

## **Consumer Brand- Related Behavior in Persuasive Communication Context: A Conceptual Review with Reference to Insurance Sector Research Proposition**

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Building and maintaining a strong relationship with their customers has become a basic requirement for business. So, the firm should build close relationship with customers through perceived communication. There are only a few researches that have studied the consumer brand relationship especially in the Sri Lankan context. The brand experience incorporates all consumer get in touch with the brand from advertising and promotions to after-sale customer service. Customers will evaluate brand and regulate their behavior based on these interactions. Insurance was introduced to Sri Lanka during the British rule. The industry was gradually developed with a number of critical regulatory changes. The level of expansion of the insurance sector in the country in 2016 was relatively slow as reflected in a marginal improvement in penetration and density. An attempt was made to build argument supporting to the suggested proposition. In a practical context, brand marketer can use the findings of this study to see their strengths and weaknesses in their use of brand value and can improve their performance accordingly. We do propose to extend the future studies on different market-based applications.

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