

Impact of Brand Image on Customer Loyalty in Sri Lankan Hotel Industry

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Brand Image (BI) is an important factor influencing the customer loyalty (CL). Thus, companies try to attract more customers by creating a positive BI in consumer minds. It is evidenced that researches conducted to study the impact of BI on CL for hotel industry (HI) is less, especially in the Sri Lankan context. The study is descriptive and co relational in nature. The customers of star grade hotels in Sri Lanka were the target population of the study and 154 of them were selected as the sample. According to the findings, the levels of BI and CL were high among customers who consume the hotel services of star grade hotels; whereas it is found that there is a positive relationship between BI and CL. Marketers can adopt the findings of the study when they set relationship marketing strategies and when designing promotional strategies for their hotels to stay ahead the competition.

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