

A Study on Impact of Brand Extension on Brand Personality with the Mediating Effect of Perceived Quality: Special Reference to Dairy Industry in Sri Lanka

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Branding is one of the highlights of competitive business trends in the Dairy product sector in Sri Lanka. Due to the reason that the dairy sector is a highly competitive industry with fewer barriers to entry. Hence the future of dairy companies lies in the brand. The brand offers added value to the customers and this brand value creates brand loyalty and brand personality for the products. Brand extension, perceived quality of the parent brand, and the extended brand are highly contributing in creating brand personality attributes in the 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 a mediatory role. Having identified the knowledge gap and empirical gap, this research study aimed to provide evidences to encourage marketing, branding, and for symbolic brands because brand personality is an important determinant of what the brand symbolizes. Accordingly, this study developed a model to identify the impact of brand extension on brand personality mediated by perceived quality in the 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 were analyzed using descriptive statistics, coefficient correlation analysis, regression analysis, and mediator. According to the findings of the analysis, it was concluded that there is a positive impact of brand extension on brand personality and there is a partially mediated impact of perceived quality on the purchase behavior of dairy product consumers. As per the findings, the impact of brand extension on brand personality was positive so that marketers would concern about brand personality when extending the brands into new product categories. The results provided both knowledge and managerial implications and as well suggested some further research areas for future research.

Keywords: Brand extension, Brand personality, Perceived quality, Dairy sector, Parent brand