THE IMPACT OF REBRANDING ON CONSUMER LOYALTY: THE MEDIATING ROLE OF BRAND IMAGE

WITH

SPECIAL REFERENCE OF GLOW AND LOVELY PRODUCTS

By

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REG NO: EU/IS/2017/MS/066

INDEX NO: MS 2026

A Project Report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka as a partial fulfillment of the requirement of the Degree of Bachelor of Business Administration (BBA) Honours in Marketing Management.

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FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2023

ABSTRACT

This research study examines the impact of rebranding on consumer loyalty with the mediating role of brand image in the relationship between rebranding and consumer loyalty with specific focus on "Glow & Lovely" products in Galle district.

Based on literature review, this research establishes a conceptual framework for investigating the relationship between rebranding, brand image and consumer loyalty. Primary data was collected through a well-structured questionnaire from 397 consumers by using Random stratified sampling method. This study has used univariate (descriptive), bivariate (correlation) and multivariate (regression) analysis to achieve the objectives.

The findings of the study revealed that there was a significant positive impact of rebranding on consumer loyalty. The findings also revealed that brand image partial mediates the relationship between rebranding and consumer loyalty in "Glow & Lovely" products in Galle district. Hence, maintaining a high level of rebranding, brand image and consumer loyalty of "Glow & Lovely" among the surveyed consumers is very important for the companies. The findings offer valuable insights and recommendations for practitioners in the beauty industry and serve as a basis for future research in this field.

Overall, this research contributes to the existing body of knowledge by examining the impact of rebranding on consumer loyalty, with a particular emphasis on the mediating role of brand image.

Keywords: Rebranding, Consumer Loyalty, Brand image

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