

Relationship between Brand Personality and Brand Preference in Cosmetic Brands in Sri Lanka

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Abstract

The aim of this research was to examine the relationship of brand personality on brand preference in cosmetic brands in Sri Lanka. Brand personality was measured based on the research conducted by Jennifer L. Aaker in 1997, which involve five dimensions namely Sincerity, Excitement, Competence, Ruggedness & Sophistication. Brand preference was measured by a three dimensions named Market share, Preference share & Attribute performance. 150 questionnaires were distributed randomly to the students of University of Ruhuna considering as it was the research context for the research study. Convenience sampling technique was used and data were processed through SPSS and Smart PLS software. Confirmatory Factor Analysis was employed to test the relationship of Brand Personality and Brand Preference. The results of this study indicated that there was a considerable relationship between these two variables. Hence the findings of the study indicate that by analyzing the data, researcher had to remove Sophistication and ruggedness from the brand personality scale according to the weak factor loadings. And also by measuring the hypotheses which developed by the researcher it is proved that there was a positive relationship. By that researcher had to made conclusion as those two variables were not matching to the Sri Lankan Context. It is apparent from the present study that marketers and decision makers in cosmetic brands to seek and improve the elements of brand personality that make the most significant contributions on brand preference in cosmetic brands regarding young generation. For the marketing aspect, marketers can develop their marketing strategies based on the positive relationship of Brand Personality Dimensions and Brand Preference dimensions.

Keywords: *Brand Personality, Brand Preference*

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