

Impact of Brand Personality on Brand Trust of Sport-related Products in Western Province

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This study aims to investigate the impact of Brand Personality on Brand trust in Sports-related products. The researchers used Brand Personality dimensions developed by Aaker as the basis for this research. Sincerity, Excitement, Competence, Sophistication, and Ruggedness has been selected as the dimensions of an independent variable. Thus, the study investigates how each dimension affected Brand Trust using the quantitative research approach and used a self-administered questionnaire. The population is unknown, and thus researchers used 384 respondents as the sample. The researchers used the convenience sampling method. Cronbach's Alpha value of the questionnaire was 0.7 and thus reliable. Pearson's correlation coefficient and regression analysis were used. The findings revealed a positively correlated with the brand trust and with each dimension (Sincerity- 0.739, β -0.660, Excitement- 0.812, β -0.701, Competence- 0.656, β -0.820, Sophistication- 0.774, β -0.654 and Ruggedness- 0.722, β -0.635). The researchers have recommended the industry practitioners implement different brand communication activities accordingly.

Keywords: *Brand Personality, Brand Trust, Competence, Excitement, Ruggedness, Sincerity, Sophistication*