

IMPACT OF SELF CONCEPT ON BRAND

PREFERENCE

(with reference to Colombo district car industry)

*This dissertation is submitted as a partial fulfillment of the Degree of Bachelor of
Business Management in Entrepreneurship and Management*

Faculty of Management

Uva Wellassa University

Registration number: UWU/ENM/09/0039

Year 2013



ABSTRACT

The self-concept is "the totality of the individual's thoughts and feelings having reference to himself as an object" Rosenberg (1979, p.9). Self-concept is the image that we have of our selves. The self-concept construct from the four dimensions such as Actual self-concept, Ideal self-concept, Social self-concept, Ideal social self-concept. The American Marketing Association (1994) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to encourage prospective customers to differentiate a producer's products from those of competitors".

The main objective of this study is to assess the impact of self-concept on brand preference. In the study of Ross (1971) and Dolich (1969) hypothesized that product conspicuousness moderates the relationship between type of self-concept and preference behavior. With reference to the past research findings it was clear that, there are contradictory ideas in relation to the impact of self-concept on brand preference and this matter has poorly been researched in the Sri Lankan context.. According to motor traffic department statistically there also some kind dramatic fluctuation of the new registration of cars. The study based on the 150 car owners of Colombo district from each brand. Results indicated that there is no any impact of self-concept on brand preference. Chi square test construe the p value greater than the significant level because of that data does not support for a statistically significant association between self-concept towards the brand. Because of that it is emphasized there is no any impact of self-concept towards the brand preference.