THE IMPACT OF BRAND PERSONALITY ON EMOTIONAL BRAND ATTACHMENT: A STUDY BASED ON SELECTED AGE GROUP OF MOBILE PHONE USER IN BADULLA

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ABSTRACT

Increasing global competition has made many companies want to find more innovative ways of promoting their goods and services. Brand personality is instrumental for consumers and marketing, because it can create a procedure to differentiate among various brands and is a key determinant for Emotional brand attachment. No brand can survive without a personality of its own. The brand personality becomes a key concept at this point to establish closer and more loyal relationships with the consumers or to be differentiated in the consumer's mind. The brand personality, which forms one of the most difficult and complex parts of brand creation, is considered as a strategic instrument. Brand personality indicates emotional associations of the brand and it is a significant influence on the competitive advantage and brand loyalty and is a strategic tool that shapes the brand's communication with consumers.

Based on the nature of the research problem the convenience sampling technique was used to collect the primary data. A sample of 370 respondents has been taken. The primary data was collected through well-structured and closed ended questionnaire by convenience sampling method. Hence 250 survey were received. The SPSS package was used in conducting the level, correlation and regression ANOVA analysis. And descriptive analysis was used to analyze the collected data for both independent variable and dependent variable and regression analysis was adopted to test the hypotheses.

According to the data analysis Brand personality all dimension and emotional brand attachment high level and strong positive relationship. There is the major findings indicates that there is; a strong positive impact of brand sincerity, brand excitement, brand competence, brand sophistication, brand ruggedness on emotional brand attachment in mobile phone user in badulla.

Keywords: *Brand personality, Emotional brand attachment and brand, sincerity, excitement, competence, sophistication, ruggedness*

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