



**THE IMPACT OF BRAND IMAGE TOWARDS
CUSTOMER RETENTION IN MOBILE
TELECOMMUNICATION INDUSTRY
(WITH SPECIAL REFERENCE TO WESTERN PROVINCE)**

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ABSTRACT

The service providers increasingly offer a better service to attract and retain the customers with the intense development of mobile telecommunication industry in Sri Lanka. Past studies have revealed that brand image is one of the tool adopted by firms to enjoy competitive advantage. Thus, the objective of this study is to identify how brand image of service providers would be an impact to retain customer while rapid increase of the industry. This study has empirically evaluated three brand image dimensions mystery, sensuality and intimacy and their impact on retain customers in mobile telecommunication industry. The convenience sampling method was used to collect data from 100 mobile phone users in Western province. Hence, the self-administrated questionnaire was used to collect primary data. Descriptive analysis, correlation and regression analysis were used to analyze data. The result of correlation analysis revealed that there is a strong positive relationship between brand image and customer retention. Further regression analysis investigation shown that, there is a significant impact on brand image and customer retention. Based on the analysis Intimacy dimension was highly impact to customer retention in the industry. Service providers able to retain their customer by offer latest technology to customers, provide quick solution for subscribers' issues. Hence, advertising which address for every group of the society will help business to increase the level of customer retention.

Keywords: Brand Image, Customer Retention, Mystery, Sensuality, Intimacy