

Impact of Brand Personality on Emotional Brand Attachment in Laptop Industry in Sri Lanka

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This report is carried out with the purpose of investigating the impact of brand personality on emotional brand attachment with special reference to the laptop industry in Sri Lanka. In current condition in Sri Lankan laptop industry has enhanced the importance of emotional brand attachment as a form of loyalty. At the same time, as per the research findings Brand personality has been recognized as a deep rooted brand element which triggers consumers' ultimate brand choice and purchase decision.

Based on the nature of the research problem the convenience and judgmental sampling technique was used to collect the primary data. A total of 200 of consumers in Colombo and Gampaha districts were selected for the sample that used laptops. And descriptive analysis was used to analyze the collected data for both independent variable and dependent variable and regression analysis was adopted to test the hypotheses.

According to the data analysis the major findings indicates that there is; a weak positive impact of brand sincerity, brand excitement, brand competence, brand sophistication, brand ruggedness on emotional brand attachment in laptop industry in Sri Lanka.

In here major research implications are the restraint of the sampling coverage and restriction on covering the valuable industries in Sri Lanka. As practical implications of this study it highlights the value of brand personality and emphasizes the importance of emotional brand attachment and finally results provide a detailed implications and a platform on which future research can be built.

Keywords: Brand personality, Emotional brand Attachment