

The Effect of Store Image, Brand Name and Price Discounts on Purchase Intention of Consumers in Sri Lanka (Case study of Damro Company in Sri Lanka)

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This research was conducted to identify the store Image, Brand Name and the price discounts towards the purchase intention of Sri Lankan consumers. This research was conducted as a case study of Damro Furniture Company. Damro is one of leading retail furniture brand in Sri Lanka. The retail industry of Sri Lanka is in a competitive situation. This research is a descriptive, quantitative research and the research sample was 150 people from the southern and the western provinces. The survey based questionnaire was handed out to collect fresh data. The research analyzed through the spss (statistical package of social sciences). The research outcome indicates that all these three factors have positive and significant influence towards the purchase intention in the case of Sri Lanka. The p value of the brand name is 0.000, Store Image is 0.000 and the price discounts is 0.004 which means all the three factors are positive and significant towards the purchase intention.

Keywords: Brand name, Price discounts, Store image, Purchase intention