

**Impact of Brand Personality Dimensions towards the Consumers'
Purchase Intention: With special Reference on Fashion Retailers'
Private Label Brands in Sri Lanka**

Gunasekera, S. U. N.

Department of Marketing Management, Faculty of Commerce and Management
Studies, University of Kelaniya, Sri Lanka
sitharagunaskera@hotmail.com

Within a commercial market the main aim of the players is to make their brand strong and powerful. It has been identified that creation of strong powerful fashion brands requires unique and different approach. More recent studies indicated the relationship between the retailer image and the private label brand. Therefore, it is important to determine how brand personality influence purchase intention of fashion retailer private brands. Besides, the study is also aimed to identify how the brand image's mediating effect on both purchase intention and brand personality. Hence, the research is focused on addressing the problem of "How brand personality dimensions impact on the consumers' purchase intension of private labeled fashion retail brands" The objective of the research is as follows: To examine the degree of the brand personality, purchase intention and brand personality of the retailer; To examine the degree of the impact of brand personality on purchasing intension; To examine the degree of the mediating role of brand image of the retailer in the relationship between brand personality and purchasing intention. The study predominantly used the survey strategy as the methodology. The reason for adopting the strategy was that this study aimed at identifying relationships; therefore the best strategy to the study would be a survey examination method. The population selection criteria were based on the age of the consumers who purchase fashion brands. The range of age used in the research is based on the age of generation Y since they are perceived to be more active in fashion consumption. The Cochran's formula indicate that if the population is unknown or exceeds one million the sample size need to be taken as 384; therefore to further justify the research a sample size of 400 shoppers included in the generation Y in Sri Lankan were selected. Quota sampling was used as the sampling strategy. Once the quota is identified the second stage of sampling is

selected based on convenience sampling. Data was congregated through the utilization of mainly primary data through a structured questionnaire survey focused on the shoppers. The survey will be obtained to assess the variables according to the objectives of the study for the purpose of analyzing the data both descriptive statistics and inferential statistics were utilized. As the main descriptive static the research will utilize the central tendency measurements and the hypotheses will be tested accordingly with the use of correlation analysis.

Keywords: *Brand Personality, Purchase Intention, Branding, Fashion Industry*