

## **Factors Affecting On the Brand Loyalty in the Mobile Phone Market (Special Reference on Youth Segment in Sri Lanka)**

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In last few years the Sri Lankan mobile phone market has witnessed a sustainable growth and rapid change globally as well as domestically. This study was carried out to investigate the factors affecting on the brand loyalty in the mobile phone market, special reference on youth segment in Sri Lanka. Developing and managing Brand loyalty for a brand is considered as a critical issue for most mobile phone providers. This research focuses to identify the impact of Perceived brand image, Price level and Country of origin on Brand loyalty. The target population consists with 100 respondents. Convenience sampling technique was used to extract 100 respondents as the sample. Hypotheses were tested by using multiple regression analysis and results showed that perceived brand image, price level and country of origin have a significant positive impact on brand loyalty for mobile phone market in Sri Lanka.

**Keywords:** Brand loyalty, Perceived brand image, Price level and Country of origin