

The Impact of Brand Personality on Brand Loyalty with Special Reference to Licensed Commercial Banking Sector in Western Province Sri Lanka

D N Wickramaarachchi

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
dushannadeeshapm@gmail.com*

E G Ubayachandra

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
ubaya@kln.ac.lk*

The purpose of this study was to analyze the overall impact of brand personality on brand loyalty in the licensed commercial banking sector. Based on a review of the literature, this study develops an integrative model, and it was tested using data collected from 355 banking customers in Western Province. The research design was both exploratory and descriptive, and the approach was deductive reasoning. For this empirical study, primary data was mainly associated via online questionnaires and for presenting data, a certain number of descriptive statistical tools were applied and using SPSS version 26 statistical package, correlation and multiple regression were employed for analysis of the data. The findings show four independent variables (Sincerity, Excitement, Competence, and Sophistication) are having a positive relationship with the dependent variable (Brand Loyalty). But the Ruggedness variable has no significant relationship with Brand loyalty. It was rejected. The findings contribute to the marketers in designing their marketing campaigns. And also, especially for marketing in the service sector, these findings will help. Thus, these findings can be used to create a competitive advantage in this increasingly growing market. Further, these findings will help the bank managers and front-line employees of the bank to get an idea about the value of brand personality. The study is an original contribution to the field of licensed commercial banks. In previous studies, the impact of brand personality has been tested using different factors in different fields, hence brand personality on brand loyalty in the licensed Commercial banking sector is unique to this study

Keywords: *Brand Loyalty, Brand Personality, Brand Personality Dimensions, Licensed Commercial Banking Sector*