

The Impact of Brand Personality on Brand Attachment in an Automobile Industry in Kurunegala District

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Abstract

This paper examined the impact of brand personality on brand attachment in the automobile industry concerning the Kurunegala district. This research investigated how customers respond to any changes in brand personality in the automobile industry. Many types of researchers have researched the impact of brand personality on brand equity and loyalty. Hence, the current study has focused on evaluating the influence of brand personality on brand attachment in the automobile industry in Sri Lanka. The research type was basic research. The research followed the quantitative, and cross-sectional survey design. The research methodology mainly focused on gathering primary data using a structured questionnaire. The unit of the study is the individual. The population was people who are above 18 years in the Kurunegala district. The analysis of primary data allowed the researcher to examine the hypotheses developed based on the conceptual model developed concerning the automobile industry in the Kurunegala district. The researcher tested the reliability of collected data all the variables indicate 0.7 above Cronbach's alpha values. A simple random sampling technique was applied to select the sample, and according to the Morgan chart, the final sample consisted of 384 persons. The study used SPSS software 25 version to conduct data analyses. The finding of this study has proven that there is an effect of brand personality on brand attachment. Accordingly, an organization can refer to its customer's attachment style in defining its brand personality. This study identified automobile sector marketers should get to know their targeted market's attachment before coming out with a suitable brand personality.

Keywords: Brand, brand attachment, brand personality