

The Impact of Brand Personality on Brand Affect Towards Cosmetic Brands: Special Reference to The Youth Segment in Colombo District

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A customer's preference for a particular cosmetic brand is often influenced by a complex set of psychological influences that transcend functional utility. This study investigates the interplay between brand personality and brand affect in the Sri Lankan cosmetic industry, focusing on the youth demographic. Aaker's brand personality theory guides the exploration of how human-like traits, including sincerity, excitement, competence, sophistication, and ruggedness, influence consumers' overall assessments. Employing a deductive methodology with quantitative techniques, the study gathers data from 365 respondents in the Colombo District. The findings revealed a positive correlation between all the tested brand personality dimensions and the brand effect. The analysis emphasises specific sub-dimensions' intricate connections and their impact on overall brand impact. Among these dimensions, sophistication and ruggedness proved to have the strongest impact on brand perception. Beyond theoretical exploration, the research provides practical insights for cosmetic industry brand managers, highlighting the role of promotions and activation strategies in shaping consumers' perceptions and impacting brand affect. With a focus on the youth segment, the study offers actionable guidance for practitioners aligning branding strategies with unique youth preferences.

Keywords: *Brand Affect, Brand Personality, Cosmetics Industry, Youth Segment*