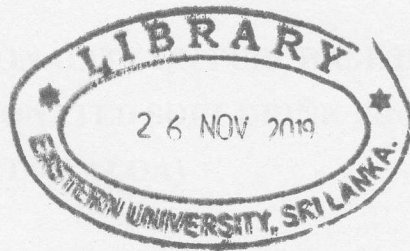


**THE IMPACT OF BRAND PERSONALITY ON PURCHASE INTENTION (A  
STUDY ON BRANDED CARBONATED SOFT DRINK PRODUCT IN  
BATTICALOA**



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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 consumer purchase intention. 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.

The main objective of this study is to examine the impact of Brand personality on purchase intention of Branded carbonated soft drink consumer in Batticaloa. Dimensions of brand personality used in this study are Sincerity, Excitement, Competence, Sophistication and Ruggedness. A sample of 300 respondents has been taken. The primary data was collected through well-structured and closed ended questionnaire by convenience sampling method. Hence 285 survey were received. The SPSS package was used in conducting the correlation, regression ANOVA analysis. The finding of this study revealed that the Brand personality and its dimensions have significant positive impact on purchase intention.

**Key words:** Brand personality, Purchase intention and Brand

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