

# **Impact of Brand on Brand Love Examining the Mediation Effect of Brand Trust of Franchised Fast-food Brands in Sri Lanka**

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Amidst the rapid proliferation of the product and services in the market, business organizations have to keep their customers satisfied and build up strong relationships with them to remain competitive. Literature suggests building a strong long term customer relationship, concepts of brand personality, brand love, and brand trust play a vital role. This study focused on exploring the impact of brand personality on brand love examining the mediation effect of brand trust of franchised fast-food brands in Sri Lanka. A modified brand personality scale was deductively framed in this study. A quantitative study was conducted with a sample of 366. The sampling technique was convenience sampling, where data was collected through an online structured questionnaire. A filtering question was used to select respondents from the western province. S.P.S.S. was used as the data analysis tool and multiple regression analysis to analyze and test the hypotheses. Findings revealed a significant relationship between brand personality and brand love and the brand trust positively mediating the relationship between brand personality and brand love. This study is limited to the franchised fast-food industry therefore, further investigations can be done on the fashion industry and FMCG to generalized the results. This study can be taken as a literature source for future researchers and contributes managerial aspects to building strong brand relationships.

**Keywords:** *Brand Love, Brand Personality, Brand Trust, Franchised Fast Food Industry*