

INFLUENCE OF SERVICE BRAND COMMUNICATION ON  
CONSUMER'S PSYCHOLOGY: SPECIAL REFERENCE TO THE  
PRIVATE PROFESSIONAL EDUCATIONAL INSTITUTES IN  
BATTICALOA DISTRICT

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2016

## ABSTRACT

Service Brand Communication plays a crucial role in determining the Consumer's Psychology towards the brands, which is useful for business and it provides the values to consumers as well. This is an emerging concept which is considered as an important strategy for growth of marketing practices in recent years. Meanwhile this concept has admired more attention and few analyses were taken place in recent past decades. Such analyses have found that both marketers and advertisers would benefit from this study through gaining information that might help them make their decisions how Service Brand Communication influence on Consumer's Psychology.

This study examined whether Service Brand Communication has an influence on Consumer's Psychology in Private Professional Educational Institutes as research problem. This research was carried out with an objective to examine the influence of Service Brand Communication on Consumer's Psychology in Private professional Educational Institutes in Batticaloa District. Personal Interactive Communication and Marketing Mix Communication are considered as the measurement variables of Service Brand Communication and Cognitive Attitude, Affective Attitude and Behavioral Intension are considered as the measurement variable of Consumer's Psychology. Questionnaires were used to collect data for this study. 200 students from 07 Private Professional Educational Institutes in Batticaloa District have been selected as sample base on the stratified proportionate random sampling method for this study. Data were analyzed and evaluated by Univariate and Bivariate techniques. In Univariate analysis, Descriptive statistic has been used for the analysis. In Bivariate analysis, Correlation and multiple regressions have been used for the analysis. Findings have shown the Service Brand Communication and Consumer's Psychology is at high level. Moreover, it also found that there is a strong positive relationship between Service Brand Communication and Consumer's Psychology. Service Brand Communication significantly influences the Consumer's Psychology of Private Professional Educational Institutes. Results of this study suggest that the Service Brand Communication is important to examining the dispositional source of Consumer's Psychology.

**Keywords:** Service Brand Communication and Consumer's Psychology

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