

**The Impact of Agile Marketing on Brand Attachment:
Examining the Mediating Role of Brand Trust with Special
Reference to Skincare Products among Gen Z Consumers in the
Western Province, Sri Lanka**

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This study explores the influence of agile marketing techniques on brand attachment among Generation Z consumers in Sri Lanka's Western Province, with a particular emphasis on skincare products. It investigates the mediating role of brand trust in influencing the relationship between agile marketing practices and brand attachment. This research, therefore, seeks to add to the literature on marketing agility and brand dynamics by looking at how trust-based agile marketing strategies impact consumer-brand relationships, with particular attention to the Gen Z consumer, who has been at the center of changing consumer behavior and preferences for brands. The results of this study are intended to offer practical insights into how brands can utilize agile marketing strategies to establish trust and nurture stronger emotional bonds with their consumers. This study is a quantitative research effort that adopts a positivist philosophy, emphasizing objective analysis to measure the relationships among agile marketing, brand trust, and brand attachment among Generation Z consumers in the Western Province of Sri Lanka. Theoretically, it contributes to the assertion that agile marketing is a decisive factor in evoking brand trust and attachment, mainly in Generation Z consumers. Most importantly, it was able to fill the gap in knowledge as regards how agile marketing is related to brand attachment by identification of brand trust as a pivotal mediator. The findings also contribute toward the principles of relationship marketing by depicting that adaptive marketing strategies may work like dynamic tools to increase the emotional attachment of consumers.

Keywords: *Agile Marketing, Brand Attachment, Brand Trust, Generation Z, Skincare Industry*