

# **Impact of Word-of-Mouth Communication (WoM) on Brand Personality with Special Reference to Sri Lankan Cosmetic Industry**

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Word-of-mouth (WOM) communication has been recognised as a pivotal marketing tool across diverse sectors. However, its efficacy varies significantly among these fields, leading to a notable research gap in ascertaining its impact with precision. This research article endeavors to meticulously examine the influence of WOM on brand personality, specifically within the cosmetics industry. This study has refined an established model to explore this relationship by drawing upon extant literature. The empirical investigation was conducted through a rigorously structured questionnaire encompassing 26 items, administered to a sample of 225 participants aged 18 to 60. The methodological approach of this research is anchored in the constructivist paradigm, employing a deductive methodology to interrogate realities through the lens of pre-existing models and theoretical frameworks. This study's outcomes significantly advance the refined model's empirical validation. Furthermore, the findings elucidate critical managerial implications, offering valuable insights for application within the cosmetics industry context. These insights are instrumental for future academic inquiries and serve as a pragmatic guide for industry practitioners.

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