

**AN INTEGRATED MODEL OF SOCIAL MEDIA BRAND LOVE
WITH MEDIATOR EFFECT OF BRAND ATTITUDE WITH
SPECIAL REFERENCE OF HAMBANTOTA DISTRICT**



By

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ABSTRACT

In the twenty first century, it is very important to social media platform and activities for the purpose of build good relationships for the young consumers. This study is investigated an integrated model of social media brand love with mediating effect of brand attitude with special reference of Hambantota district. Therefore the main aim of this study was to analyses the level of brand identification, brand image, brand satisfaction, social media brand love, brand attitude, brand loyalty and word of mouth, analyses the relationship between brand identification and social media brand love, brand identification and brand loyalty, brand image and social media brand love, brand satisfaction and social media brand love, brand satisfaction and word of mouth, social media brand love and brand attitude, brand attitude and brand loyalty, brand attitude and word of mouth, word of mouth and brand loyalty, analyze the impact of brand identification on social media brand love, brand identification on brand loyalty, brand image on social media brand love, brand satisfaction on social media brand love, brand satisfaction on word of mouth, social media brand love on brand attitude, brand attitude on brand loyalty, brand attitude on word of mouth and word of mouth and brand loyalty. The mediate role of brand attitude on the relationship between social media brand love and brand loyalty, social media brand love and word of mouth.

Structured questionnaire was used as the method of data collection and selected 375 young consumers in Hambantota as the sample of this study. Convenience sampling method used to make the sampling frame and quantitative research approach used for this study. The data were analysed using descriptive statistics, correlation, regression and mediating analysis.

The result indicates that brand identification, brand image, brand satisfaction, social media brand love, brand attitude, brand loyalty, word of mouth are in high level in and there is a strong positive relationship among all variables. There is a high positive impact of all variables. And also results indicated that there is the mediating role of brand attitude on the relationship between social media brand love and brand loyalty, social media brand love and word of mouth.

Keywords: Brand Identification, Brand Image, Brand Satisfaction, Social Media Brand Love, Brand Attitude, Brand Loyalty, Word of Mouth

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