

Impact of Brand Personality Determinants towards Purchasing Intention: A Study on Branded Umbrella Products in Sri Lanka

Riyas, M.¹ and Herath, H. M. R. P.²

All Marketing Managers are trying to win the market by differentiating their products among the customers by using the product and brand related factors. Among those factors brand personality is still critical factor to those marketing managers to create the differentiation in the market. Therefore the purpose of this study is explore the relationship of brand personality determinants and purchase intention with referring to the Sri Lankan branded umbrella products. The convenience sampling method was used to collect the primary data. A total of 100 questionnaire were distributed among the umbrella consumers and collected the primary data based on researcher administrated method. Respondent rete is 100%. Multiple regression analysis used for test the hypotheses. The primary data collected only from Kandy and Colombo Districts among the age limit of 15-45 years umbrella consumers with targeting the only 100 consumers to analysis. The lack of generalization of this study is that it is limited to the branded umbrella industry. Findings of this studies are Excitement and Ruggedness are positively affect to the purchasing intention referring to the branded umbrella products of Sri Lanka. Sincerity, Competence and Sophistication are not positively affect to the purchasing intention referring to the branded umbrella products of Sri Lanka.

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¹ Business Development Advisor, ABC Solutions (Private) Limited

² Department of Marketing Management, Faculty of Commerce and Management Studies,