

Congruence Between Self-Image and Brand Personality and Their Impact on Purchasing Intentions: A Case of Sri Lankan Motorcycle Industry

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It is argued that consumer purchasing intentions may reflect not only functional reasoning but also symbolic meanings. Indeed, businesses have long attempted to develop brand personalities that appeal to the self-image of their target customers. Past studies indicate that congruence between self-image and brand personality plays a significant role in brand loyalty. However, much remains to be understood regarding how such congruence may translate to customer purchasing intentions. In particular, this paper focuses on two types of self-images: actual and ideal, and their relationship with purchasing intention by focusing on the mediating role of brand personality. Data for the study is drawn from the motorcycle industry in Sri Lanka using a convenient sampling technique. 337 survey responses were analyzed using correlation and regression techniques using the SPSS 26 software. The study finds that both actual and ideal self-image significantly and positively affect purchasing intention and that brand personality mediates their relationship. The study's findings highlight the need for businesses to focus on developing brands that appeal to their customers' self-image and that such congruence should not only relate to how the customer sees him or herself now (actual) but also how they wish to see themselves in the future (ideal).

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