



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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ABSTRACT

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 relates to 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: *Content Marketing, Emotional Brand Attachment, Food and Beverage Industry, Real Time Social Media Marketing, Social Media*

1. BACKGROUND OF THE STUDY

Today lots of companies use different marketing and promotional activities to get the attraction towards them. According to Carmicheal (2020), attraction marketing helps you to set your brand apart from competitors by focusing marketing efforts on what makes your product or service more attractive. So that, lots of companies use unique methods to get the attraction towards them. Today using real time situations for your marketing campaigns is one of unique and attractive method to grab attraction. Real time Marketing is instead of creating a marketing plan and executing it according to a fixed schedule, real time marketing is creating a strategy focused on current, relevant trends and expecting immediate feedback from customers (Staff, 2014).

Real-time marketing is also referred to as ‘moment marketing’. It is reaching the right person at the right place, at the right time. It will help you to get efficiency and rapid reactions (Solution, 2004). Moment marketing opens the door to a great conversation with the customer and the company. Brands can provide creative content by using new trendy situations for people to react and comment. Then, it will become a sensation if it comes out well, and people will be having a great convo over the topic with each other. Hence, the moment marketing will help the brands to increase the engagement (Ordinator’s of school of learning,2002). Social media engagement is some form of interaction between the customer and the brand (Stacey, 2020).

Engagement is an important part in real-time strategies in marketing. If company can create the engagement, they can easily build up the emotional bond between the company and customers. Emotionally attached consumers can drive brand success in the form of higher ROI by increasing more sales, greater retention and resonance of the advertising message and increased loyalty towards the brand (Weisler,2012).



Today, companies who promote food and beverage products use different marketing strategies and companies use mostly social media to promote company's brands. According to the ICU social website, the food and beverage industry, brand loyalty and awareness are critical for sales. Food and beverage companies use their social media platforms to engage with current and potential customers; offer highly requested nutritional information for health-conscious consumers; spike sales by connecting their products to current events or trends (Icuc, 2012). Creating a deeper emotional bond with customers is called brand attachment. Brand attachment was defined as 'the emotional connection between humans and brands' (Oneto, 2020). Creating product awareness and engaging with people are the most important things for food and beverage companies. If companies can create a strong bond between the brand and the customer, the customer will not change brands. Even if the product is not available on the market, customers will wait until your product comes to the market. They will not move into another brand (Oneto, 2020). By using real-time marketing, the company can create attractive, eye-catching posts that include product information. This approach will increase product awareness, encourage greater customer engagement, and ultimately boost sales. Today just giving product information to customers is not enough.

The best medium that companies can use is social media to engage with customers. There were 6.40 million social media users in Sri Lanka in January 2020. With constant innovation in social media and other communications technology, real time marketing efforts are more effective than ever. With Facebook and other popular social sites, businesses can gather up-to-date information on their target audience. Within minutes, they can convert that information into a marketing message to be shared (Staff, 2014). Facebook says normally one person can consume only 300 posts per day. From 300 only a few posts will be remembered in consumers' minds. At that moment, brands can use real time situations to create their contents in a creative manner and those posts will stop customer's thumb on the content and customers will read the post and engage with the brand. But the problem is whether brands can create a deeper emotional bond with the customers through social media real time contents. Creating a brand attachment through social media content is not an easy thing. Brand attachment reflects consumers' emotional bond with a brand, positively influencing intention to purchase from brands sponsoring social causes. Brand attachment is



an important indicator of brand identification, promoting consumer loyalty and commitment. (Hazan & Shaver, 1994). Emotionally connected customers are more engaged with your brand. They provide more value to your brand overtime (Ryan, 2018).

1.1. Problem Statement

Traditional advertising media are experiencing a decline. Everyone is using smartphones and computers, and everyone can connect to the internet. Therefore, people are moving away from the traditional media and traditional advertising does not permit a two-way relationship (Stanislaw, 2014). Consequently, their efficacy has diminished (Sudeganiyam, 2016). Companies ought to transition to emerging media platforms to capture audience attention and foster customer loyalty. According to Barger et al. (2016), social networking serves as a pivotal tool for companies seeking to enhance their brand exposure and broaden customer reach. Through strategic engagement on social media platforms, organizations can attract new and unique visitors, thereby fostering meaningful conversations between the brand and its audience. Furthermore, social media facilitates closer relationships, enabling organizations to maintain proximity to their customer base.

There were 6 479 000 Facebook users in Sri Lanka in January 2020, which accounted for 30.5% of its entire population and there were 992 100 Instagram users in Sri Lanka in January 2020, which accounted for 4.7% of its entire population (Napolean cat. Stat, 2020). Consequently, for brands operating in Sri Lanka, Facebook represents a more expansive platform for audience engagement and brand outreach compared to Instagram, primarily due to its wider user penetration. 74% of Facebook users visit the site daily. Facebook users spend 38 minutes per day using the platform. Hence, in Sri Lanka the most effective social media will be Facebook (Omnicores, 2020).

Facebook data indicates that individuals typically view about 300 posts each day. Consequently, user recall and engagement are limited to a select number of posts. So, when companies are promoting their brand need to pay attention more towards the contents that they are providing. If brands create optimal content, those brands will be able to engage with consumers offering the gratification to the customers and boosting the brand image (Malhotra



& Malhotra, 2013). If brands want to deliver the optimal contents, they can use real time situations for their contents. Rahim and Clemens (2012) stated that content marketing is an inevitable way of modern communication, and it paves the path for significant growth. It will be the major path to building relationships with customers. Moreover, modern content marketing strategies have lots of options and innovative opportunities (Rahim & Clemens, 2012).

But there is conflict whether food and beverage brands can create more engagement with brand through real time social media contents. When people are buying food and beverage, they mainly look at ingredients that the company has included (Aboulhosn, 2020). Hence, the company must disseminate information about the product to enhance awareness. But if a company wants to make the brand and product aware, firstly, they must get the attraction towards them (Carmicheal, 2020). Because virtual environment is very competitive and most companies put lots of content on Facebook. But consumers don't read all of them. They will read a few posts which are more attractive (Patel, 2019) and if content is more creative and attractive customers will tend to engage with that content. They will put like, comment, and share it. High engagement can make brand attachment (Baird & Parasnis, 2016) and brand attachment can create high engagement as well (Bauer et al., 2007). Although brands have created creative content by using real time situations people will engage with it according to their psychological process, social norms. Another fact is although brands get high engagement through real time situations, the company may have made negative comments about the brand. Through more negative comments the company may have taken high engagement. According to Aboulhosn (2020), Neil Patel highlights that real-time marketing, on occasion, may lead to advertising blunders. So that we can't exactly say, a company can make the brand attachment through high engagement. This study expects to analyze whether real time social media content marketing can create likability towards the brand. Therefore, analyzing the above factors, researchers expect to address the following question by using Colombo as geographic variable and Facebook is used as the digital social media platform for the study. Accordingly, the problem statement of the study is 'what impact does social media real time marketing have on brand attachment in food and beverage industry and how is the brand attachment being affected?'



1.2. Research Gap

Real-time marketing can thrive on current information. Real-time marketing involves adapting a company's marketing efforts by incorporating current events and relating them to the brand, thereby customizing content for the relevant target audience. Real time content can be used on social media to comment on new stories and respond to customer queries. Back in the days, real time marketing was risky. The reason was real time context, and situations can cause advertising blunders (Carmicheal, 2020). At the same time, sprout social web site says real time marketing can do both timely and relevant message for target segment (Sprout social, 2018). Brand attachment is a sincere emotional bond between customers and brand (Hinde, 1976). Strong emotional attachment prompts positive results including brand loyalty and love (Fournier, 1998). Despite the growing interest in digital marketing strategies, the direct causal relationship between real-time content marketing and the cultivation of favorable consumer attitudes remains inadequately explored in extant academic literature. Furthermore, a notable gap persists in research that comprehensively integrates the distinct domains of real-time marketing and content marketing. Crucially, the mechanisms by which brands and customers can forge emotional bonds through real-time social media marketing have yet to be thoroughly elucidated in published studies.

1.3. Research Objectives

- i. To identify consumer attitude towards real time social media contents in food and beverage industry.
- ii. To analyze benefits of building an emotional brand attachment for the food and beverage products.
- iii. To measure whether real time social media content marketing can create an emotional brand attachment in the food and beverage industry.
- iv. To identify, possibility of creating an advertising blunder through real time social media contents and whether it will ruin brand names in the food and beverage industry.



2. LITERATURE REVIEW

2.1. Real Time Marketing

Real-time marketing is explained as the latest evolution of the brand in generating tactics that move at the speed of consumer conversations (Marketing-schools.org, 2019). According to Bannerflow (2019), real-time marketing fosters robust customer relationships and facilitates immediate customer support. Furthermore, it encourages customers to generate user-generated content and prompts swift interactions between both the customer and the brand.

Moment marketing is also referred to as real-time marketing. The ability to take advantage of an event to deliver relevant and related, seemingly spontaneous, and often fleeting interactions with customers in real time (Pollock, 2016). Real-time marketing strategies focus on up-to-date events. Marketers use current trends and give customer feedback while connecting with the customers. Real time marketing has become popular due to the rise of social media because it provides real time information to the target audience. Marketers can tap the real time situation and can turn it into the product related message that they thought customers may prefer (Brandequity, 2019).

2.2. Content Marketing

Content marketing is a strategic approach that involves creating and distributing valuable, relevant, and consistent content. Its purpose is to attract and retain a clearly defined audience, ultimately driving profitable customer action (Content Marketing Institute, 2018). Content marketing enables value co-creation helping the brand re-gain status and positive image. On the other hand, when companies put the content on Facebook by including product and brand information, the comments that they get will be shown to the public. There is a possibility of causing a post-crisis and destroying the organizational reputation. Boosting favorable comments with emotional posts and branded events can help to minimize the reputational damage of an organization in crisis (Dougherty, 2020).



2.3. Social Media Marketing

Social media is the use of social media platforms to connect with the target audience build the company brand, increase sales and drive website traffic. Social media marketing enables us to publish great content on company social media profiles, listening to and engaging with company followers, analyzing the company performance, and running the company social media advertisements. Businesses use social media in different ways. If a business wants to target a specific target group for their brand, it can do it through social media easily (Barker, 2019). Through social media, businesses can interact and get the customer feedback quickly. Businesses also can respond to their customers right away. Most customers tend to ask about product information through social media. Therefore, having social media platforms for a business is extremely important (Luca, 2018).

2.4. Brand Attachment

Brand attachment is defined as the strength of the bond with the self (Flight & Sacramento, 2015). Consumers develop feelings and thoughts towards the brands and create relationships with the brand. Attachment is formed with the self. The feelings which include passion, affection, connection, love are assigned to the brand are then compared to the consumer's self-concept (Fournier, 1998). Based on Bowlby's attachment theory, the degree of emotional attachment an individual develops can be predicted by the nature of their interactions with the object of attachment (Patwardhan & Balasubramanian, 2013). Although attachment theory focusses on human relationships, previous research studies have mentioned that consumers might attribute human characteristics to brands and make a relationship with the brands just as they make relationships with people (Tsotsou, 2010). Great brands always make emotional connections with the intended audiences. They make feelings of closeness, affection, and trust. Emotional attachment is the outcome of long- term relationships between product and service provider and the customers. it occurs during the service experience (Mikulincer, 1998). Customer emotions have been recognized as an important factor in customer judgment (Friestad & Thorson, 1986).

2.5. Consumer Decision Journey

Customer journey is composed of many different touch points, which customers can contact brand in various ways. These points vary in importance and most integral ones are known as moment of truth. Today companies try to improve customer experience, defining their moment of truth working to improve these aspects specifically can result in major improvements to customer journeys (Bosomworth, 2015). The concept of the ‘moment of truth’ was introduced by A.G. Lafley, who served as Chairman, President, and CEO of Procter & Gamble. In 2015, the company initially focused on two such moments. Since the development of the digital platforms, the types of moments have expanded to accommodate the modern customer journey. It has rapidly changed through digital customer experience and rapid steps created by smart devices (Draper, 2017). Great brands always make emotional connections with the intended audiences (Barger et al., 2016).

2.6. Conceptual Framework

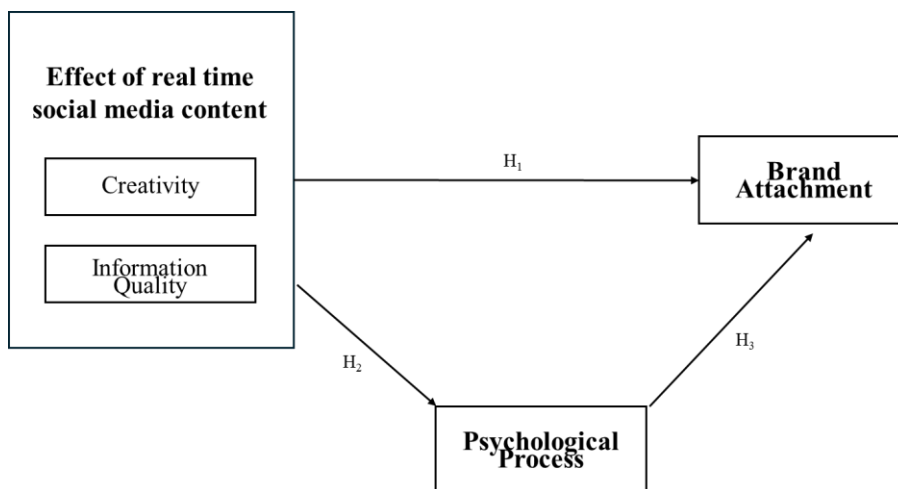


Figure 1

Conceptual framework



2.7. Development of Hypotheses

To grab the attention of an increasingly busy consumer base, food and beverage manufacturers will continue tailoring their marketing strategies to meet the ever-changing tastes and behaviors of their target audiences. This means an overhaul of current advertising strategies and keeping an eye on how companies will need to further evolve in the future (Michael, 2016). Neil Patel (n.d.) posits that content which effectively narrates a compelling story possesses the capacity to capture audience attention. Furthermore, he asserts that the integration of high-quality content facilitates meaningful conversations between consumers and the brand. Real-time marketing helps you provide relevant messaging that is tailored to your audience's wants, interests, and needs (Riserbato, 2020).

H1: There is a significant impact of Effectiveness of real time social media content marketing on emotional brand attachment.

This draws attention to the nature of the content that works best for firms. Basically, content marketing can be seen as a strategic approach that targets on developing that kind of Effect of real time social media content marketing Creativity Information Quality Brand Attachment Psychological Process content, which is relevant, consistent and eye-catching to grab and maintain a relevant audience and ultimately generate a profitable customer move (Ramzan, 2011).

H1a: There is a significant impact of content creativity on Emotional Brand Attachment.

Content can create a strong impact on the customers; it can urge them to share it with others as well as increases customer engagement and trust which eventually make more loyal customers. Real time can enable strong customer relationships and immediate assistance for customers (Varón, 2015).

H1b: There is a significant of information quality on emotional brand Attachment.

Information quality is measured in terms of accuracy, timeliness, completeness, relevance, and consistency of the information provided (DeLone & McLean, 2003). If brands provide

quality information, they can make a favorable attitude on consumer mind and through it, customers will build up emotional attachment with the brand (Baldwin et al., 1996).

H2: There is a significant impact of real time social media content marketing on consumer's psychological process.

Content marketing analytics firm, consumers' buying decisions are affected factors beyond their awareness. If content marketers can successfully apply consumer psychology in online content on online platforms.

H3: There is a significant impact of effectiveness of consumer's psychological process on Brand Attachment.

Consumer behavior and psychology are also very important aspects of this topic which has addressed in ways like the content of marketing activities increase engagement of customers and capture their attention (Varón, 2015). In psychology, attachment is an emotion laden bond between a person and a specific object (Bowlby 1979). In a marketing context, people can also build and maintain emotionally charged relationships with brands (Belk 1988; Fournier 1998).

H4: The impact of Effectiveness of real time social media content marketing on emotional brand attachment is affected by psychological process.

3. METHODOLOGY

3.1. Research Approach

This study develops hypotheses upon a pre-existing theory and then formulates the research approach to test it. This research approach is known as 'deductive approach' (Silverman, 2013). Deductive approach can be described by the means of hypotheses, which can be derived from the propositions of the theory (Dudovskiy, 2011). All hypotheses have been created based on scientific investigations (DeCarlo, 2015). This study directs the positive approach so that the deductive approach will be the most suitable research approach (Silverman, 2013).

3.2. Research Design

The task of the research design is to ensure that the evidence obtained enables us to effectively address the research problem as unambiguously as possible (Sacred Heart University Library, 2020). A cross-sectional study involves looking at data from a population at one specific point in time. The participants in this type of study are selected based on variables of interest. The researcher expects to use cross-sectional study since cross-sectional study allows researchers to compare many different variables at the same time (Mustard, 2015).

3.3. Methodological Choice

Research methodology describes how researchers systematically design a study to ensure valid and reliable results which address the research aims and objectives. Qualitative and mixed methods are different types of methodologies (Jasen & Warren, 2020). In this study the author has selected quantitative approach, and the data has been collected through structured questionnaire.

3.4. Sample and Sampling Plan

Target population of the study can be defined as social media users in Sri Lanka. When considering the sampling technique, probability sampling is a complex and time-consuming method (Business Research Methodology, 2018) and there is no objective way to evaluate the reliability of sample results (Singh, 2015). The aim of this study is to investigate the possible effects of real time social media content marketing on brand attachment. So, our study expects to use nonprobability sampling method because it is faster and cost effective than probability sampling (Questionpro, 2019).

3.5. Data Analysis and Results

Descriptive Statistics for Demographic

The researcher has included demographic questions to describe a sample. Respondent's gender, age, occupational status, and residential area have been included under demographic section. The gender distribution of this sample of this research is out of 211 respondents,

majority of 57.8% were males and remaining 42.2% were female. According to NapoleonCat (2025), males constitute the majority of Facebook users in Sri Lanka, at approximately 59.4%, while females account for the remaining 40.6%. Out of all these respondents, 18-25 years represented the largest age group of the sample, which accounted for 89.6% of the whole sample. The distribution of the age category of 26-32 years was 9.5% and 33-39 years was 0.5% of the sample. The number of people representing other age groups is considerably smaller. Respondents were asked about their occupation. They have been born in 1997- 2012 years. So still, they are doing higher education. Most of them are in Z generation and were living with a parent who had a bachelor's degree or more education. (Parker & Igielink, 2020). Gen Z adults (ages 18-23 years old) actively use social media. So, they actively engage with digital media content (Lupis, 2019). Majority of respondents (127) were from Colombo and accounted for 60.2% of the sample while 39.8% of the respondents were from Gampaha and Kalutara. The author has considered all Western province social media users as the population.

Descriptive Statistics for Variables

Table 1: Descriptive Statistics for Independent Variable

	Mean Value	Std. Deviation
Creativity	3.8758	0.65635
Information Quality	3.6739	0.68246

As shown in Table 1, the highest mean value given in Creativity variable and lowest mean value generated in information quality in 3.6739. Also, the following table illustrates the descriptive statistics for mediating variable Psychological Process and dependent variable Brand attachment.

Table 2. Descriptive Statistics for Psychological process and Brand Attachment

	Mean Value	Std. Deviation
Psychological Process	3.7796	0.64964
Brand Attachment	4.0205	0.68010

Table 3. Hypotheses Testing

Hypotheses	Slope	P-Value	Result
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H1: There is a significant impact of Effectiveness of Real time social media content marketing and Brand attachment.	0.713	0.000	Accepted
H1a): There is a significant impact of creativity of the content and Brand Attachment.	0.666	0.000	Accepted
H1b): There is a significant impact of Information Quality and Brand Attachment.	0.509	0.000	Accepted
H2: There is a significant Effectiveness of real time social media content marketing and Psychological Process.	0.740	0.000	Accepted
H3: There is a significant impact of Consumer Psychological Process and Brand Attachment.	0.740	0.000	Accepted
H4: The impact of Effectiveness of real time social media content marketing on Brand Attachment is affected by Consumer Psychological Process.	0.268/0.552	0.000	Accepted

4. DISCUSSION AND FINDINGS

The aim of this study was to examine the effects of information quality of the content and creativity of the content on psychological process of consumer and brand attachment when related to the food and beverage industry. This research study makes a theoretical contribution by finding differences between effects of content creativity and information quality of the content on the psychological process of the consumer and effect towards brand attachment by this source. By doing so, we discovered which factors considered by consumers as relevant, when considering the impact of real time social media marketing. As previous studies examined the influence of real time social media content marketing characteristics in general, we enhanced existing knowledge by applying the theoretical framework relating to the food and beverage industry. According to theoretical discussion, researchers have developed the conceptual model, which was tested for the information quality and creativity of the content. Conceptual model included variables that evaluated the effect of content creativity and information quality of the content. Relationship between these factors and brand attachment were mediated by the consumer psychological process. The researcher collected data through online questionnaires by creating a Google form and then analyzed all the collected data through SPSS software. Researchers have described all the demographic variables and the nature of the respondents. According to the sample analysis, all the respondents who answered



the questionnaire were social media users out of which 57.8% were males and rest accounting to the female population. The majority of the respondents belong to the age category of 18 – 25 years (89.5%) belonging to generation Y while majority remains in higher studies. Respondents who is living in Colombo, Gampaha, Kalutara areas where they always tend to engage with content based on content creativity and information quality of the content. To identify the established research objectives, hypothesis tests were performed. To test identify the established research objectives, the hypothesis tests were performed. To test each hypothesis, the multiple regression model was applied. Since the research population is unknown, an adequate sample size of 300 respondents was considered according to past literature analysis. So primary data has been collected through questionnaires. Researchers have collected 211 responses, which were all valid as 211 respondents were social media users. The results of the reliability analyses of this study determined that the Cronbach 's α values for variables of this study varies from 0.722 to 0.824. As per the validity test of Kaiser-Meyer-Olkin (KMO), the variables exceeded the significant value of 0.5 and p value for Bartlett 's test is less than 0.05. That means factor analysis is appropriate, and the sample is adequate. According to the correlation analysis of content creativity and information quality Pearson correlation values with brand attachment respectively 0.643 and 0.511 which indicates strong positive relationships. According to the results of the simple regression analysis, the hypotheses constructed for the impact of independent variables were accepted. The Correlation of Determination values of the regression analysis, that is R squared between content creativity and brand attachment (R squared = 0.413) information quality and brand attachment (R squared = 0.511), effectiveness of social real time social media content marketing and psychological process of the consumer (R squared = 0.500) and psychological process of the consumer and Brand Attachment (R squared = 0.500) were identified. It indicates that the independent variable explains the variance of the dependent variable in the range of 41 percent to 51 percent. When considering other analysis that is carried out in this research is mediation impact of psychological process of consumer. The 4-step process of (Baron & Kenny, 1986) was applied to examine the mediation impact. In first step identifying the direct relationship between effectiveness of real time social media content marketing and brand attachment was significant, carried out initially in the analysis. The analysis of step two identified the significant relationship between effectiveness of real time social media content



marketing and psychological process of consumer. (R square = 0.500, B=0.707, F= 209.182, significance level= 0.000). While in step three it identified the significant relationship between psychological processes of the consumer and brand attachment (R square =0.500, B= 0.707, F= 209.182, significant level=0.000). According to the analysis in the step four both path a and c' significant (R square= 0.525, B = 0.268(RSC), F= 114.914, significance level= 0.000) it is then identified as a partial mediation impact and accordingly hypothesis four (The impact of effectiveness of real time social media content marketing on brand attachment is affected by psychological process of consumer) is partially accepted which supported from the literature. The objectives of this study were to investigate the factors affecting real time social media content marketing which in turn affects brand attachment of consumers. The statistical analysis conducted indicated that there is a significant impact of both variables content creativity and information quality towards Brand Attachment.

5. CONTRIBUTION OF THE STUDY

This research would give insights to the impact of real time social media content marketing towards the food and beverage industry in Sri Lanka and how it effects on brand attachment. Through this research study, the researcher can identify the determinant variables of the effectiveness of real time social media content marketing to build up the conceptual framework that was used in this research study. Further, this study is giving a help to identify the two main determinants of real time social media content marketing on the food and beverage industry as a new implication and by providing statistical findings. The food and beverage industry are one of best performing sector in the economy. Through this research study we can provide information to come up with better strategic developments.

6. LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

The current study was subject to several limitations which were unavoidable and avoidable in nature. The current study used a cross-sectional study where the one sample has used, and the data collected from the selected sample only once because of the time constraints. However, to get a more realistic approach, the longitudinal study should be done. The selected sample (300 sample units) is limited only to Colombo district. However, there will be biasness



when inferring to the results to the Sri Lanka because there are differences in different regions in the country when it considered to the consumer switching behavior. The study concerned only a limited number of variables which are the most important factor to identify the switching behavior. But there will be other factors which are not tested or mentioned which is a limitation of this study. Questionnaires were used to collect primary data and since they are standardized important information that could have been gathered in exploratory research can be missed. The telecommunication industry in Sri Lanka is drastically changing where the applicability of the selected switching determinants will not enough to properly pictures the switching behavior. This study is limited only to the Sri Lankan context. Future research could also concern other types of products, such as high- involvement products or even different industries for their study in order to identify the applicability of the developed conceptual model in different contexts. It would be interesting to test the proposed conceptual model in the scope of utilitarian and hedonic products as well.

7. CONCLUSION

The traditional decision-making process has been changing accordingly during the past few decades. When considering the Sri Lankan context, Sri Lankan youth generation has tended to make buying decision based on social media contents. The objectives of this study were to investigate the impact of real time social media content marketing on brand attachment and to identify how different determinants might impact on brand attachment. The statistical analysis indicated that there is an impact of real time social media content marketing determinates on brand attachment and when considering the regression analysis both content creativity and information quality of the content have a significant impact towards brand attachment. This indicates that in the Sri Lankan context, social media users rely on information quality of the content due to the content credibility. The realization of the mediating impact, which is accepted according to this research analysis indicates that there are other factors that mediate the relationship between real time content marketing and consumers' favorable memories. According to that we can conclude that information quality of the content and content creativity play a significant role in determining the consumers' emotional bond with the food and beverage products. According to the demographic analysis,



the age categories of 18 – 25 years have highly used information quality for their decision-making purpose than other age categories. This also provides an insight of most of the Y generation content creativity and credibility of the content for their decision-making process rather than the other generations in the Sri Lankan context.

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