

Influence of Brand Citizenship Behavior on Employee Brand Commitment in the Non-Banking Financial Services Sector in Sri Lanka

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Despite the emerging popularity of the concept of the brand citizenship behavior (BCB) deployed to align brand commitment of employees, little has been studied about how BCB influences the brand commitment of employees in the non-banking financial services sector of Sri Lanka (NBFS.) The prime objective of the study is to find out the influence of brand citizenship behavior on employee brand commitment where employee's brand love mediates the relationship between brand citizenship behavior and employee brand commitment. There are four independent variable identified as helping behavior, brand sportsmanship, brand endorsement, and self – development, whereas the dependent variable is employee brand commitment. The research employed stratified random sampling method where 385 employees who are dealing with customers for marketing purposes from NBFS sector through structured questionnaire. Furthermore, the structural equation modeling was the principal data analysis technique employed. Alongside, author used a deductive approach, associated academic publications and industry-related publications to review empirical arguments. Further, the study attempts to review theoretical and empirical contribution to justify the relationship between brand citizenship behavior and employee brand commitment. Finally, major findings reveals that there is an empirical research gap to further investigate the brand citizenship behavior and employee brand commitment. This paper directs the future research directions to further examine the relationship between brand citizenship behavior and employee brand commitment in the field of non - banking financial services sector in Sri Lanka.

Keywords: *Brand citizenship behavior, Employee brand commitment, Employee brand love, Non-banking financial services sector*

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