

## **The Impact of Brand Personality on Brand Trust with Special Reference Fast Food Industry in Sri Lanka**

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This article aims to examine the impact of brand personality dimensions on brand trust within the Fast Food Industry in Sri Lanka. Numerous researchers in various countries and contexts have explored this topic using different brand personality attributes. This study, however, focuses on five specific brand personality attributes: Sincerity, Excitement, Competence, Sophistication, and Ruggedness, which serve as the dimensions of the independent variable. The research is based on responses from 378 participants. A quantitative research design was employed, and the data collected were analysed using the Statistical Package for the Social Sciences (SPSS) version 26. The major findings, derived from testing hypotheses through multiple regression analysis, indicate that Sincerity, Excitement, and Competence have a positive and significant impact on brand trust. Conversely, Sophistication and Ruggedness were found not to have a significant impact on brand trust within the Fast Food Industry in Sri Lanka. The study also identifies certain limitations and provides suggestions for future research to enhance the effectiveness and reliability of the findings.

**Keywords:** *Brand Personality, Brand Trust, Fast-Food Industry*