

Impact of Brand Personality and Brand Engagement on Purchasing Behaviour of Cosmetics Products: Is There Any Mediating Effect of Brand Trust?

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Branding is a vital factor in the current market set-up in creating competitive business opportunities. Brand personality, brand engagement and brand trust are highly contributory brand related attributes for creating a positive brand image, affecting consumer purchase behaviour. However, lack of research attention has been given on these concepts integrated together as a whole. Therefore the primary objective of the research was to bridge this research gap while identifying the impact of brand personality and brand engagement on consumer purchase behaviour. The study developed a model to identify the impact of brand personality and brand engagement on consumer purchase behavior of cosmetics products. Further the mediating effect of brand trust has been examined. Data was collected from 300 cosmetics product consumers from Western Province using multistage sampling. As the analysis methods; Descriptive analysis, Coefficient correlation, Regression analysis, and Mediator analysis have been conducted. Baron and Kenny mediator analysis method was conducted to identify both the mediatory effect and the indirect effect of the variables. Findings revealed a strong positive association between brand personality and brand engagement on consumer purchase behavior, and brand engagement was identified as the most contributory factor. Further, findings revealed that brand trust partially mediates the relationship between the two independent variables with the constant at values of 66.3% for brand personality and 29.3% for brand engagement. The results provide useful insights to brand, marketing and product design managers in order to formulate competitive business strategies. The study highlights the need for more consumer involved branding strategies in order to ensure that the customers are more engaged with the brands which reflect their personality traits.

Keywords: Brand personality, Brand engagement, Brand trust, Consumer purchase behaviour, Cosmetic industry