

Impact of Brand Personality on Brand Affect Towards Cosmetic Brands: with Special Reference to Youth Segment in Sri Lanka

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The concept of brand personality is the set of human characteristics related to a brand whilst the concept of brand affect refers to consumers' overall favorable or unfavorable evaluation of a brand. Studies prove the link between these two concepts while managerial implications are found in different product scopes. However, the impact of brand personality on brand affect has been a claimed empirical gap in the literature. Meanwhile, the cosmetic industry is referred in few studies mentioning further investigations are required to address the industry-related issues within the scope of branding and consumer behavior. Therefore, this research study has been based on the empirical and managerial gaps investigating how brand personality influences brand affect with special reference to the cosmetic industry of Sri Lanka with a special focus on the youth segment. This study has been carried out as a deductive study, and a quantitative method has been used. The convenience sampling method was employed, and the sample was 160 respondents covering the Western province. Researchers used the online option to contact the respondents due to the prevailing Covid-19 pandemic situation. The data analysis was assisted by Statistical Package for Social Science (SPSS) version 23. The findings revealed that there is a positive relationship between brand personality and brand affect. It has presented the descriptive analysis mentioning how the sub-dimensions of brand personality are linked with brand affect. This research Study presented the managerial implications by highlighting the importance of brand promotions and activation strategies to develop the perceived brand personality to result in brand affect.

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