

Impact of Brand Personality on Brand Equity, Examining the Mediating Effect of Brand Love in Automobile Industry of Sri Lanka

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Brand Personality appears to be an effective strategy, which used by automobile industry in order to influence their customers. Yet brand personality in creating brand equity is not properly established through the previous literature thus, the purpose of the study is to identify the significance of brand personality in creating Brand Equity of motorcar brands in Sri Lanka. Further brand love identified as an element which is having an influence on the relationship of brand personality and brand equity. People who own automobile motorcar were used as the unit of analysis and convenience-sampling technique was used to extract 320 of respondents. Survey method was used as the data collection method and a self-administrated and standard structured questionnaire was distributed among respondents to collect data. Furthermore, it identified that Sincere, Excitement, Competence, Sophistication and Ruggedness the dimensions of brand personality positively impact on the Brand Equity of automobile motorcars while brand love mediated the relationship of brand personality and brand equity of automobile brands, Thus Brand Personality identified as one antecedent which enhance brand equity of automobile motorcar brands.

Keywords: *Automobile Industry, Brand Equity, Brand Love, Brand Personality*