



**A STUDY ON IMPACT OF BRAND EXTENSION
ON BRAND PERSONALITY WITH THE
MEADIATING EFFECT OF PERCEIVED
QUALITY**

**(SPECIAL REFFERENCE TO DAIRY INDUSTRY IN SRI
LANKA)**

This dissertation is submitted as a partial fulfilment of the degree of
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ABSTRACT

Branding is one of the highlighting competitive business trend in the Dairy product sector in Sri Lanka. Due to the reason that dairy sector is highly competitive industry with less barriers to entry and branding is a best way to differentiate their products from the competitors. Hence future of dairy companies lies on brand. Brand offers added value to the customers and this brand value create brand loyalty and brand personality for the products. Brand extension, perceived quality of the parent brand and the extended brand are highly contributing to when creating brand personality attributes in dairy sector. However, lack of research attention has been given on the impact of brand extension on brand personality for the dairy products where perceived quality playing the mediatory role. Thus it identified knowledge gap and empirical gap and however this research study covered this gap by providing evidence to encourage marketing, branding and for symbolic brands because brand personality is an important determinant of what the brand symbolizes. In accordance with the above considerations this study develop a model to identify the impact of brand extension on brand personality mediated by perceived quality in dairy product sector in Sri Lanka. Data were collected from 200 dairy product consumers from Western Province using multistage sampling and convenient sampling techniques. Further, data was analysed using descriptive statistics, coefficient correlation analysis, regression analysis, and mediator analysis based on the research objectives and hypothesis developed. According to the findings of the analysis it was concluded that there is positive impact of brand extension on brand personality with and there is a partially mediated impact of perceived quality on the purchase behaviour of dairy product consumers. The results provides both knowledge and managerial implications and as well suggests some further research areas for future research.

Key words: Brand extension, Brand personality, Perceived quality, Dairy sector, Parent brand