

Abstract

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EXAMINING THE EFFECT OF CUSTOMER-BASED BRAND EQUITY ON PURCHASE INTENTION BY ADAPTING AAKER'S MODEL - AN APPLICATION ON STARBUCKS COFFEE SHOP

This study explores the relationship between the dimensions of customer-based brand equity and purchase intention in the Egyptian coffee shop market. The customer-based brand equity model from Aaker's study was expanded and employed to examine relationships between the four dimensions of brand equity and purchase intention. Also the relationships among four dimensions of brand equity that is, brand awareness, brand loyalty, brand association, and perceived quality. Survey was conducted to collect data in one of the biggest cities of Egypt. A quantitative test of hypothesized theoretical relationships was then conducted employing survey methodology for data collection for data analysis. The empirical tests using (SPSS) support the research hypotheses. The results show that there are positive relationships between the dimensions of brand equity and both overall brand equity and purchase intention also, the results confirmed the positive interrelationships between the dimensions of brand equity.