

## **The Role of Brand Love in Developing Customer Purchase Intention with Special Reference to Smartphone Industry of Sri Lanka**

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In Sri Lanka, numerous smartphone brands have attracted distinct groups of customers, making it valuable to explore the reasons behind customers' choices for particular brands. This study aims to understand why customers are drawn to specific smartphone brands and how brand love influences their purchase intentions. Specifically, the research investigates the role of brand love in shaping customer purchase intentions within the smartphone industry in Sri Lanka. The study employed a questionnaire to collect data from respondents across Sri Lanka, utilizing a convenience sampling method to gather responses from 384 individuals. Primary data were obtained through the questionnaire, while secondary data were sourced from journals and online resources. Data analysis was conducted using descriptive statistical tools and the SPSS software. The conceptual model of the study included four independent variables: brand loyalty, positive word of mouth, forgiveness of brand failures, and brand performance. Hypotheses were tested to examine the impact of these variables on customer purchase intention. The findings revealed that three of the four variables: brand loyalty, positive word of mouth, and brand performance had a significant impact on customer purchase intention.

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