

**Influence of Service Brand Communication on Consumer's Psychology:
With Special Reference to Consumer Attitudes on the Private Professional
Educational Institutes in Batticaloa District**

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Service Brand Communication plays a crucial role in determining the Consumer's Psychology towards the brands, which is useful for businesses and it provides value to consumers as well. This study examined whether Service Brand Communication has an influence on Consumer's Psychology in Private Professional Educational Institutes as research problem. Personal Interactive Communication and Marketing Mix Communication are considered as the measurement variables of Service Brand Communication. Meanwhile Cognitive Attitude, Affective Attitude and Behavioral Intension are considered as the measurement variable of Consumer's Psychology. 200 students from 07 Private Professional Educational Institutes in Batticaloa District have been selected as the sample based on the stratified proportionate random sampling method for this study. Findings have shown that there is a strong positive relationship between Service Brand Communication and Consumer's Psychology. Furthermore, it was found that the Service Brand Communication significantly influences the Consumer's Psychology. 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, Consumer's Psychology*

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