

Impact of Brand Personality on Word of Mouth Communication (Empirical Evidence from Sri Lankan Beer Industry)

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With the development of the society, people have tended to the consumption of the Tobacco and Alcohol products more than past. This could be as their entertainment activity or as a habit. However, due to reasons like these the beer consumption in the Sri Lanka has been increased in previous years. As a country with full of ethical values it is not allowed by the government to promote these alcohol and tobacco products in public in Sri Lanka. Hence in such cases, alcohol and tobacco produce organization may have no any other remedy to advertise their products, but WOM Communication. Hence, in this study researcher has investigated to accomplish objectives such as find out the relationship between the brand personality and WOM communication As well as to find out the impact of brand personality on WOM communication and to find out the most influential dimension which affect WOM communication in the context of Sri Lankan beer industry where dark marketing conditions are prevailing. The researcher gathered data from 150 respondents from 15 Divisional Secretariats in Badulla district using the convenience sampling technique. Through survey method has analyzed using statistical tools (SPSS). The results of the study indicated that there is positive relationship between brand personality dimensions and WOM communication. The study concluded that Excitement, Sincerity, Ruggedness, Competence, Sophisticate dimensions are significantly impact on WOM communication in the context of Sri Lankan beer industry rather than Competence dimension. Finally, the present study indicated that the positive relationship obtained between the brand personality and WOM communication in the context of Sri Lankan beer industry.

Keywords: Brand personality, Word of mouth, Beer industry