

FACTORS AFFECTING CUSTOMER BASED BRAND EQUITY: EVIDENCE FROM SOUTHERN PROVINCE OF SRI LANKAN CARBONATED SOFT DRINKS MARKET

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Customer Based Brand Equity (CBBE) is one of the important concepts in Brand Management as well as in academic research. Developing and managing CBBE for a brand is considered a critical issue for most firms. Having a number of brands and flavours causes to create intense competition in the carbonated soft drink market. CBBE has become an important concept to win this competition and to become as the dominant soft drink brand in consumers' mind. This study was conducted to evaluate the impact of BA, BAS, PQ and BL on CBBE by adopting Aaker's brand equity model. Soft drink consumers who are in the Southern province were selected as the population. Convenience sampling technique was adopted and data were collected from 206 customers. Survey method was used as the research strategy and a self-administered structured questionnaire was distributed among respondents to collect data. Hypotheses were tested using multiple regression analysis and results showed that BA, BAS and BL positively affect CBBE while PQ does not affect CBBE. The findings of the study provide implications for brand managers to manage soft drink brand and contribute to the existing body of knowledge. The results will help management to implement the required changes within their organizations for the purposes of either to improve the CBBE.

Keywords: *Brand Associations; Brand Awareness; Brand Loyalty; Customer Based Brand Equity; Perceived Quality*
