Study on Association in between Store Personality and Consumer Brand Loyalty (with especial reference to Fashion Retail industry in Sri Lanka)

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This study is mainly focus on the end result of how store personality effects on consumer brand loyalty in fashion apparel retail industry in Sri Lanka. The research problem of the study is: to what extent store personality of fashion retail brands influence on consumer brand loyalty. Many researchers have been focus on brand personality and brand loyalty, no study has yet systematically investigated store

Key objective of this study is to investigate the association in between store personality dimensions namely sophistication, enthusiasm, solidity, genuineness, unpleasantness and consumer brand loyalty. Other objectives are; to identify how consumer "self-image" moderates the association in between store personality and consumer brand loyalty and to recommend the best practices for fashion retail marketers to implement.

Research design of the study is Quantitative research. Primary data of the study collected through questionnaire survey in western province by using convenience sampling technique, and secondary data through journals, articles, magazines. Sample size was 200 respondents. A pilot survey was conducted with 25 respondents to pre-test the questionnaire. The data gathers was analyzed by SPSS16.0 software and analyzed following the descriptive statistics and multiple correlations analysis methods.

A better understanding of the determinants of fashion store personality is essential for retail managers who wish to (re)position their stores. Retailers and store designers should be aware of the important role of "atmospherics" in this regard.

Key words: *Store personality, Brand loyalty, Fashion apparel retail industry, Self-image, Quantitative research, Sri Lanka*