

Marketing Promotional Efforts and Generating Positive Word-of-Mouth

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Banking industry as a part of service sector in all the world is now in a strong competitive situation. Using Positive Word of Mouth is one of the best tactic to accomplish competitive advantage and to sustain in the market. There is a requirement for generating positive word-of-mouth and an understanding the factors those are influencing on it. Therefore, this research is contributing to identify the main factor that is influencing on Generating Positive Word-Of-Mouth (GPWOM) in relation to banks selectively. To achieve the goal of this research, the data were collected from convenience sample of 200 banking customers in Colombo Divisional Secretariat Division. The respondents provided the data by means of a close-ended questionnaire. Pearson's Correlation was used for testing the hypotheses. Data analysis was conducted using SPSS Software. The results of this research revealed that Promotional Efforts (PE) has positive significant relationship with GPWOM and PE has higher influence on GPWOM. This study provides outcomes that could be valuable to bank managers for strategic planning and to compete in the industry.

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