THE IMPACT OF BRAND PERSONALITY ON BRAND PREFERENCE: A STUDY PERSONAL CARE PRODUCTS

The following questionnaire is used to study the impact of Brand Personality on Brand Preference” on personal care products. This survey is conducted as a partial requirement for a Post Graduate Diploma program and you are expected to provide valid information as it may assist myself on the successful completion of this research. Information provided will be kept confidential and will not be used for any other purpose.

Sumudu Munasinghe

**PART ONE**

1. If "**SUNSILK**" brand was a person, I would prefer to see it as a reflection of a,

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| A genuine honest and a humble person |  |  |  |  |  |
| A thrilling sensational attractive person  |  |  |  |  |  |
| Competence an intelligent person capable of doing something successfully and efficiently  |  |  |  |  |  |
| A glamourous ,elegant upper class person |  |  |  |  |  |
| A tough, strong and a rough person |  |  |  |  |  |

1. If "**SIGNAL**" brand was a person, I would prefer to see it as a reflection of a,

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| A genuine honest and a humble person |  |  |  |  |  |
| A thrilling sensational attractive person  |  |  |  |  |  |
| Competence an intelligent person capable of doing something successfully and efficiently  |  |  |  |  |  |
| A glamourous ,elegant upper class person |  |  |  |  |  |
| A tough, strong and a rough person |  |  |  |  |  |

1. If "**REXONA**" brand was a person, I would prefer to see it as a reflection of a,

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| A genuine honest and a humble person |  |  |  |  |  |
| A thrilling sensational attractive person  |  |  |  |  |  |
| Competence an intelligent person capable of doing something successfully and efficiently  |  |  |  |  |  |
| A glamourous ,elegant upper class person |  |  |  |  |  |
| A tough, strong and a rough person |  |  |  |  |  |

1. If "**LAKME**" brand was a person, I would prefer to see it as a reflection of a,

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| A genuine honest and a humble person |  |  |  |  |  |
| A thrilling sensational attractive person  |  |  |  |  |  |
| Competence an intelligent person capable of doing something successfully and efficiently  |  |  |  |  |  |
| A glamourous ,elegant upper class person |  |  |  |  |  |
| A tough, strong and a rough person |  |  |  |  |  |

1. If "**VASELINE**" brand was a person, I would prefer to see it as a reflection of a,

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| A genuine honest and a humble person |  |  |  |  |  |
| A thrilling sensational attractive person  |  |  |  |  |  |
| Competence an intelligent person capable of doing something successfully and efficiently  |  |  |  |  |  |
| A glamourous ,elegant upper class person |  |  |  |  |  |
| A tough, strong and a rough person |  |  |  |  |  |

**PART TWO**

1. **What is your age?**

Below 20 Years

 Between 20-30 Years

 Above 35 years

1. **What is your highest level of Education?**

|  |  |
| --- | --- |
| School leavers  |  |
| Undergraduate |  |
| Graduate (Bachelors’ Degree)  |  |
| Master’s Degree Holder |  |
| Doctoral Degree Holder |  |

1. **Does your brand preferences differ from one brand to another based on the message of an advertisement?**

Yes

No

1. **I would love to see a reflection of myself in the personal care brands I consume**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Strongly Disagree/  | Disagree  | Neutral | Agree | Strongly Agree |
|  |  |  |  |  |

1. **My brand preference influences my purchase decision**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Strongly Disagree/  | Disagree  | Neutral | Agree | Strongly Agree |
|  |  |  |  |  |

Thank you for your Feedback! ☺ ඔබගේ ප්‍රතිචාරයට ස්තූතියි!