

**Impact of Brand Personality on Brand Loyalty with the Mediating
Effect of Brand Love: Special Reference to Mobile
Telecommunication Industry in Sri Lanka**

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Mobile Telecommunication industry has become an emerging service provider in Sri Lanka by providing a vast platform to experience variety of services to their customers. A questionnaire based survey was conducted within the consumers of this industry to collect primary data for this investigation. In the Sri Lankan context, there are only few mobile telecommunication brands are operating and some of them are leading in the competitive market while other few brands are thriving to capture the market. And most importantly, the switching rate of mobile telecommunication customers are ranked at a low level while reflecting the loyal customers of mobile telecommunication brands. Therefore, this research study is conducted to analyze the impact of brand personality on building brand loyalty with the mediating effect of brand love in the Mobile Telecommunication industry in Sri Lanka. This study has carried out both primary and secondary data collection, through an online distributed questionnaire to a sample size specified under the convenience sampling method of 384 respondents in the western province of Sri Lanka & by exploring & reviewing past literature thoroughly. The research design was both exploratory and descriptive, and the research approach was deductive method. Data were analyzed by both qualitative and quantitative methods, including descriptive tools such as percentages and graphical illustrations and correlation and multiple regression analysis. The results demonstrated that Brand Personality has a positive and significant impact on brand loyalty while brand love mediated the relationship of brand personality and brand loyalty in the mobile telecommunication industry in Sri Lanka.

Keywords: *Brand Love, Brand Loyalty, Brand Personality, Mobile Telecommunication*