

**Effectiveness of Brand Personality on Brand Loyalty of Fashion Brands in Sri Lanka:
Investigating the Mediating Effect of Customer Satisfaction**

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In the fashion industry, the impact of brand personality on brand loyalty has become a critical area of study. While prior research has explored this relationship, less is known about the mediating effect of customer satisfaction in this relationship within the fashion industry. Therefore, this research investigates the influence of brand personality on brand loyalty in the Sri Lankan fashion industry, emphasising the mediating role of customer satisfaction. Utilising a quantitative research design, a structured questionnaire gathered data from 387 Sri Lankan consumers. Through regression analysis with SPSS 23, the study explored the relationships between brand personality dimensions (sincerity, excitement, competence, sophistication, and ruggedness) and brand loyalty, with customer satisfaction as a mediator. Results reveal a significant impact of brand personality on brand loyalty, with 'Ruggedness' and 'Excitement' emerging as key drivers through the mediation of customer satisfaction. These findings highlight the importance of fostering positive brand personality to enhance customer satisfaction and, subsequently, promote brand loyalty in the Sri Lankan fashion industry. The practical implications extend to brand managers, suggesting that strategies focused on improving customer satisfaction and crafting a compelling brand personality can contribute to heightened brand loyalty. Furthermore, the study recommends future research to explore cultural nuances influencing the relationship between brand personality and brand loyalty across diverse markets.

Keywords: *Brand Loyalty, Brand Personality, Customer Satisfaction, Fashion Industry*