

**FACTORS INFLUENCING BRAND LOYALTY IN
SPORTSWEAR AMONG UNDERGRADUATES :
REFERENCES TO UNIVERSITY OF KELANIYA**

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Abstract

Brand loyalty creates long term relationship between customer and brand. A brand needs to offer competitive marketing mix that is regarded to the customers as better than competitor competing in the same industry and that mix influences customers to get to that particular firm. The purpose of this paper is to identify the impact of brand loyalty on sportswear customers. Previous research adopted seven factors to test in the Malaysian and Hong Kong environments. The seven factors of brand loyalty were brand name, product quality, price, style, promotion, service quality and store environment.

To reveal how these factors influences customers to get loyal in sportswear, conducted a structured survey on 120 undergraduates from faculty of Social Sciences, University of Kelaniya as the sample and the sample selection was based on convenience sampling technique. The survey comprises of three sections and responses are collected in 5 point Likert Scale. Deductive research approach and quantitative research strategy is chosen for conducting this research. Different statistical analysis such as mean, mean average, Cronbach's Alpha, ANOVA, Independent T-test and Pearson correlation is conducted to measure the impact on each independent variables on dependent variable called brand loyalty.

The research results showed product quality is the most important factor that influence customers in Sri Lankan environment and the percentages of factors were consecutively product quality (14.99%), style (14.77%), promotion (14.73%), brand name (14.69%), price (14.58%), service quality (13.41%) and store environment (12.79%). Also the results show that there is positive and significant relationship between seven factors of brand loyalty with sportswear brand loyalty. There is need for sportswear companies to focus on these seven factors to provide not just a sportswear and well as an investment in ways to increase brand loyalty and as a vital for a company because it ensures that customers will keep in mind its product and ensures that they will not shift to other brand's product.

Key words: Brand Loyalty, Factors, Sportswear, Customer, Sri lanka

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