

**The Impacts of Brand Love on Brand Loyalty with the Mediating Role of Self-Esteem:
A Study in the Fast-Moving Consumer Goods (FMCG) Industry of Sri Lanka**

I N P K Pathirana

Department of Marketing Management, University of Kelaniya, Sri Lanka
nisuri006@gmail.com

P V M V D Udovita

Department of Marketing Management, University of Kelaniya, Sri Lanka
viduniu@kln.ac.lk

This paper aims to enhance our understanding of the mediating role of self-esteem (SE) in the connection between brand loyalty and brand love, focusing on the fast-moving consumer goods (FMCG) industry in Sri Lanka. Addressing a literature gap, the study investigates how brand love influences brand loyalty through the mediating effect of self-esteem. Employing a deductive methodology and adopting the positivist research paradigm, the research utilises the Judgmental Sampling Technique to conduct a structured survey comprising 30 questions among 409 respondents. The results indicate that the relationship between brand love and brand loyalty is influenced by self-esteem, suggesting that customers develop strong brand loyalty when they have a positive association with their self-esteem. Self-esteem becomes a catalyst for brand loyalty. The study underscores the importance of brand managers intensifying marketing efforts within brand communities to highlight distinctive brand characteristics and capture consumer attention through alignment with self-esteem. The findings offer valuable insights for enhancing a brand's unique identity, leveraging self-motivation to foster consumer loyalty, and ultimately increasing a brand's revenue. Additionally, the study suggests that expanding brand communities, where acceptable peers influence purchasing decisions, can help retain existing customers and attract potential ones, thereby strengthening the brand's position in the market.

Keywords: *Brand Love, Brand Loyalty, Fast-Moving Consumer Goods (FMCG), Self-Esteem, Sri Lanka*