

**IMPACT OF BRAND ON CONSUMER PURCHASING BEHAVIOR  
OF INSTANT COCONUT MILK**

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by  
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## ABSTRACT

Instant coconut milk is a value added product of coconut which is recently been introduced to the market. Coconut milk is highly consumed by the Sri Lankan people in their cuisines. So, instant coconut milk is a highly marketable product among present Sri Lankan scenario. As a result of that there are several brands available in the market by present. Though that, consumer preferences on the brands are differed. The study presents some important facts regarding the impact of brand on the consumer purchasing behavior of instant coconut milk. Mainly the study focuses on analyzing the impact of brand equity dimensions such as brand association, brand awareness, Perceived quality and brand loyalty on the consumer purchasing behavior of instant coconut milk. This is a primary research and data was collected through a questionnaire which was designed using the main important attributes which helps in explaining brand equity dimensions. In this study sample of 100 instant coconut milk consumers in Kandy district were used and they were given a questionnaire to be filled. The data which was taken are analyzed using the SPSS software. Findings show that brand equity has a strong positive influence and significant relationship with Consumer purchasing behavior. Findings also implies that all brand equity dimensions except brand loyalty shows a strong positive relationship on the consumer purchasing behavior of instant coconut milk while brand loyalty shows a weak negative relationship with consumer purchasing behavior of instant coconut milk. Finally the study suggests marketers should highly concern on their brand and adopt new marketing approaches in promoting their brand when introducing their product to the market.

*Key words-* Consumer purchasing behavior, brand equity, brand association, brand loyalty, perceived quality, brand loyalty, instant coconut milk