

Relationship between Brand Citizenship Behaviour and Brand Perception amongst Senior Citizens towards Commercial Banking Sector of Sri Lanka

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The commercial banking sector of Sri Lanka is a competitive segment in service sector in par with its innovative strategies in use. According to the population structural changes taking place, commercial bankers are focusing more on “Senior Citizen Segment (SCS)” as a futuristic option to be targeted. The concept of “Brand Citizenship” has been largely practised by commercial banks connecting to service delivering strategies via people related strategies. Brand citizenship behaviour refers to the employees’ voluntary basis to project a number of generic employees’ behaviours that enhance the brand identity (Burmam & Zeplin 2005). Burmann and Zeplin (2005) had recognized seven leading employers behavior that proportionate with living the brand which is named as ‘brand citizenship behavior’ (BCB). In Sri Lankan context, it is found less knowledge as published in discussing how BCB does impact to brand perception towards commercial banking sector specially referring to senior citizenship segment. On the other hand, it has a significant trend in the practice context applying BCB related strategies coupled with branding to penetrate the said senior citizen segment. Therefore, researcher viewed the research problem as to what extend BCB related behaviour could relate on brand perception referring to senior citizens segment. Accordingly, the study was carried out as a deductive approach and Brand Sportsmanship, Helping Behaviour, Brand Enthusiasm and Brand Endorsement were considered as independent variables whilst Brand Perception was taken as the dependent variable. The Stratified Random Sampling method was followed to select 150 respondents as the sample size. The study was limited to private sector commercial banks’ branches located in Western province. It has followed both descriptive and inferential statistical methods to analyze the data.

The study tested the relationships between independent and dependent variables via testing 4 hypotheses. Results revealed that Brand Sportsmanship as the most significant BCB related variable in developing brand perception reporting 0.905 correlation coefficient. The rest of 3

hypotheses were also accepted as per the correlation coefficients reported. Researcher has contributed for the practice via proposing strategies as recommendations in the report.

Key words: *Brand Citizenship Behaviour; Brand Perception; Commercial Banking Sector; Senior Citizen Segment.*

NCAS Symposium Proceedings
2015