

# **Impact of Service Quality towards Brand Image with Special Reference to Youth Segment in Sri Lankan Mobile Service Providers**

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Mobile industry in Sri Lanka is getting saturated on daily basis but the consumers' expectations and perceptions towards service is also increasing frequently. Hence, service providers are facing many challenges and issues to satisfy the consumers and obtain competitive advantage. Therefore, service quality has been a focus area for all the service providers to achieve differentiation and hence improve the brand image as a customer caring brand. Taken this situation into consideration, this research targets mainly to measure the Impact of service quality towards brand image with special reference to youth segment in Sri Lankan mobile service providers.

Conceptual model was developed based on a comprehensive literature review and hypotheses were tested using SPSS package. Data were collected through survey method from a sample of 100 mobile Telecommunication users on the convenience base. The findings of the study show that tangibility, reliability, responsiveness and empathy and in overall service quality have a critical impact on building brand image among the youth segment in Sri Lankan mobile Telecommunication market.

**Keywords:** Customer, Brand Image, Expectations, Perceptions