

The Impact of Brand Personality on Emotional Brand Attachment in the Mobile Phone Industry in Sri Lanka

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The study focuses on exploring the impact of brand personality on emotional brand attachment in the mobile phone industry in Sri Lanka. It examines the impact of different types of brand personalities on consumers' emotional attachment towards mobile phone brands. This study was conducted as a descriptive, quantitative research design with a deductive research approach. Data was collected using a convenience sampling method through an online platform within the western province, Sri Lanka. Regression analysis and several statistical techniques have contributed to analyzing the collected data. Concerning the dimensions of brand personality; Sincerity, Excitement, Competence, Sophistication, and Raggedness, overall results revealed that brand personality positively affects emotional brand attachment. Apart from that, there is no significant impact of competence on emotional brand attachment. Based on this fact, future researches can be conducted. This study found that brand Sincerity and excitement have a strong relationship with an emotional attachment the correlation. This study is limited to the mobile phone industry. Therefore, further investigation into other contexts is required to generalize the findings. The present study's findings revealed implications for the mobile phone industry; marketers can use findings to identify emotional attachment changes according to different brand personalities towards mobile phone brands. It will help when creating an advertisement for mobile phone brands. This study contributes to a source of literature for future researchers. Research findings directly contribute to the mobile phone industry.

Keywords: *Brand Personality, Emotional Brand Attachment, Mobile Phone Industry*