

An Empirical Study of the Impact of Brand Personality on Brand Commitment: Evidence from Sri Lankan Smartphone Market

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Brand commitment is one of the most-cited concepts in marketing literature, and today, this concept plays a vital role in strategic management. It is surely true that the committed customers to a particular brand seldom switch to another. In Sri Lankan smartphone market context, firms introduce new versions, capture new technology rapidly and product quality and features are getting homogenous due to technological changes, competition and globalization. Thus, to gain customer commitment towards a brand, smartphone manufacturers need to focus on other aspects than product features and quality. Hence this study investigated whether the brand personality can be used to derive customer commitment towards the brand. The study objectives were; firstly to identify the impact of brand personality on brand commitment, secondly to identify the impact of brand personality on affective commitment and continuance commitment separately and finally to identify the relative contribution of brand personality dimensions on brand commitment in Sri Lankan smartphone market. Five brand personality dimensions studied were Sincerity, Excitement, Ruggedness, Competence and Sophistication. 100 smartphone users were considered as the sample and the data were collected using a questionnaire. Descriptive statistics, correlation coefficient, simple linear regression and stepwise regression analysis techniques were used to analyse the data. The results indicated that there is an impact of brand personality on brand commitment, affective brand commitment and continuance brand commitment. Further it revealed that all five brand personality dimensions are positively impact on brand commitment while sophistication showed the highest and the competence showed the next highest contribution. Hence the researcher recommends the smartphone manufacturers to consider on improving brand personality dimensions to derive customer commitment towards such brand.

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