

**IMPACT OF AGILE MARKETING ON BRAND ATTACHMENT WITH THE
MEDIATING ROLE OF BRAND TRUST WITH SPECIAL REFERENCE TO THE
COSMETIC INDUSTRY IN THE WESTERN PROVINCE OF SRI LANKA**

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ABSTRACT

Agile marketing is essential for brands to navigate the rapidly changing consumer landscapes. Despite the growing recognition of agile marketing, its specific effects on brand attachment within the cosmetic sector remain underexplored in emerging markets, such as Sri Lanka. The cosmetic industry in Western Province has seen significant growth, characterized by a surge in local brands competing for consumer attention, with many brands struggling to establish strong emotional connections with consumers, which is crucial for developing brand trust. This study examines the impact of agile marketing on brand attachment, with the mediating role of brand trust, focusing on the cosmetic industry in Sri Lanka's Western Province. A quantitative survey of 384 male and female consumers across various income levels and ages was conducted using nonprobability sampling. The questionnaire used as the survey instrument showed good reliability and excellent validity, and the data were analyzed using SEM and IBM SPSS software, revealing a significant positive correlation between agile marketing and brand attachment. Brands that use agile marketing strategies can effectively build stronger emotional connections with consumers. The findings displayed high path coefficients (0.75 from agile marketing to brand trust and 0.73 from brand trust to brand attachment), emphasizing the critical role of brand trust as a partial mediator in enhancing brand attachment. This study contributes to the literature by highlighting brand trust's crucial role in mediating the impact of agile marketing on brand attachment. This suggests that future research should explore consumers' emotional experiences with brands to gain insight into the factors that drive brand loyalty and satisfaction. This study offers practical insights for marketers in the cosmetic industry, recommending that agile marketing strategies focus on trust-building to strengthen brand loyalty and attachment. This emphasizes the importance of agility in marketing, especially in industries with rapid changes and high consumer expectations.

Keywords: Agile marketing, brand attachment, brand trust, cosmetic industry, Sri Lanka