

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

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Using real-time situations for marketing campaigns is considered one of 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 need to move to new media, specifically social media and start creating relationships that 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 to collect information. In terms of measuring relationship between variables the researcher employed the study with SPSS tool. Comparing mean analysis, correlation analysis, and multiple regression analysis have been conducted to investigate the impact of real-time social media marketing on brand attachment and 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 which needed to be satisfied in the consumer, to have an impact on 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*