

**AN EMPRICAL STUDY OF THE IMPACT OF BRAND
PERSONALITY ON
BRAND COMMITMENT: EVIDENCE FROM SRI LANKAN
SMARTPHONE MARKET**



By: *[Signature]*

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ABSTRACT

The study investigates the impact of brand personality on brand commitment in the context of Sri Lanka smartphone market. There is so far lack of research has been conducted concerning the impact of brand personality on brand commitment in the context of Sri Lanka smartphone market. This research study plan to examine that problem and fulfill the empirical gap in Sri Lanka smartphone market context.

The aim of the present research is to investigate the impact of brand personality on brand commitment in the context of Sri Lanka smartphone market. More precisely, the study focused on evaluating the impact of selected dimensions of brand personality namely; sincerity, excitement, ruggedness, competence and sophistication among the context of Sri Lanka smartphone market. Primary data were collected via questionnaire. Structure questionnaire were distributed among 300 smartphones consumers in Sri Lanka through convenience sampling. The data were analyzed by using descriptive, correlation analysis and multiple regression analysis.

The result shows that sincerity, excitement, ruggedness, competence and sophistication level is high among smartphone consumers in the context of Sri Lanka smartphone market. The study reveals that there is high strong relationship between brand personality on brand commitment in the context of Sri Lanka smartphone market, moderate relationship between affective commitment and brand personality in the context of Sri Lanka smartphone market and high strong relationship between continuance commitment and brand personality in the context of Sri Lanka smartphone market. Hence it can be concluded that affective commitment, continuance commitment and brand commitment are some of the factors that enhance impact of brand personality in the context of Sri Lanka smartphone market. Process hence the significant factors considers were most important and critical to enhance the impact of brand personality in the context of Sri Lanka smartphone market.

Keywords: Brand Personality, Brand Commitment, affective brand commitment, continuance brand commitment

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