

Impact of Brand Personality on Consumer Purchasing Intention in Mobile Phone Industry in Western Province, Sri Lanka

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The mobile phone industry is one of the faster-growing industry in Sri Lanka. Marketing managers are trying to conquest the market, and brand personality still remains an important factor to create differentiation in the market to marketing managers. Therefore, the main purpose of this research study is to explore the impact of brand personality on consumer purchasing intention in mobile phone industry in Western Province, Sri Lanka. The research began with an overview of the existing literature, and the researcher developed the model by referring to the relevant literature and the model of the existing literature. It was tested using data collected from 337 respondents of an online survey. The convenience sampling method was used to collect the primary data. And primary data was collected only from Colombo, Gampaha, and Kaluthara districts. Hypotheses were tested by using the SPSS statistics version 26. The findings of this study are Sincerity, Excitement, Competence, and Sophistication are positive and significant effects on the purchasing intention referring to the mobile Phone Industry in Western Province, Sri Lanka. And Ruggedness is not a significant effect on the purchasing intention referring to the mobile phone industry in Western Province, Sri Lanka. Furthermore, the findings help to illustrate and understand how the impact of brand personality on consumer purchasing intention in the mobile phone industry in Western Province, Sri Lanka.

Keywords: *Brand Personality, Purchase Intention*