

Impact of Corporate Brand Identity on Customer Store Loyalty towards Retail Fashion Industry in Western Province of Sri Lanka. The Mediating Effect of Brand Citizenship Behavior

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Retail is one sector that has showed enormous growth especially in the last couple of years among different types of retailers. Fashion retail chain is growing rapidly than ever before by providing an engaging shopping experience to the customers. Thus, every retailer should find a way to differentiate themselves in a competitive business environment. The major purpose of this study is to investigate the impact of corporate brand identity on customer store loyalty. Moreover, the literature on service and corporate branding has largely acknowledged the influences of staff on the brand perceptions of customers over their interactive roles in delivering brand values during the service operations. When conferring to the current literature, there is a huge dilemma to be solved, whether the corporate brand identity has real impact on customer store loyalty toward the fashion retail outlets in Sri Lankan context. Also, there are lack of previous works regarding the mediating role of employee brand citizenship behavior relating to this phenomenon. Therefore, this study, review how theoretical and empirical contributions will be able to address that dilemma. As this study was quantitative in nature, it used structured questionnaires to gather primary data based on the multilevel mixed sampling method. In order to investigate the hypothetical impacts and researchers employed multiple regression, macro process and correlation analysis as main statistical tools. The findings of work revealed that the direct relationship between corporate brand identity and store loyalty has been statistically proven as well as results proved that role of brand citizenship behavior has a partial mediating effect on the relationship between corporate brand identity and store loyalty. Therefore, the findings of the study have more practical contribution for the marketers in the fashion retail sector for making effective corporate branding decisions. Finally, the researchers recommend several strategies for marketing practitioners of fashion retail industry to develop brand loyalty through the corporate brand identity and brand citizenship behavior.

Keywords: *Brand Citizenship Behavior, Corporate Brand Identity, Fashion Retail, Store Loyalty*