

**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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The purpose of this study is to investigate the impact of corporate brand identity on customer store loyalty. The literature on service and corporate branding in retail contexts has acknowledged staff's influences on customers' brand perceptions. When conferring to the literature, there is a huge dilemma to be solved, whether the corporate brand identity has a real impact on customer store loyalty toward the fashion retail outlets in the Sri Lankan context. Hence, this study reviews how theoretical and empirical contributions will be able to address that dilemma. As this study was quantitative in nature, it used structured questionnaires to collect primary data based on the multilevel mixed sampling method. Researchers employed multiple regression, macro process, and correlation analysis as main statistical tools to investigate the hypothetical impacts. The finding revealed that the direct relationship between corporate brand identity and store loyalty has been statistically proven. Results proved that the role of brand citizenship behavior has a partial mediating effect on the relationship between corporate brand identity and store loyalty. The study's findings have a more practical contribution for the fashion retail sector marketers for making effective corporate branding decisions. Finally, the researchers recommend several strategies for the fashion retail industry's marketing practitioners to develop brand loyalty through the corporate brand identity and brand citizenship behavior.

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