

The Impact of Non-Financial Factors on Brand Loyalty with Reference to Leasing Industry in Sri Lanka

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As the result of economical development, post war political stability has heavily contributed to the development of financial market in Sri Lanka. It is observed that the financial companies are using different strategies to enhance and develop the market share in the present vulnerable and competitive market. Therefore, this research attempts to identify the impact of non-financial factors on the brand loyalty of the leasing industry. A questionnaire based survey was carried out to test the hypothesis derived based on the literature survey. Data was analysed using SPSS where multiple regression and correlation analysis was used to test the hypothesis. Study results show that non-financial factors like customer's personal, psychological, social and cultural factors are also powerful as well as interest rate. These results can be used to identify their customers and develop more customize products and for customers to evaluate different financial products. Further, it implies that considering non-financial factors such as process time, rules and regulations, customer relationship management and flexibility will help to differentiate with one company to other.

Keywords: Brand Loyalty, Process Time, Rules and regulations, Customization, Customer Relationship