

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/327664212>

ROLE OF WORD-OF-MOUTH WITHIN THE CBBE COMPONENTS AND BRAND LOYALTY OF ARUGUM BAY AS TOURIST DESTINATION: A STUDY AMONG LOCAL TOURISTS

Article · October 2017

CITATIONS

0

READS

6

1 author:



Mohamed Ismail Mujahid Hilal

South Eastern University of Sri Lanka

44 PUBLICATIONS 14 CITATIONS

SEE PROFILE

Some of the authors of this publication are also working on these related projects:



Identifying Brand Equity Elements of Universities in Sri Lanka [View project](#)



Internal marketing and job performance in small business [View project](#)

ROLE OF WORD-OF-MOUTH WITHIN THE CBBE COMPONENTS AND BRAND LOYALTY OF ARUGUM BAY AS TOURIST DESTINATION: A STUDY AMONG LOCAL TOURISTS

Mohamed Ismail Mujahid Hilal

Department of Management, Faculty of Management and Commerce,
South Eastern University of Sri Lanka
Email: mimhilal1975@gmail.com

Abstract

The major objective of the study is to understand the role of word of mouth through brand salience and brand image as customer based brand equity components in the creation of brand loyalty of Arugam Bay as tourist destination among local tourists. Brand salience, brand image are used as independent variables and the brand loyalty is used as dependent variable. A survey questionnaire method was used as data collection technique. Convenient sampling technique was used to draw respondents. 120 respondents were drawn from the visitors at Arugum Bay. Collected data was analyzed using regression and correlations. The mediating role of word of mouth was analyzed using the method suggested by Baron and Kenny (1986). Findings reveals that brand salience and brand image of Arugum bay create the word of mouth among the local tourist visiting Arugum Bay. In the case of mediating role, the word of mouth is well mediating within the brand equity components. Thus, destination marketers need to focus on the brand salience and brand image of Arugum Bay rather than trying to create word of mouth for this destination.

Keywords: Brand equity, word of mouth, Arugum Bay, Brand image, Brand salience

1. Background of the Study

Sri Lanka tourism is growing progressively with the huge assistance of the government of Sri Lanka. East coast of Sri Lanka consists of many attractions and large number of potential and re visitors pay a visit to the attractions in the areas. Destination marketing organizations need to focus on the branding strategies to promote an attraction as tourist destination.