

**INFLUENCE OF CUSTOMER ENGAGEMENT AND
BRAND ATTACHMENT ON BRAND LOYALTY IN SRI
LANKA**

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Abstract

The following study pursues the influence of customer engagement and brand attachment on brand loyalty in Sri Lanka. A deductive approach established on testing hypotheses was used. The data was collected by distributing a questionnaire to 574 individuals who received 325 quality responses, resulting in a response rate of 56%. The research was subject to reliability, pilot testing, and validity tests to ensure the consistency of the findings. The findings exposed a positive relationship between Customer engagement, brand attachment, and brand loyalty. Brand attachment significantly mediates the relationship between customer engagement and brand loyalty. Conduct independent sample t-tests, correlation and regression analysis, factor analysis, normality tests, and hypothesis testing by quantitative analysis through SPSS version 26. By using Sobels test the mediation analysis was conducted.

Keywords: Customer engagement, Brand attachment, Brand loyalty, Fashion Brands, Facebook