention of jewellery products by the frequently visiting customers in ABC

jewellers in Sri Lanka. Pearson correlation coefficient value of 0.860 depicts a positive relationship between brand association and purchase intention. The findings of the regression analysis depicted that brand awareness recorded a beta value 0.344 which was statistically significant at 5% confidence level. This depicts that if brand association changes by 1% the purchase intention would change by 34.4%. Thus, the null hypothesis will be rejected, and the alternative hypothesis will be accepted concluding that brand association has a positive impact on purchase intention as mentioned by Sentoso&Cahyadi (2014) in their research that brand association positively influence purchase intention. Therefore, the third research question “Does Brand association influence the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka?” can be answered stating that there is a significant relationship identified between brand association and purchase intention based on the key findings backed by the literature review.

The fourth objective of this research was to find out the influence of perceived quality on the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka. Pearson correlation coefficient value of 0.858 depicts a positive relationship between perceived quality and purchase intention. The findings of the regression analysis depicted that perceived quality recorded a beta value 0.411 which was statistically significant at 5% confidence level. This depicts that if perceived quality changes by 1% the purchase intention would change by 41.1%. Thus, the null hypothesis will be rejected, and the alternative hypothesis will be accepted concluding that perceived quality has a positive impact on purchase intention. Earlier research by Perera et al. (2019) and Pitaloka&Gumanti (2019) also revealed that purchase quality is strongly related to buy intention and impacts it in a variety of ways. Therefore, the fourth research question “Does perceived quality influence the purchase intention of jewellery products by the frequently visiting customers in ABC jewellers in Sri Lanka?” can be answered stating that there is a significant relationship identified between perceived quality and purchase intention based on the key findings backed by the literature review.

### **Practical and Theoretical Implications**

According to the results of the primary study and literature sources, it is clearly evident that there is a positive relationship between Brand equity dimensions (brand loyalty, brand awareness, brand association and perceived quality) and Customer purchase intentions. Therefore, it is important to consider all these dimensions of brand equity and use these dimensions as tools while developing marketing strategies to influence consumer’s purchase intentions.

When performing the literature review, it was observed that there was very little or almost no evidence applied on the branded jewellery industry in the last ten years. An extensive literature review of last ten years was performed in identifying the factors affecting purchase intention and the facets to measure such factors. Out of which the author selected the key factors under the brand equity dimension which had previous evidence for a significant impact. The identification of these factors will not only be useful for the selected company in particular but for the entire branded jewellery industry in Sri Lanka which is facing highly competitive challenges. The study extends how brand loyalty, brand awareness, brand association and perceived quality impacts purchase intention of branded jewellery which provides more tactics and strategies to include in business development through its element of measurements.

### **Conclusion**

The main aim of this research was to validate the impact of the brand equity dimensions towards the purchase intention of the frequent consumers of ABC Jewellers in Sri Lanka. Based on the results of the study, it can be concluded that brand equity dimensions are positively impacting the purchase intentions of frequently visiting customers of ABC jewellers and the same was supported by the previously published literatures. Branded jewellers in Sri Lanka can refer to this study and use the equity dimensions as tools to develop marketing strategies in future. One of the major limitations of this study was the sample selected as the frequently visiting customers which restricts the study to consumers who regularly purchase branded jewellery and future researchers could expand the study to broader consumer market not restricting to frequent consumers.

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