

Impact on Brand Activation on Brand Love: Examining Mediating Impact of Brand Attitude with Reference to Fast Moving Consumer Goods (FMCG) Industry in Sri Lanka

M K R Imanthi

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
imanthimahakumara@gmail.com

Dr D M R Dissanayake

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
ravi@kln.ac.lk

Brand activation is a Below the Line (BTL) communication tool which is used for a specific group of people to make customer and brand engagement. The impact of brand activation on consumer behavior is a claimed empirical gap within different product scopes and market contexts. The influence of brand activation on brand-related behaviors and evaluations has been studied in many markets while research gaps are emphasized. Hence, this study focused on examining the influence of brand activation on brand love using persuasive communication theory. Furthermore, the mediating effect of brand attitude on the impact made by brand activation on brand love is investigated. With reference to the practice gaps found within the FMCG industry in Sri Lanka. This study was carried out as a deductive study and a quantitative method was employed. The sample was limited to 150 respondents and it used the convenience sampling method. Alongside, questionnaires were distributed within the Western province of Sri Lanka. The data analysis was assisted by using Statistical Package for Social Science (SPSS) version 23. The findings revealed that there is a positive relationship between brand activation and brand love with the mediating impact of brand attitude. Study presented managerial implications by highlighting the applications of brand activation methods to generate brand love whilst measures to be taken to generate a positive brand attitude were also presented.

Keywords: *Brand Activation, Brand Attitude, Brand Love, FMCG, Persuasive Communication Theory*