

The Impact of Brand Personality on Purchasing Intension: A Study on Passenger Car Market in Sri Lanka.

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Passenger car market is one of the growing and competitive market in Sri Lanka. Hence, market competition is high among main players. The brand personality is one of the main factors the marketer can use to differentiate their products from competitors. The primary purpose of this research is to examine the impact made by brand personality on purchasing intention in the passenger car market in Sri Lanka.

The present study is adapted to the positivism research philosophy with deductive approach. Under the primary source of data collection, a physical and the online survey method were adopted by using a structured questionnaire. The target population of the study was the all individuals who are using passenger cars in Sri Lanka. However the research was carried out by collecting data from a sample, consisted with 150 passenger car owners who are living in the western province of Sri Lanka. The descriptive statistics, correlation analysis and regression analysis were adopted as data analysis techniques for achieve objectives and testing hypotheses. The findings revealed that all brand personality dimension such as sincerity, excitements, competence, sophistication and ruggedness of brand personality indeed have a positive relationship with purchasing intention.

Keywords: Brand Personality, Purchase Intention, Passenger car market