

# The Study on Brand Awareness & Purchase Intention of the Shampoo Market in Sri Lanka

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Brand Awareness is the ability for a brand to stand out amidst its competition. Customers that recognize a particular brand against their competitors are a huge asset to a company since it means that the brand is present in the customers' mind. Purchase intention is when a product is repurchased based on a previous purchase and its experience. If understood properly, the relationship between brand awareness and purchase intention can help companies prepare sound strategies led the market. The purpose of this research therefore is to study if brand awareness has an impact on purchase intention in the shampoo market in Sri Lanka. The objective is to identify the impact between brand awareness and purchase intention. In order to study this relationship, the non-probability convenience sampling technique and was tested on a sample of 384 people residing in the Colombo district in Sri Lanka. One of the major findings of this research is that males use shampoo more than females within the Colombo district and one of the most favorite brands of the population is Dove. In conclusion, the study also proves that purchase intention and brand awareness have a positive relationship with brand awareness having a significant impact on a customer's eventual purchase intention.

**Keywords:** *Marketing; Brand Awareness; Purchase Intention; Shampoo; Sri Lanka*

## Introduction

The knowledge of a brand's existence in the market is an accomplishment for a company since this means that consumers consider this brand different and to have more value than that of the competitors. Brand awareness therefore simply means the easy ability to recognize a brand. This is one of the most valuable assets for a company because it enables a brand to be identified amongst the rest in the market therefore making it a competitive advantage for the aforementioned brand while also making it a firm base for the next step- purchase intention. The shampoo market in Sri Lanka is highly fragmented, with so many products offering solutions to so many problems regarding haircare. This means that there is a lot of choice in the market. Sri Lankan consumers are exposed to so many brands from both local and international companies and this is challenging for them since this means that they have to fight for their brand's awareness.

Purchase intention on the other hand is the situation when a customer repeatedly purchases the same product over a period of time- based on their initial purchase. It is vital that companies hold on to these customers since they are the most profitable as well, they are those that provide free marketing by positive word of mouth. In addition to this; as mentioned above, in highly competitive markets customers can easily shift between products due to the wide range of choice available- therefore holding on to these customers is key. Positive brand awareness in general helps consumers to make the decision to purchase a product since having

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such awareness means that consumers know about products but still choose the specific brand. In a highly fragmented market such as the shampoo market in Sri Lanka, brand awareness is key to identify the brand preferences of the consumers in the island.

In spite how interesting this may seem, research on this area of study is only conducted in the Colombo district in Sri Lanka due to the time factor. Also, research on this area of study based in Sri Lanka is limited therefore this research enables that limitation to be waved off.

## **Literature Review**

In Literature review the brand awareness and purchase intention will be discussed along with the relationship between the two variables. The past literature had proved that there is a relationship between brand awareness and purchase intention. Moreover, this study is in line with the past literature.

## **Brand Awareness**

Brand awareness enables a consumer to recognize a brand and it also involves a continuum ranging from an uncertain feeling that the brand is recognized to a belief that it is the only one in the product category Suryadi (2015) as cited from (Aaker, 1991). Brand Awareness therefore shows the power of a brand's presence in the customer's mind. It is the basic level of brand knowledge, linked with the recognition of the name of brand or a format that has been advanced on accurate facts. The brand of the product is considered in the decision-making process before a particular product is purchased. When the customers are aware about the brand, they will have more freedom to purchase and they will continuously take wise purchasing decisions. Brand awareness allows the buyer to "identify" a particular brand. It is also continually linked to the belief that the brand is the one and only in the product category (Aaker, 1991). This allows a brand to feel comfortable and empower the brand with a sense of familiarity. This brand awareness can affect manners and perceptions, it plays a role in the brand's choice and loyalty, but its importance is low (Aaker, 1996). Moreover, brand awareness can be a company's greatest asset when the relevant industry's competition is high. There are three major characteristics of brand awareness that play when it comes to the decision making of consumer: firstly, character increases the likelihood of the consumer to select specific brand. Secondly, it can influence the concern if the consumer is faced upon several choices. Finally, it affects the consumer decision making by persuading the creation and strength of brand associations in the brand image Suryadi (2015) as cited from (Keller, 1993).

## **Purchase Intention**

Consumer buying decisions are usually very complex to understand. This is because of the choice available in the market and this enabling ample choice for customers to shift immediately to other brands. Due to this reason, purchase intentions are the most widely used indicator of customer loyalty in firms' customer feedback systems (Habib & Aslam, 2014). Purchase intention is the hidden promise to someone's self to purchase the product continuously whenever re-visit to the market. This is because a customer will continue to purchase products repeatedly based on their purchase history. For a consumer to purchase a product there should be a situation when they remember their previous purchase and enable them to only buy that certain product or else there should arise a need for a product for a customer to buy that particular product.

The objective of purchasing customers can be changed by various factors such as price and quality of a product or service. Moreover, when a product has a basic importance or when a product has a value for the customers, they tend to elaborate the product. Dodds, Monrore, and Grewal (1991) proposed, purchase intention means the actions for customers to purchase to products. Lin and Lu (2010, p. 20) as cited from Blackwell, Miniard, and Engel (2001) suggested this purchase intention includes 'subjective judgement for future behavior.' That mean purchase intention means for what consumer would like to purchase in the future Lin and Lu (2010) as cited from Shao, Baker, and Wagner (2004), recommend purchase intention point out to the attempt to make purchase a product or to go a market offering services. If customers have a positive purchase intention towards a particular shampoo brand, then they will re purchase it again when the same need arises again. The consumers will then be willing enough to purchase that particular brand continuously and eventually settle to retain with that particular brand in the long term.

A research done in Sri Lanka by on the impact of brand awareness, brand association and brand perceived quality of female consumers' purchase decision of foreign makeup products, concludes that there is a relationship between brand awareness and purchase intention. According to Shahid, Hussain, and aZafar (2017) brand awareness plays a-vital positive role on purchase intention. There will be more opportunities for a consumer if they know about the brand that they are going to purchase and will always make wise economic decisions. Therefore, there can be seen that a relationship lies between brand awareness and purchase intention.

## Methodology

This research was conducted as a descriptive research since as it describes a population's characteristics or phenomenon to help study the impact of brand awareness on purchase intention of the shampoo market in Sri Lanka. In order to conduct this research, the non-probability convenience sampling technique was utilized due to its convenience and proximity for quick responses by respondents. The Colombo district in Sri Lanka has an overall population of 752,993 people and out of this, using the Persian Morgan table, the number of 384 was derived and hence used 384 people to respond the questionnaire. Questionnaires were distributed among the selected sample and this included both quantitative and qualitative questions that required subjective answers. From the data collected from the final survey it was found that majority of the males use shampoo which is 50.3% and the rest 49.7% are the females who use shampoo. In addition to this, it was also found of the 3 most favored shampoo brands. They are Dove, Clear and L'Oreal respectively.

## Factor Analysis

### Brand Awareness

**Table 1: Factor Analysis of Brand Awareness**

Variable	Initial No. of Items	Final Items	Cronbach's Alpha
Brand Awareness	5	5	.704

*Source: Survey data (2019)*

Reliability of the questionnaire was measured by Cronbach's alpha, and looking at Table 1 it can be seen that the brand awareness variable it is acceptable since the alpha value is greater than 0.7. Table 2 also shows a Cronbach's alpha of 0.704 which is greater than 0.7 which can also be considered as acceptable.

**Table 2: Reliability Analysis of Brand Awareness**

Item	Descriptive Statistics		Inter Item Correlation				
	Mean	SD	BA7	BA8	BA9	BA10	BA11
BA7	1.91	0.976	1.000	.344	.143	.360	.370
BA8	2.40	1.115	.344	1.000	.357	.408	.247
BA9	3.29	1.277	.143	.357	1.000	.375	.187
BA10	2.91	1.327	.360	.408	.375	1.000	.422
BA11	2.30	1.128	.370	.247	.187	.422	1.000

Source: Survey data (2019)

**Table 2.1: Questions of Brand Awareness**

Question No.	Question
BA7	I have a specific shampoo brand I always use / always look for.
BA8	I don't mind price of shampoo as long as in my brand.
BA9	I need to choose my shampoo depending on its packaging.
BA10	If my shampoo brand is out of stock, I will wait/ go find until I get it.
BA11	I usually recommend my shampoo brand to my friends and family.

Source: Survey data (2019)

Based on Table 2, the level of agreement in 3 items is in the agreeable level (BA8, BA10 and BA11). Other two items are in the strongly agree and moderate level of agreement respectively. The highest correlation for each item with at least one other item in the construct is between 0.3 and 0.9.

In factor analysis, the Kaiser-Meyer-Olkin (KMO) value was 0.741 which is considered to be good. A single factor was extracted that explains 46% of the total variation in the 5 items. The mean for the 5 items was computed and saved as Brand Awareness to be used in further analysis.

When considering the KMO measure of sampling adequacy, there is a value of 0.741 which is greater than 0.7. since it is greater than 0.7 it can be considered as middling which is acceptable. From this it can be said that, there is common variance in the correlation matrix and certainly it is appropriate to analyze in factor analysis.

According to the findings done in this research, the cumulative percentage in the extraction sums of squared loading was 46.387%. From the Brand Awareness factor, which is being extracted, explains 46% of the variation in the 5 items.

## Correlation

**Table 3: Correlation Analysis of Brand Awareness**

Brand Awareness	Correlation	
	Brand Awareness	Purchase Intention
	Pearson Correlation	.230
	Sig (2-tailed)	.000
	N	384

Source: Survey data (2019)

When considering correlation, the most common type of correlation being used is the Pearson Correlation. Based on the above Table 3 when Brand Awareness, the correlation value indicates 0.230 which can be considered as a weak positive correlation. Even though there is a weak correlation it can be seen that there is a high significance value of 0.000.

The reason to have a high significance value even though there is a weak correlation is because there is a large number of respondents in the data set which is 384.

Since, there is a high significant value it can be concluded that there is a statistically significant correlation between the two variables which are Brand Awareness and Purchase Intension. This means, an increase or decrease in one variable is significantly related to increase or decrease in the other variable.

## Regression

**Table 4: Regression Analysis of Brand Awareness**

Model	Coefficients				
	Understandadized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.175	.156		7.555	.000
1 Brand Awareness	.159	.043	.169	3.736	.000

a. Dependent Variable: Purchase Intention

Source: Survey data (2019)

In the above table, the p-value for brand awareness is less than 0.05. Hence, purchase intention depends on brand awareness. When considering the  $R^2$  value, it explains how much the total variation in the dependent variable (purchase intention) can be explained by the independent variable (brand awareness).

**H1** – Purchase intention has a significant impact on Brand Awareness.

## Summary of Regression Analysis

**Table 5: Summary of Regression Analysis**

No.	Hypothesis	P-Value	Conclusion
H1	There is a relationship between brand awareness and purchase intention.	<0.05	Supported

*Source: Survey data (2019)*

### **Objective 1: To study the impact of brand awareness on purchase intention of shampoo products in Sri Lanka.**

As per the regression analysis in the Table 5, brand awareness and purchase intention have a positive relationship with a significant value being less than 0.05. Since the significance value was below 0.05 it is being supported by data. The results of this study indicate that test results showed brand awareness has an impact on purchase intention.

### **Findings and Discussion**

**H1:** There is an impact between brand awareness and purchase intention.

As per the regression analysis, there is a positive relationship with a significant value of 0.000, hence it supports the hypothesis by rejecting the null hypothesis.

Through this it can be identified that, there is a high purchase intention of shampoo products because of brand awareness. In other words, there should be a brand awareness in the consumers' mind in order for a purchase intention to occur. Furthermore, when considering shampoo brands also there should be a brand awareness regarding a specific shampoo brand in order for a purchase intention to happen.

The results obtained from the study is in line with the researches done in the past. According to brand awareness plays a vital positive role on purchase intention. Furthermore, brand awareness will help a consumer to recall and recognize a brand in different situations while being a primitive level of brand knowledge. When a consumer wants to purchase something, they will always consider the brand. The results obtained from the study is in line with the researches done in the past. A research done in Sri Lanka by Perera and Dissanayake (2013) on the impact of brand awareness, brand association and brand perceived quality of female consumers' purchase decision of foreign makeup products, concludes that there is a relationship between brand awareness and purchase intention.

As mentioned earlier in the literature review, Shahid et al. (2017) stated that brand awareness plays a vital positive role on purchase intention. Furthermore, brand awareness will help consumer to recall and recognize a brand in different situations while being a primitive level of brand knowledge. When consumer wants to purchase something, they will always consider the brand.

When considering brand awareness, there are few variables which will affect the consumers' awareness when purchasing a product. There should be a good brand name which will attract

new customer, and which will encourage the customers to buy the product. Before a customer purchases a product, the first thing they will look for is the brand name. Therefore, the companies should place a good brand name in the consumers' minds which will be convenient when purchasing the product.

As per the questionnaire in the research, question 11 (Table 6), 33.9% of the sample agreed with the statement and had a mean value of 2.30. It can be clearly shown that brand awareness has a higher impact on purchase intention of shampoo products. As per the question 10 (Table 6), 20.8% of the sample agreed with the statement and the mean value was 2.91. Through this statement it can be clearly seen that if the shampoo brand is out of stock in a particular store, they will keep finding it in other stores. Since these consumers are now aware that the particular shampoo brand is the ideal brand for them, they will keep on searching for it.

**Table 6: Questions of Brand Awareness**

Question	Reliability	Percentage
10) If my shampoo brand is out of stock, I will wait/ go find it until I get it.	.235	20.8%
11) I usually recommend my shampoo brand to my friends and family	.212	33.9%

Source: Survey 2019 and Statistical Package for the Social Science

## Conclusion

Brand awareness and purchase intention should be understood because it will allow companies to be impeccable and ahead of their competition. Companies should make use of this data to derive sound strategies for itself. Via the non-probability convenience sampling technique conducted for the data analysis from the questionnaires in this research, it was found that the male population used more shampoo than the female population in the Colombo district and that the brand Dove was popular among the selected sample- followed by L'Oréal and Clear. In addition to this, this research was able to prove that there is a relationship between brand awareness and purchase intention and the fact that purchase intention depends on brand awareness. Therefore, in conclusion it can be stated that having a base of customers that is aware of a company and its products, that it will be an immense boost to the overall company's current profits and eventual definite future sales.

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