

The Impact of Brand Trust in Developing Brand Loyalty with special reference to Premium Apparel Brands in Sri Lanka

P. R. A. J. S Ranathunga

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

W. M. C. B. Wanninayake

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

The importance of brand trust has become a significant factor when comparing to previous years. Brand trust plays a major role for each and every organization in building up the relationship between the product and the customer with the purpose of increasing sales in order to get the maximum profit towards the organization. This study was focused on premium apparel brands in Sri Lanka. Key objective of the study is to investigate the impact of brand trust on brand loyalty in reputed apparel brands in Sri Lanka.

The study was based on both primary and secondary data and the primary data were collected from the sample through printed questionnaires which was conducted in Western province by covering Colombo, Gampaha and Kalutara. A structured questionnaire was designed to obtain information based on three categories which are general information, evaluation of the statements relevant to brand trust, brand loyalty and brand effect and demographic information.

Brand trust variables were categorized into seven dimensions namely fiability dimensions, intentionality dimensions, credibility, integrity, benevolence, word of mouth and personal experience. The results illustrated that there is an impact of brand trust on brand loyalty with special reference to reputed apparel brands in Sri Lanka. According to the research findings, brand affect which is the moderating variable is highly impact on brand loyalty.

Keywords: Brands, Brand Trust, Brand Loyalty and Brand Affect