THE IMPACT OF BRAND PERSONALITY ON EMOTIONAL BRAND ATTACHMENT IN SKIN CARE BRANDS

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ABSTRACT

The research was conducted to evaluate the impact of brand personality on emotional brand attachment. Consumers usually emotionally attach to only a limited number of brands thus as marketer it is important to enhance the connection and the attachment the consumers have with their preferred brands. Thus, it depends on the self-concept and the brand personality. In order to justify this, point the author has adopted skin care brands as the base. Presently there is an intense competition in the skin care products industry, therefore the key market players should identify and evaluate the consumer behavior and the factors that affecting its behavior of being brand loyal and being attached to a brand.

The objective of the research is to identify the impact of brand personality (sincerity, excitement, competence, sophistication and ruggedness) on the emotional brand attachment a consumer has with the brands he/she use. Thus, the study was done by selecting skin care products specifically face cream brands in Sri Lanka. Primary data was collected through a well-structured online questionnaire. Secondary data was collected through web sites, books, articles, journals and desk research which were carried out previously on skin care products. A conceptual framework was developed to investigate the impact and relationship between these variables. The research was carried out using the regression analysis to test the hypotheses, which measure the impact of these variables. A total of 385 respondents were selected as a sample in the Badulla area state skin care brand users to carry out the research.

The findings indicate that there is a high level of emotional brand attachment and brand personality of skin care brands in Badulla area. Results showed that there is strong positive relationship between emotional brand attachment and brand personality. Further there is a significant positive impact of brand personality on emotional brand attachment. And also, sincerity has the most significant impact on emotional brand attachment. A concrete conclusion is not available as a result of the sample size which is not enough to reach a proper conclusion.

Key words: Emotional Brand Attachment, Brand Personality, Brand, Branding, Sincerity, Excitement, Competence, Sophistication and Ruggedness

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