

Contribution of Generation Z Characteristics on Brand Dilution: A Case on Phone Industry Sri Lanka

Pemerathna, A. H. S.¹

The Underlying intention of this research is to identify the significance of generation Z idiosyncrasy and its influence on the brand dilution. This research would try to correlate the social characteristics of the mentioned generations and the consequential brand impact on modern business. Literature review was abstracted on the cultural aspects buyer behaviors and attitude movements of the generation Z, while the realism ontology was followed in creating the research methodology with interviews. Qualitative tools and methodologies were used to collect data and the interviews were the main tool while patterns identified through data coding.

Analysis has proven that digital divine has limited the Sri Lankan society from all transformed anti millennia generation, where claimed personalities of Generation Z as well known it mostly exist in urban societies than rural. However, the backbone characteristics like social media, brand waring personality is commonly found in both the categories. While contributing to the academia of the country the research is expected to shade light on the marketing fraternity and top brand decision makers who would look up to sell most of their products to this new Generation.

Keywords: *Social Media, Anti Millennia Personality, Brand Loyalty, Consumer Behavior*

¹ (hasintha0000@yahoo.com)