

The Impact of Brand Personality on Customer Buying Intention: An Empirical Study on TATA Brand in Sri Lankan Passenger Car Market

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Abstract

There are no scientific background in the Sri Lankan contest which talks about the impact on Brand Personality on Customer Buying Intention in passenger car industry. There are limited studies done by DIMO sole distributor for TATA brand in Sri Lanka. Therefore does not really know how the market perceives them. So, there is a literature gap which did not fulfil the requirement by recent studies and empirical gap that indicate the importance of this research in the current context. This research is centered to examine the Impact of Brand Personality on Customer Buying Intention in relation to the Sri Lankan passenger car market. As per the empirical nature of the study, this study has been design based on the positivism research paradigm which is based on deductive research philosophy. According to the deductive method, in order to find the answers for the research questions, the researcher developed research questions and both secondary data and primary data were collected. The researcher used different published sources such as government reports, company annual reports etc. in order to collect secondary data which was used. An organization must design their marketing campaigns having proper understanding of its product personally for successful results. So outcome of this will be useful for Passenger car marketers in designing their marketing campaigns.

Keywords: *Brand Personality, Customer Buying Intention, Sri Lankan Passenger Car Market, TATA Brand*