

The Impact of Corporate Brand Identity on Customer Brand Loyalty Towards Modern Trade Industry in the Western Province of Sri Lanka: The Mediating Effect of Brand Reputation

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Modern trade sector in Sri Lanka, identified as an emerging competitive market. Even though many branding concepts were investigated by the previous researchers, The Corporate Brand identity on Brand Loyalty were not sufficiently investigated in the local context. This study aims to investigate the impact of Corporate Brand Identity on Customer Brand Loyalty towards Modern Trade Industry in The Western Province of Sri Lanka with the Mediating Effect of Brand Reputation. The researcher applied the quantitative approach based on the positivist research paradigm, and the researchers employed a structured questionnaire to collect the primary data. The sample was identified within the western province of Sri Lanka by collecting 383 responses using convenient sampling method. The data were analyzed using SPSS 26 statistical software. The findings demonstrate a positive, significant impact of Corporate Brand identity to Brand Loyalty. The results further indicate that Brand Reputation mediate the relationship between Corporate Brand identity and Brand Loyalty with positive and significant effect. The findings of the study have more practical contribution for the modern trade sector in for making effective corporate branding decisions.

Keywords: *Brand Reputation, Corporate Brand Identity, Customer Brand Loyalty, Modern Trade Industry*