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THE EFFECTIVENESS OF BRAND PERSONALITY DIMENSIONS ON BRAND LOYALTY:

A STUDY ON MOBILE TELECOMMUNICATION SERVICES IN SRI LANKA

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ABSTRACT

Telecommunication sector has evolved as a major business trend in worldwide. It is one of the major commercial activities in Sri Lanka also where many competitors are playing with different strategies to win a larger market share. This research is focusing on the mobile telecommunication industry in Sri Lanka where the industry players are using carefully planned marketing strategies to attract more customers into their share. The research is taking the approach of investigating the effectiveness of Brand Personality Dimensions on creating Brand Loyalty within the industry. Building upon the prior research on the concepts, Aaker's Brand Personality Scale was used as the base to measure the brand personality and attitudinal and behavioral loyalties were used to measure brand loyalty within the mobile telecommunication sector. The primary data was gathered using a self-administrated questionnaire from 100 users of mobile telecommunication networks using convenience sampling technique within the Western Province of Sri Lanka. The results indicated that the most important brand personality dimensions associated with the brand loyalty in the Sri Lankan mobile telecommunication industry were Excitement and Sincerity. Further it was found that Sophistication, Competence and Ruggedness dimensions of brand personality also significantly affects brand loyalty. Implication of the findings were highlighted and discussed based on the research findings.

Keywords: Brand Personality, Brand Loyalty, Mobile Telecommunication Industry