

# **Impact of Real-Time Social Media Content Marketing on Emotional Brand Attachment with Special Reference of Sri Lanka Food and Beverage Industry**

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At present, moment marketing campaigns are considered one the most attractive methods to effectively approach the target consumer in the industry of food and beverages. Today, everyone is connected with the internet, and traditional advertising media are not that effective since people have started to move away from such media. This is why companies now need to move to new media, specifically social media and start creating relationships, which can also be challenging. Thus, this study aims to analyze whether real-time social media marketing can create a likability towards the brand and to which extent it impacts brand attachment in the industry of food and beverages. An online questionnaire was distributed among 211 respondents in the western province of Sri Lanka to collect data. In terms of measuring the relationship between variables, the researcher employed correlation analysis and multiple regression analysis to investigate the impact of real-time social media marketing on brand attachment and to identify how different determinants might impact consumers' brand attachment. According to the study, it could be identified that creativity and quality of information are the factors that needed to be satisfied in the consumer to impact their attachment towards the brand. According to findings, the study makes sure that marketing communication is reaching the right person at the right time and a conversation is built over the topic, which results in consumer engagement with the brand.

***Keywords:*** *Emotional Brand Attachment, Food and Beverage Industry, Real Time Social Media Marketing*