

BA (Hons) in Business Management

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Contemporary Issues in Business Management

Influence of information Quality and Brand Familiarity on Consumer Purchase Intention in Supermarket Industry

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Abstract

This quantitative study aimed to examine the influence of information quality and brand familiarity on consumer purchase intention in the supermarket industry. Data was collected from 200 consumers through a survey and analyzed using multiple regression analysis. The results showed that both information quality and brand familiarity significantly influenced consumer purchase intention. Specifically, consumers tended to have a higher purchase intention when they perceived the information provided by the supermarket to be of high quality and when they were familiar with the brand. The findings of this study have important implications for retailers seeking to increase consumer purchase intention, and suggest that retailers should focus on providing high-quality information and building brand familiarity to enhance their consumers' purchase intention.