

Impact of Supermarket Brand Image on Consumer Purchase Intention with Reference to Gampaha District, Sri Lanka

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Abstract

In today's highly competitive retail environment, understanding the factors that influence consumer purchase intentions is essential for supermarket chains striving to remain relevant and customer-oriented. Despite the growing emphasis on brand differentiation in modern retailing, there is a lack of clarity in how specific brand-related dimensions shape customer behavior in the supermarket context. This study examines the impact of supermarket brand image on consumer purchase intention in the Gampaha District of Sri Lanka, with a particular focus on four dimensions: shopping experience, location, customer friendliness, and promotional activities. Data were collected through a structured questionnaire administered to 289 supermarket customers, and the results were analyzed using correlation and multiple regression techniques. The findings indicate that all four dimensions significantly and positively influence consumer purchase intention. Among them, promotional activities emerged as the strongest predictor, followed by shopping experience, customer friendliness, and location. These findings suggest that consumers place substantial value on how supermarkets communicate offers, design shopping environments, and deliver customer service, in addition to store accessibility. The study contributes to the growing body of literature on retail branding by offering empirical evidence on the relationship between brand image and consumer behavior in a Sri Lankan setting. It also highlights the importance of strategically managing brand image elements to enhance customer loyalty and purchasing behavior. For supermarket managers and practitioners, the results underscore the need to invest in well-designed promotions, maintain engaging and pleasant shopping environments, and ensure that staff provide a friendly and helpful service experience. The importance of store location, while slightly less influential, still plays a relevant role in shaping shopping decisions. In conclusion, this research provides valuable theoretical and practical insights by demonstrating how supermarket brand image, as perceived through key experiential and operational dimensions, influences consumer purchase intention. It opens pathways for future research into the modern trade sector.

Keywords: customer friendliness, consumer behavior, location, promotional activities, shopping experience