EMOTIONAL BRAND ATTACHMENT, WITH REFERENCE TO ACTUAL SELF-CONGRUENCE AND IDEAL SELF-CONGRUENCE IN AUTOMOTIVE BRANDS IN BADULLA DISTRICT

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ABSTRACT

The research is mainly focus on find the impact of Actual Self-Congruence and Ideal Self-Congruence on Emotional Brand Attachment and whether moderating variable (Product Involvement, Self-Esteem, Public Self-Consciousness) moderate the relationship between Actual Self-Congruence, Ideal Self-Congruence and Emotional Brand Attachment. The independent variables are Actual Self-Congruence and Ideal Self-Congruence. Dependent variable is Emotional Brand Attachment. This research is quantitative research. This research was conducted in Badulla district. The car owners in Badulla district take as a population of this study and researcher select 225 car owners as a sample. For the selection of sample researcher use convenience sampling method. Researcher used standard questionnaire to collect the data from selected sample. For the analyze part researcher used univariate analysis, bivariate analysis, multiple regression analysis and moderated multiple regression analysis. Through the analyze part researcher identify Actual Self-Congruence and Ideal Self-Congruence has a positive impact on the Emotional Brand Attachment. Actual Self-Congruence is most influencing factor on Emotional Brand Attachment than Ideal Self-Congruence. And also, there is a positive relationship between Actual Self-Congruence, Ideal Self-Congruence and Emotional Brand attachment. After considering moderating effect it can be concluded that, Product Involvement and Public Self-Consciousness not moderating the relationship between Actual Self-Congruence and Emotional Brand attachment. Self-Esteem weakens the relationship between Actual Self-Congruence and Emotional Brand Attachment. Product Involvement and Public Self-Consciousness weakens the relationship between Ideal Self-Congruence and Emotional Brand Attachment. Self-Esteem strengthens the relationship between Ideal Self-Congruence and Emotional Brand Attachment.

Key Words: Emotional Brand Attachment, Actual Self-Congruence, Ideal Self-Congruence, Product Involvement, Self-Esteem and Public Self-Consciousness, Automotive brands.

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