

# **The Impact of Brand Personality on Customer Buying Intention: In the Case of Charles & Keith Brand in Sri Lanka**

**W.P.T.U.P. Wijerathne**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

**Dr. W.M.C.B Wanninayake**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

This study was conducted to identify the level of impact a brand's personality has over a customer's purchasing intention when it comes to branded apparel shopping in Sri Lanka and to establish the relationship between the brand personality and the consumer purchasing intention when it comes to the branded products market mainly in the case of Charles & Keith brand. In order to create a balance in conducting the research, the researcher is agreed on using quantitative techniques. With the availability of various techniques for conducting a primary research and only survey/questionnaire was used by the researcher as a quantitative technique. The sampling method which was used to select the sample population for this study was simple random sampling method, where using this technique 120 sample respondents were selected.

When the brand personality is considered researcher believes that Charles & Keith brand has an exciting and competence brand personality.

When considering the purchasing intention, it is proved that both the resources and opportunity should be present in order to have the purchasing intention, also attitude plays a major role in this process. Also personalized service and convenience have been selected by the majority as the crucial motivational factor.

**Key words:** *Brand personality, purchasing intention, brand personality dimensions, customer behavior*