

ABSTRACT

The purpose of this study was to reveal the Impact on Word of Mouth Marketing on brand image of Burger King as well as looking at a comparison between Verbal Word of Mouth Marketing and Electronic Word of Mouth Marketing. This research was conducted through the mixed method. First, the researcher has identified two independent variables that Impact on Word of Mouth Marketing on brand image of Burger King. Those factors were Word of mouth marketing and Electronic word of mouth marketing. The ultimate objective of this study was to find out the exact factor that affected the brand image of Burger King. The population of the study was 2000 customer base and out of those customers, the researcher used online sample calculator to calculate how many customers need for this quantitative study and the result was 120 customers. The researcher used simple random sampling technique that comes under probability sampling to distribute the questionnaire to the customers. As a result of that, the researcher distributed 170 questionnaires to the dining customers at the outlets of Nugegoda, Panadura, Kurunegala, Kandy and Mount Lavinia. But the researcher was able to collect 120 questionnaires from the customers. For the qualitative study, the researcher used Thematic analysis and interviewed 10 customers through the semi structured interviews. The structured questionnaire was used as a tool to collect the data for this quantitative study and the collected data were analyzed through the Statistical Package for Social Science (SPSS). By using SPSS, the researcher identified that both independent variables were significant. But the significant value of Word of mouth was greater than the Electronic word of mouth. From the qualitative study, it has been proved that Word of mouth marketing has a direct impact on brand image of Burger King. Therefore, the researcher offered some recommendations to enhance the brand image of Burger King.

Key Words – Word of mouth marketing, Electronic word of mouth marketing, Brand image, Burger King and customers