

# **The Impact of Brand Personality on Brand Loyalty with Reference to Television Channels for the Western Province in Sri Lanka**

**D A D M Perera**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka  
pereradadm@gmail.com*

**L A P Medis**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka  
medis@kln.ac.lk*

This article aims to analyze how Brand personality (five personality dimensions) impact on Brand Loyalty with the mediating effect of customer satisfaction with reference to the television channels for the Western province in Sri Lanka. Nowadays businesses are using different tactics in order to attract a loyal set of customers towards them. By doing those everything they are trying to build a brand personality for them intentionally or Non-intentionally, to uplift their businesses by having more leads. Specially under this television industry, television channels have a huge competition to catch their audience over others. Based on literature and gaps by using 384 respondents from Western province people it was tested. In this research primary data have collected through a well-structured questionnaire. Secondary data collected through websites, books, articles and journals. And also the questionnaire included five point Likert scale questions and the conceptual framework of this has developed to investigate the impact of the independent variable (Brand personality: Sincerity, Excitement, competence, Sophistication and Ruggedness) towards Brand Loyalty. Findings demonstrate a positive, significant impact of Brand personality on Brand loyalty regarding Sophistication, Ruggedness, Sincerity. And there were no significance relationship of competence and Excitement. under Television channels of western province in Sri Lanka. And also these findings help to understand the value of fitting with target customers' required personalities for relevant channels' to increase their audience by building them accordingly.

**Keywords:** *Brand Loyalty, Brand Personality, Customer Satisfaction, Television Channels*