

IMPACT OF BRAND QUALITY, BRAND PERSONALITY, AND BRAND IMAGE OF PASIKUDA AS A DESTINATION ON THE TOURIST SATISFACTION

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Abstract

Pasikuda is one of prominent beaches in Sri Lanka and in the world. Pasikuda is situated in the Batticaloa district in the Eastern province of Sri Lanka. While Sri Lanka's tourism has been picking up and contributing to the gross domestic production of the country, it is paramount to investigate destinations in terms of its brand quality, brand personality and brand image, and its impact on the tourist satisfaction. Therefore, the aim of the study was to examine the impact of brand personality, brand quality and brand image of Pasikuda on the tourists' satisfaction. The study was quantitative in nature and deductive approach was used for this study. Survey methodology was adopted using questionnaire as an instrument for data collection which was adopted from previous researchers. 258 tourists arrived at the Pasikuda were the respondents of the questionnaire. Correlation and Multiple regression was used as techniques for data analysis. Analysis revealed that brand quality, brand personality and brand image of the Pasikuda as a destination contribute to the tourist satisfaction. Although the model is significant, brand personality of Pasikuda is not contributing to the tourist satisfaction. Analysis further finds that destination marketers of Pasikuda should make an effort to improve the personality aspects such as sincerity, excitement and conviviality of Pasikuda.

Keywords: Destination marketing, brand personality, brand image, brand quality