

Brand Personality and Emotional Brand Attachment in Laptop Market: Study on Undergraduates in Rajarata University of Sri Lanka

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Abstract

The telecommunication industry is one of the fast-growing industries in the world. Consequently, the laptop has gained higher sales growth. Accordingly, the main purpose of this study was to examine the relationship between brand personality and emotional brand attachment in purchasing laptops with special reference to undergraduates of the Rajarata University of Sri Lanka. Consumers trust brand personality more when product features are difficult to be evaluated or subjective. Brand personality also plays the important role in purchase intention and emotional brand attachment plays a crucial role in building bonds between brand and customer in laptop in Sri Lanka. Based on the nature of the research problem the convenience and judgmental sampling technique was used to collect the primary data. The sample was 384 recruited through an online questionnaire from the undergraduates of the Faculty of Management Studies, Rajarata University of Sri Lanka. And the descriptive analysis was used to analyze the collected data for both independent variable and dependent variable and regression analysis was adopted to test the hypotheses. According to the data analysis, the major findings indicate that there is a significant and weak positive impact of brand sincerity, sophistication and ruggedness, and also brand competence and excitement has a weak positive impact but it is not significant on emotional brand attachment in the laptop industry in Sri Lanka. In here major research implications are the restraint of the sampling coverage and restriction on covering the valuable industries in Sri Lanka. As practical implications of this study, it highlights the value of brand personality and emphasizes the importance of emotional brand attachment and finally, results provide detailed implications and a platform on which future research can be built.

Keywords: Brand personality, emotional brand attachment, laptop market