

Keywords: *Brand Equity, Brand Awareness, Perceived Quality, Brand Loyalty, Brand Association, Purchase Intention.*

Impact of Brand Personality on Consumer Brand Loyalty: With Special Reference to the Fashion Apparel Retail Industry in Sri Lanka

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Fashion Apparel is one of the most consumed goods in a Quick Service format due to its unique attributes such as convenience, cloth quality and less price. Today, the twenty first century, Fashion Apparel has become so popular despite the fact that there is a relatively small number of companies selling and succeed Fashion Apparel Retail Industry in Sri Lankan context. Apart from the purchasing power one may possess, it is interesting to find out what other factors may influence an individual's choice of fashion apparel retail brands. The Fashion Apparel retail industry in Sri Lanka is yet to be defined, as there is no clear demarcated line to separate the fashion apparel retail brands from the other fashion outlets, which is available in Sri Lanka.

Primary purpose of this research is to examine the impact made by brand personality dimensions of Fashion Apparel Retail brands on consumer brand loyalty.

As the research descriptive in nature a descriptive research design is used. . Under the primary sources of data collection, an online survey method will be used with a well-constructed questionnaire. The Non-Probability sampling method will be used in order to determine the sample as convenience sampling will be used as a technique.

It was established that the elements of Sincerity, Competence, Excitement, sophistication and ruggedness of brand personality indeed have a positive relationship with brand loyalty.

Keywords: *Brand Loyalty, Brand Personality, Purchasing Power*