



**Uva Wellassa
University**

**THE IMPACT OF WORD OF MOUTH
COMMUNICATION ON BRAND PERSONALITY
IN SRI LANKAN COSMETIC INDUSTRY; WITH
SPECIAL REFERENCE TO COLOMBO
DISTRICT**

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Name of the Candidate: M.K.H.P. Kumari

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Department of Management Sciences

ABSTRACT

Marketing is the study and management of exchange relationships and it is play a critical role in an organization. Companies use marketing and promotional strategies to create keep and satisfy customers. Within the markrting concept, word of mouth plays a significant role in a business scenario. This study investigates the impact of word of mouth on brand personality. This research is summarizes how different sources of word of mouth impact on brand personality. This study is mainly study on how word of mouth from relatives, friends, online reviews, experts and news/ articles affect to brand personality. Accordingly, conceptual model was developed based on those dimensions of word of mouth and brand personality dimensions. The research instrument was a self-administrated questionnaire through face to face interviews as the contact method and response format was five point Likert scale for all variables in the conceptual framework. The researcher gathered data from 150 respondents in Colombo district using judgmental sampling technique. After collecting the data, the researcher has used the SPSS software package to analysis the data and obtains the outcome. Further, in analysis part research has used, the reliability analysis, correlation analysis and regression analysis. The results of the study show that there is a positive influence from the word of mouth on brand personality. Also, it has revealed that online review is the most effective source of word of mouth than the other considered sources. Based on the understanding gained from the research business organizations should focus more on online communities and online reviews in specialized and general media when they making decisions regarding brands and attracting new customers. In addition, marketers should develop new strategies on spreading positive word of mouth as a marketing tool via friends, relatives and online reviews which were more significantly affect to the brand personality.

Keywords: Brand Personality, Cosmetic Industry, Word of Mouth