

A Study to Assess the Relationship of Brand Image and Brand Loyalty of Ceylon Tea Brand (With Special Reference to Southern Province)

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Ancient Sri Lanka is also known as Ceylon. The name “Ceylon” is still famous all over the world. Most of Sri Lankan products use the name Ceylon, as their brand for reach to the international market and make a strong recognition. Ceylon tea is one of them. Ceylon tea is world’s most popular tea brand with 150 years of history. The true taste of Ceylon tea always stays in the heart of the tea lovers. Brand image is an important factor in any product, service or organization. Strong brand image assist to attract more new customers and to retain exist customers by making a loyalty to the brand. Customer buying behaviour is directly depends on the brand image. Therefore, brand image is highly valuable for any kind of product. This research is mainly focus to find out the relationship between brand image and brand loyalty of Ceylon tea brand. The conceptual framework has been developed based on the brand image attributes. The data for the study is mainly collected by the primary data through questionnaire survey. The data was collected from 245 international tourists who interested in Ceylon tea with special reference to the southern province. Multistage sampling technique has been used for the study and researcher has used seven destinations including, Hikkaduwa, Galle Fort, Unawatuna, Ahangama, Mirissa, Weligama and Tangalle. Further, the data was tested by using the SPSS software by applying the techniques of descriptive analysis, correlation analysis and multiple linear regression analysis. The results revealed that all four brand image attributes, as awareness, proper position, credibility and uniqueness have individual positive impact on the brand loyalty of the Ceylon tea brand. Among these attributes uniqueness is mostly impact on brand loyalty. In order to develop the Ceylon tea brand in all over the world, brand image concepts can be recommended based on the brand loyalty of another province or country as whole with a proper strategic framework.

Keywords: Brand image, Brand loyalty, Ceylon tea