

Impact of Brand Personality on Brand Commitment and the Mediating Effect of Brand Trust of Smartphone Market in Sri Lanka

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Smartphone manufacturers and marketers face restless competition in Sri Lanka and also in the world mobile market. Hence, this study investigates the impact of brand personality on brand commitment and the mediating effect of brand trust in the smartphone market in Sri Lanka. The study was examined through a quantitative method, and the study was carried out with individuals who have used smartphones in the Western Province of Sri Lanka. A random sampling method was used for the research, and data were collected using an online-based structured questionnaire with a sample size of 384 to test the hypotheses. Hypotheses were tested using correlation analysis and linear regression analysis. The study revealed a positive impact of brand personality on brand commitment ($R = 0.599$, Correlation = 0.774, Sig. = $0.000 < 0.05$). It was also found that brand trust mediates the relationship between brand personality and brand commitment in the smartphone market (LLCI = 0.1683, ULCI = 0.4834). Research provides many insights about smartphone usage, including the utilitarian, experiential, and symbolic values. Furthermore, this reveals that people stay with a brand and put an extra effort into a brand when they are committed to the brand. This, even strengthening when consumers perceive a close match between their personality and the brands they use. These findings help academia and industry practitioners in building brand trust and brand commitment.

Keywords: *Brand Commitment, Brand Personality, Brand Trust, Smartphone Market*