

The Impact of Emotional Brand Attachment on Brand Equity of Baby Skin Care Products: With Special Reference to Young Mothers in Colombo District

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This study aims to analyze extent to which emotional brand attachment impacts on brand equity of baby skin care products with special reference to young mothers in Colombo districts. Based on the reviewed literature, there are three factors that were identified as affection, connection and passion that affects to the brand equity in relation to emotional brand attachment. The study was conducted as a quantitative study and it data collected from 385 respondents of a selected sample of young mothers between ages of 18-35 in Colombo district through a structured questionnaire. The data were analyzed using descriptive statistics and regression analysis with the help of SPSS 23 version of statistical software to test the hypothesis. The findings demonstrate a positive effect that passion, affection and connection has on the brand equity and overall the significance positive effect that the emotional brand attachment has on the brand equity of baby skin care products from young mothers' perspective. The findings of the study have further elaborated that young mothers are highly brand concerned and they are well aware of brands and their functional benefits. The findings of the study contribute to add value to the various existing marketing theories and can be applied for various marketing strategies in Sri Lankan context to gain insights for policy makers and sound source to grab and retain customers in the organizations.

Keywords: *Affection, Attachment, Brand Equity, Connection, Passion*