



**A STUDY TO ASSESS THE RELATIONSHIP OF  
BRAND IMAGE AND BRAND LOYALTY OF  
CEYLON TEA BRAND**

This dissertation is submitted as a partial fulfillment of the degree of  
Bachelor of Business Management in Hospitality, Tourism and Events  
Management  
August, 2018

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## ABSTRACT

Brand image is known as an important factor in any product, service or organization. Strong brand image assist to attract more new customers and retain exist customers. Customer buying behavior is directly depends on the brand image. Therefore, brand image is highly valuable for any kind of product. Since, this research is mainly focus on the relationship between brand image and brand loyalty. Sri Lanka is also known as Ceylon within more country and that advantage has been liked to some products to make a strong recognize. Ceylon tea is one of them. The main purpose of this study is to find out the relationship between brand image and brand loyalty of Ceylon tea brand. The data for the study is mainly collected by the researcher on the primary data by questionnaire survey. The data was collected from 245 international tourists who interested in Ceylon tea. Multistage sampling technique has been use for study. Further, the data was tested by using the SPSS software by applying the techniques of descriptive analysis, correlation analysis and multiple linear regression analysis. According to the findings uniqueness is the most influencing factor for the brand loyalty among brand image attributes. The suggestions to develop the brand loyalty of Ceylon tea are, promoting more places which tourists can purchase quality Ceylon tea in all the tourists' sites, the tour guides should pay attention to attract more customers to Ceylon tea by adding factory vising for their tour packages.

***Key Words*** :- Brand Image, Brand Loyalty, Ceylon Tea