Psychographic Motivators and Brand Resonance: A Sequential Framework of Self-Expressive Brands and Brand Tribalism with the Moderating Role of Homophily and Brand Consciousness in Millennial

by

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Dedicated to my Loving "KBM" Family.

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This is to certify that the research work presented in the dissertation, entitled "**Psychographic Motivators and Brand Resonance: A Sequential Framework of Self-Expressive Brands and Brand Tribalism with the Moderating Role of Homophily and Brand Consciousness in Millennial**" was conducted under the supervision of **Dr. Muhammad Ishfaq Khan**. No part of this dissertation has been submitted anywhere else for any other degree. This dissertation is submitted to the **Department of Management Sciences, Capital University of Science and Technology** in partial fulfillment of the requirements for the degree of Doctor in Philosophy in the field of **Management Sciences**. The open defence of the dissertation was conducted on **December 05, 2023**.

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List of Publications

It is certified that following publication(s) have been made out of the research work that has been carried out for this dissertation :-

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Abstract

This dissertation aims to scrutinize the impact of Psychographic Motives on Brand Resonance within the context of clothing and textile industry of Pakistan. A sequential framework of Self-Expressive Brands and Brand Tribalism has been developed, considering the moderating role of Homophily and Brand Consciousness in the Millennial Generation of Pakistan. The data was collected from 413 Millennial consumers from all major cities of Pakistan, the anonymity and confidentiality of respondents has also been ensured. The survey was carried out and Questionnaire were used to capture responses of respondents. After the completion of survey, analysis was carried out using SPSS 26 and Smart-PLS 4, a structural model has tested twenty hypothesized relationships.

The findings of the research suggests that the consumers brand relationship is the collective result of psychographic motives and social factors. Dissertation results also endorse that consumer's psychographic motives of Millennial Generation reflect their self-concepts in form of Brand Tribes and resonate brand relationship. The research is beneficial for the marketers and their brand managers that will enable the answer that how organizations could take advantage from the Brand Tribes that facilitates marketers in increasing the brand relationships resulting in strengthening the brand worth. The fruitful relationship with consumer has the utmost significance in marketing field therefore the study has investigated the new venues of today's marketing world and would able marketers that how their prime assets i-e the customers feel unique and affiliate about their self-identities with the brands that ultimately contributes to a greater loyalty and strong powerful brand advocacy in the clothing industry.

Keywords: Brand Resonance, Brand Tribalism, Self-Expressive Brands, Brand Consciousness, Millennial Generation

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Abbreviations

BA	Brand Advocacy
BC	Brand Consciousness
BL	Brand Loyalty
HOMO	Homophily
ISEB	Inner Self Expressive Brand
NFA	Need for Affiliation
NFU	Need for Uniqueness
SSEB	Social Self Expressive Brand

Chapter 1

Introduction

1.1 Background of the Study

Branding is the central function of marketing that implants the core mental impression of a product and/or service (Shukla et al., 2022). The consumer assesses the value of brands through both apparent and psychological determinants (Mohan et al., 2017). Moreover, now branding is more skewed towards the non-functional attributes that adds more colors and attributes in brand (Keller, 2013). It is yet to be study the significance with in brands and society Levy and Luedicke (2013); Chieng et al. (2022), as brands play socially a vital role in influencing the Psychographics of the consumers that contributes in society and business. (Holt, 2016). The actors involve in transforming the business environment are the Consumers, Brands and other organizational practices (Nakassis, 2013).

The essence of marketing process is the articulation of strong brands more importantly and concretely in the minds of the consumers because each brand caries a unique and separate identities along with distinctive qualities that separate brands, form their companies and product name Ries et al. (2002), as per law of company, brands are brands, consumer buy brands not the companies, consumers are different among each other and possess different needs that separate themselves from each other. Therefore, they express their individual uniqueness through brands and products they use (Butcher et al., 2017). Consumers also affiliate and connect themselves as a member of a group, who will seek different through distinctive and

unique characteristics (Slotter and Gardner, 2014), the brand facilitates consumers to show their self-concepts (Kemp et al., 2012).

Brands also play integral role in building consumer brand relationship. Hence, Brand Management is found to be the most powerful tool that strengthened the marketing and consumer relationship; therefore, if more branding efforts should be exert, it will enrich the customers and brand relationship that leads to loyalty and profitability.

Different stakeholders effect brand practices in many ways, domestically, privately, community and market wise,in many other social spheres (Roy Bhattacharjee et al., 2022). Hence, these brand practices create opportunities that enhance value for each other through the social connection that particularly develops socially bonded consumers known as Brand Tribalism (Lepak et al., 2007; A. Taute and Sierra, 2014).(Bandara and Dissanayake, 2021; Taute and Sierra, 2014). It facilities the consumer brand relationship and leads to brand loyalty Kim et al. (2018), that further connects consumer with brand via advocacy (Hollebeek et al., 2014; Shimul and Phau, 2018).

Moreover effective branding is considered to play a significant role when it comes to the success of a organizations,it has the ability to attracts more customers that directly or indirectly contributes in raising the organization profit. The brands has so much more to offer to their customers which can make the customer look more appealing(Wang et al., 2019). In order for a brand to gain more popularity and profit, it is somehow necessary to have a smart and powerful branding strategy. The study has examined the brand relationship phenomena among the consumers who use clothing brands as their self expression and psychological needs. Brands are more augmented in nature, meaning addition to the functional needs they are more skewed towards the excitement and other psychological and social needs (e.g., self-image projection, showing desirable lifestyle and social status etc) (Wong and Hung, 2023; Huang et al., 2014; Smith et al., 2017).

Brands also use as an important representation of any particular society Keller (2013) and society in turn positively impacts brand development (Holt, 2016). Though it is found that the modern development in marketing leads to the fact

that, the relationship between consumers, society and brands has great significance and not yet been completely explored (Levy and Luedicke, 2013).Hence, the societies and its stakeholders transform brands more effectively and has strong relationship, (Nakassis, 2013). Consumers connect with the brands through their self-concepts Sayin and Gürhan-Canlı (2015) and leads to formulation of unique resonance (relationship)

Hence the focus of current study is Brand Resonance (Relationship) i-e eagerly the most persuaded phenomena in the marketing Beneke and Zimmerman (2014), and considerably one of the utmost priority for marketers especially in the clothing and fashion industry. Branding practices in Clothing is evolving with great pace especially in today's world where consumers see different brands, but not found them much differently (Schultz et al., 2014; Esmaeilpour, 2015). Hence, Brands and consumers has great significance in clothing and fashion industry. The focus of consumers who use brands is to stay different and unique, this need for uniqueness in fashion and clothing industry has a great importance and consider to be appreciated within a special social group of consumers known as Brand Tribes (Hennigs et al., 2012; Nia and Lynne Zaichkowsky, 2000). Fashion industry incorporates clothing, footwear and other adornments like beautifying agents. Kusumawati et al. (2022) suggested that consumers with in the age brackets of 20-24 and 25-34 are one of the most significant segment to the advertisers and marketers as they are more focused on style within the cloths rather than quality, also the age is one of the important agent as far as the spending is concerned and are more directed towards the positive word of mouth of brand users, the perceptions, turned broadly into the linguistic expression of branding (Holt, 2016).

Clothing industries firms are competing to build their benefit partake in the market and among these organizations; branded clothing has moved the conventional clothing enthusiasm of individuals. References delineates that marketers utilize brands as the essential purpose of differentiation to get the competitive advantage on their competitors assuming a basic role in the achievement of organizations (Yoel et al., 2021). Marketers is principally held responsible for defining a brand. Consumers are the vital business stakeholder and also plays a huge role in business profitable because they are the actual users and display the meaning of brand

by wearing it or styling it. (Jamshidi and Rousta, 2021). The way in which the marketer constructs and present brand to a specific consumers under the context of clothing and fashion has great significance in branding literature (Kusumawati et al., 2022).

1.2 Gap Analysis

The current research purely focus on Brand relationship and give new insight to the marketing literature and practice. The research gaps identified in the study has answered that why customers consider those brands that are more relevant for them.

The current study has examined the various literature gaps that contributes towards the body of Knowledge. The research model of the study articulates on the bases of theoretical gaps identified in branding literature. Studies on brand management emphasise that besides functional attributes of brands, consumers also value psychological determinants, therefore, the current study has examined brand relationship at both personal and social levels.

Based on the rationale that brands are more psychological in nature, study has addressed the gap related to Psychographics motives namely Need for Uniqueness, Need for Affiliation. Further study explains that how these psychographic motivators contribute towards brand relationship the gap was tapped in marketing literature by (Swenson, 2016). Therefore, current research has tested these psychographic motivators with Brand Relation variables. i.e. Need for Uniqueness and Need for Affiliation with the Brand Loyalty and Brand advocacy. Further the gap has endorsed in literature in various studies (Connors et al., 2021; Bashar, 2020).

The current study also addressed theoretical gaps regarding self concepts and brands results in articulation of brand relationship, few scholars or practitioners tapped the brand resonance in context of Self Expression. Hence, current research has included the construct of Self-Expressive Brands that shapes the social connection among the tribal members of brand. Therefore, current research

also investigated that how consumers are connected to the brands through their self-concepts proposed in literature (Sayin and Gürhan-Canlı, 2015). Further the Psychographic motives has been tested with Inner Self and Social Self of the consumers of clothing brands. Psychographic motives and self concept also highlighted in marketing literature in recent studies (Fudurić et al., 2023; Singh and Gupta, 2021; Cruz-Milán and Castillo-Ortiz, 2023).

Study has also addressed the significance of Psychographics and Brand Tribes that contributes in the brand relationship.Consumers connect themselves with the brand at both personal and social levels with shared emotion in form of groups known as brand tribes (Taute and Sierra, 2014). Hence the study addresses the thoeratical gap regarding the role of Psychographic motives i-e Need for Uniqueness and Need for Affiliation w.r.t brand tribalism, proposed in literature by (Badrinarayanan et al., 2016). Significance of brand tribalism also endorsed in recent literature (Shariatnejad et al., 2023; Baber et al., 2022).

The study has also identified the theoretical gap regarding common interest among Brand consumers and their strength of social network known as homophily. Thus, the moderation of Homophily within Self expressive Brands and Brand Tribalism has also been tested, this theoratical gap is proposed in literature by (Kim et al., 2018). Studies highlighted importance of homophily (Zhang et al., 2022; Budiman, 2021). Study has also tested the moderation of Brand Consciousness among Millennial generation in understanding the role of tribes in fostering brand relationship developed on the bases of theoretical rationale proposed by (Wheeler, 2017). Literature has proposed that Millennial generations forecast their self concepts via brands and they are more Brand Conscious. According to Yee et al. (2022), Yoel et al. (2021) Millennial are the people who strive for need to build their self-identity and stand out from the rest of the crowd; Hence Millennial have a high degree of Brand Consciousness.Thus, the Moderation of Brand Consciousness within the path of Self Expressive Brands and Brand Tribalism.

The study research model also incorporated Brand Advocacy as the measure of active engagement as new facet of brand resonance proposed in literature (Wallace et al., 2017). Studies highlighted importance of homophily (Zhang et al., 2022; Pathirana and Abeysekera, 2021).

This research particularly focused on Consumer Brand Relationship through brand resonance, by taking Brand Loyalty and Brand Advocacy as a measure of the Brand Resonance that ultimately achieved via personal and social levels. The research has addressed the brand relationship in context of Millennial generation. The research model has explained the consumers relationship with brand within the clothing industry of Pakistan. The novelty of research includes the inclusion of variables like Psychographic Motives i.e. the Need for Uniqueness and Need for Affiliation in relationship with Self-Expressive Brands that further leads to the formulation of Brand Tribe. The current study also tested the moderation of Homophily i-e common interest among consumers, and Moderation of Brand Consciousness that strengthened the relationship of Self-Expressive Brands and Brand Tribalism, and finally resonates the brand relationship. The research model articulates on the basis of brand relationship theory that how consumer shows the relationship with brand at both personal and social levels.

The model is sequential in nature and rationally articulated on the empirical evidence of the literature. The research model has explained the consumers relationship with brand within the clothing industry of Pakistan. The novelty of research model includes the empirical testing of need for affiliation and need for uniqueness w.r.t the brand tribalism. The concept of homophily will also get reveal in brand relationship perspective that how the self of the consumers integrates in formulation of brand tribes The research has tested the brand advocacy as the new facet of brand resonance that theatrically contributes in marketing brand literature. Empirical evidence of literature also motivates the current study to test moderation of brand consciousness between brand tribalism and brand resonance that would also provide useful insights for the marketer and scholars. The research model of this study has explained that, how consumers resonate with the brand(s) via personal and social levels.

1.3 Problem Statement

The textile and fashion industry of Pakistan was considered as the backbone of Pakistan mainly because of the large amount of cotton grown in the country
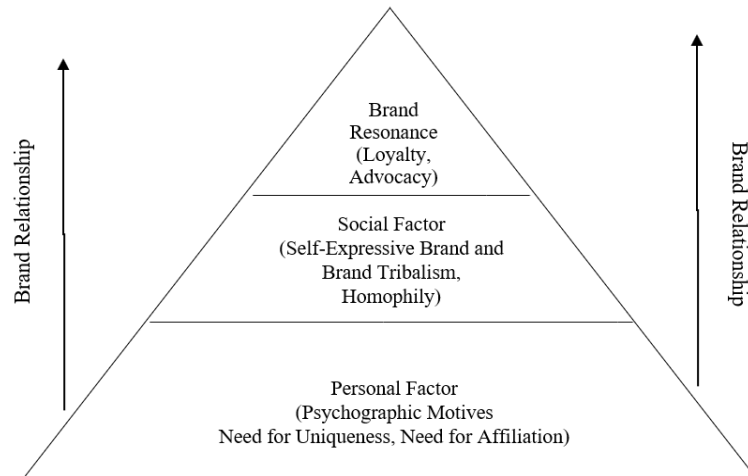
FIGURE 1.1: Thesis Relationship Model

However according to the World Bank's report, the effect on apparel exports from Pakistan will be negative due to stronger competition from other countries. The implication would be serious if no action is taken, as a result consumers would prefer the imported brands.

Researchers are now focusing on untapped and unexplored marketing discipline that may extend the body of knowledge with practical implications for textile industry. The research gaps identified the essential need to explore the linkages between the psychographic motives and brand relationship. The research has provided the insight of consumers Need for Uniqueness and Need for Affiliation w.r.t the both inner and social self concepts of the consumers.

This research particularly focused on brand relationship, by taking Brand Loyalty and Brand Advocacy as a measure of the brand resonance that needed to be deliberated, and ultimately achieved via personal and social levels, research addresses the brand relationship with the consumer perspective. Research purely focuses on brand relationship, and explains how consumers connect themselves with the brand. This dissertation has included the variables like psychographic motives i.e. the Need for Uniqueness and Need for Affiliation in relationship with Self-Expressive Brands that further leads to the formulation of Brand Tribes, known as Brand Tribalism. The current study also tested the Homophily the common interest among consumers along with Brand Consciousness among Millennial. Together they strengthened the relationship of self-expression and brand tribalism,

that finally resonates the brand relationship.

Pakistan Textile industry is facing certain economic challenges, in order to stay competitive new innovation and consumer research has to be done at both academic and industry level, there is a strong need of value addition in this sector.Therefore, to stay relevant in the industry consumer based research studies has to be practiced at both academic and industrial level. Marketers and brand managers should focus on targeting the untapped and unexplored markets that would help and pave the way for textile growth. The research would able to facilitate and hunt the opportunities in identifying the unattended markets.

Though Brand relationship is vital in every domain of the business the current study has addressed the clothing sector of Pakistan. The stated research problem addresses the newness in the customer based brand relationship by taking Brand Advocacy as a new facet of brand resonance along with Brand Loyalty. Moreover consumers always possess Psychographic motivators and relates their self-expression individually and socially, they formulate themselves through different brand tribes, and common interest of those consumers reinforce these supporting brand tribes that consider to be the vital resources for marketers. To better understand that how these Psychographic motives lead to self-expression that connects the consumers together through brand tribalism. The current research has addressed the individual as well as social role for facilitating the brand resonance in enunciation of brand relationship. Based on the following research problem statement the following research questions are developed.

1.4 Research Questions

The research questions cover the broader aspects of the problem statement narrated above. Based on that problem statement and gap identification, the study has addressed the following research questions:

1. What is the impact of Psychographic motives (Need for Uniqueness and Need for Affiliation) on the brand resonance (Brand Loyalty and Brand Advocacy)?

2. Does Self-Expressive Brands and Brand Tribalism mediate the relationship of Psychographic motives (Need for uniqueness and Need for Affiliation) and Brand Resonance (Brand Loyalty and Brand Advocacy)?

3. How does Homophily modify the Self-Expressive Brands and Brand Tribalism relationship in formulation of Brand Resonance (Brand Loyalty and Brand Advocacy)?

4. Does Brand Consciousness among Millennial Generation modify the relationship between Self-Expressive Brand and Brand Tribalism?

1.5 Research Objectives

1. To examine the impact of Need for Uniqueness on Brand Loyalty.

2. To evaluate the relationship between Need for Uniqueness and Brand Advocacy.

3. To examine the relationship between Need for Affiliation and Brand Loyalty.

4. To inspect the relationship between Need for Affiliation and Brand Advocacy.

5. To investigate the sequential mediation of Self-Expressive Brands and Brand Tribalism within the Psychographic Motive (Need for Uniqueness) and Brand Resonance (Brand Loyalty and Brand Advocacy).

6. To examine the sequential mediation of Self-Expressive Brands and Brand Tribalism within the path of Psychographic motive (Need for Affiliation) and Brand Resonance (Brand Loyalty and Brand Advocacy).

7. To evaluate the moderating effect of Homophily between the Self-Expressive brands and Brand Tribalism in developing the Brand Resonance (Brand Loyalty and Brand Advocacy).

8. To examine the moderating effect of Brand Consciousness between the self-expressive brands and brand tribalism in developing the Brand Resonance (Brand Loyalty and Brand Advocacy).

1.6   Theoretical Significance

In marketing consumer brand relationship has the utmost importance in marketing literature. The brand relationship is highlighted by various research scholars, Keller (1993) proposed the brand resonance pyramid that has four dimensions, 1) Brand Identity (Who are you), 2) Brand Meaning (What are you), 3) Brand Response (What about you), 4) (Brand Resonance) (What about you and me).

Current study debates on Brand Resonance by considering " Do consumers advocate the brand with the social influence? In literature it is found that people use brands as shorthand symbols of identity Schau et al. (2009) and brand associations related to one' s self-identity are an increasingly importance source of brand value Chernev et al. (2011) within the brand relationship. The theory upon which the research model developed is based on theory propounded by (Fournier, 1998).

Further the model is strengthened by using theory of reference group presented by Hyman (1942), where members connect themselves with a reference group to that contributes in shaping their own inclination through the identification and internalization. This consider as the prime constructs and social group influences are strongly linked and coupled with influential word of mouth communication Arndt (1967) contributes in the brand advocacy that is fruitful in resonating brand relationship (Ahmadi and Ataei, 2006).

Brand Advocacy are the foundations of relationship marketing, and their relationship has received moderately little consideration significantly in Pakistani economic environment. Pakistan has progressed hugely in the late years w.r.t the clothing industry. While the literature has investigated numerous parts of the effect and different dimensions Goulding et al. (2013) of brand relationship. Clothing brands in Pakistan have created hype in recent years. In this regard brand resonance is changing the traditional marketing scope in generating the customer based brand relationship. In Pakistan there has been very less consideration given to these variables with regard to consumers in scholarly studies and not much has been contributed as the psychological way to consumer brand loyalty is a main consideration in marketing research (Chaudhuri and Holbrook, 2001). In-depth literature presents several aspects on brand relationship and loyalty as it is consider

as the utmost priority in marketing literature. (Nikhashemi and Delgado-Ballester, 2022).

The study has addressed that how their social informal brand tribes impact buyers' brand decisions. Studies have demonstrated that consumers look for brands to adjust to the desires of others Bandara and Dissanayake (2021) and through self-expressive brands, consumers are compensated with certain social advantages that permit them to improve their self-idea, make a social impression and display the gatherings they (wish to) have a place(Belk, 2013). According to the brand resonance model brand resonance, e.g., brand loyalty, can designed via rational and emotional approach (Keller, 2013).

1.7   Brand Relationship Theory - The Underpinning Theory

The Underpinning theory that is use in thesis is Brand Relationship Theory as brand relationship always has a great importance and the fundamental axiom of marketing and branding, it is vital for the consumers who are engage in an continuous loyal relationship with firms and their brands, therefore the brand relationship theory has become one of the significant theories in order to guide today's brand managers and marketers, it also help firms to perform better than competitors (Kumar and Nayak, 2019).

Brand relationship theory explains that a brands are more related to the psychological elements as they occupies distinctive and unique place in consumers' minds and act more as a total idea and perceptions about a product (Blackston, 1992). The current thesis has studied the role of Psychographic motives on Brand Relationship. The theory of Brand relationship also suggests that consumers pursue and focus more on the soft side of the brand than its material value. Consumers connect emotionally and psychologically to the brand with respect its nonphysical, immaterial and sociocultural brand connection (Aurier and de Lanauze, 2012). Hence, the brand relationship is the collective result of social and psychological factors Fournier (1998), It is found once consumers connect themselves with the

brand, they advocate their brand relationship (Hollebeek et al., 2014). Therefore, the underpinning theory upon which the consumers resonates the brand is based on brand relationship theory presented by Fournier (1998).

The word of mouth communication built the rational for the Brand Advocacy, and could explain that the individuals relates themselves not only at personal level but also with a group. This Brand Advocacy contributes not only in shaping their own behavior, but it also aids in identification and internalization that consider as the prime constructs in social group influence, that are strongly linked and coupled with influential advocacy (Arndt, 1967). The consumers who use clothing brands get involved in exchanging their information or experiences with other consumers regarding certain consumption situations, and this informational social influence, in advocacy contributes towards the acceptance of products or services.

Further the current study has studied the social level brand relationship i-e Brand Tribalism with Brand Loyalty and Brand Advocacy within the model. this brand relationship is theoretically grounded by the social exchange theory, that explains the profound role of family, reference groups and even the society that in return modifies the consumer's behavior (Coleman, 1983). Though socialization, consumer connect to multiple social institutions and become a part of different social groups (Langaro et al., 2018) that also influence consumers. The brand relationship is metaphoric in nature Roy Bhattacharjee et al. (2022), imaginary Keng et al. (2014) and continuous and in marketing literature customer relationships perceived as key for a prosperous business (Wang et al., 2019).

Hence, Brand Loyalty and brand relationship are the main considerations in marketing literature Aaker (2012), literature presents several aspects on brand relationship and loyalty (Jamshidi and Rousta, 2021; Ahmadi and Ataei, 2006).

1.8 Operational Definitions of Variables

1.8.1 Need for Uniqueness

The consumer need for uniqueness is designed and developed on the theory of uniqueness (Snyder and Fromkin, 1977). Human motivates persuasively to see

oneself distinct from others through self-definition and meaningful to stand out form the masses (López et al., 2017).

1.8.2 Need for Affiliation

The term need for affiliation was highlighted by David McClelland and explained as a belonging of someone to the particular social group, so an individual feel to be a part or a member of a group, who will seek different from other members that are more focused on their distinctive and unique characteristics (Seo, 2018).

1.8.3 Self Expressive Brands

The brand users are tied to the brands that helps in reflecting their inner or social self-concepts (Sayin and Gürhan-Canlı, 2015).

1.8.4 Brand Tribalism

A common network of consumers who are connected by shared emotion with the heterogeneity; strong brand relationships built with in the groups known as brand tribes (Taute and Sierra, 2014). Brand Tribalism is one of the source that formulates the, identity, belongingness, a unity can be a society, community, group family, teams and even the nations (Bandara and Dissanayake, 2021).

1.8.5 Brand Advocacy

Consumers advocates and become referrals, so they reduce the dissonance about the brand (Kotler et al., 2019). The informal communication about products/brands is considered to be an integral element. Consumers love to share and exchange talks about the brands they use (Wang et al., 2019).

1.8.6 Brand Loyalty

Brand loyalty is a name of true bonding to a specific brand (Wong and Hung, 2023). The brand loyalty defines in many ways, intent based brand loyalty depicts

the repurchase intention or cross-buying potential. the brand loyalty is the degree of a consumer's brand cohesiveness (Coelho et al., 2018).

1.8.7 Homophily

Similar people interact at higher rate as compared to dissimilar human beings and formed social structure (Barzily and Ackerman, 2018). The psychological needs to interact with likeminded people has contribution in the formation of Homophily. Currarini and Mengel (2016) excreted that Homophily may be formed due the common views as well the typologies of social ties.

1.8.8 Brand Consciousness

Consumers who are brand conscious are more inclined towards the branded products and depicts their self-image, they associate themselves with status and prestige within high social class (Ismail, 2017a).

1.9 Summary of Chapter

This chapter describes the background of the study, also the gap analysis, Further the problem statement of study has also stated. The chapter also addressed the research questions, research objectives, and significance of the study.

1.10 Dissertation Structure

Thesis comprises five chapters mentioned as under.

Chapter-1: This chapter includes the background of the study, gap analysis followed by the research problem, research questions, research objectives, and significance of the study.

Chapter-2: This chapter include the literature derived from previous past studies, in the light of literature review hypothesis and theoretical relationships was stated,

further based on the literature review the theoretical framework was developed at the end of the chapter.

Chapter-3: Research Methodology chapter included the population, sample type of research and research approach to address the research questions and research objectives.

Chapter-4: Results of the study analyzed and presented in this chapter. All the statistical procedures that were carried out in the study presented in this chapter.

Chapter-5: This chapter of research includes finding and detail explanations of the research questions along with their respective hypothesis.

Chapter 2

Literature Review

2.1 Introduction

The psychographic motivators are important attributes that contributes in brand development. The information of psychographic has the value of purchaser choice in marketing literature. Psychographic motivators can efficiently target the particular audience that have the understanding of psychographics (Liu et al., 2019). Other than that, the brand resonance is defined as the association in which an engaged customer has product of any particular brand that the customer can relates with. The brand resonance is referred as the intensity of the psychological relation of customer with the particular brand.

The term brand resonance is categorised by the strong association among an engaged customer and brand. Strong resonance brand gives advantage due to the elevated loyalty of customer and reduced vulnerability with the marketing actions that are competitive in business market. In the competitive business market there is demand of brands of being expressive so that positive association among the self-expressive aspect of brands can be identified. The self-expressive nature of particular brands involves the advocacy and loyalty that incorporates the role of Brand Consciousness and Homophily in Millennial (Budiman, 2021). The customer brand engagement nature is due to the Self-Expressive attitude of brands because brand outcomes depend on it.Consumers depicts their self concept via brands and shw attachment to the specific brand at both social and inner level.

According to the research work done by Srivastava and Sharma (2017), the homophily moderating role of brand tribalism is considered as one of the powerful force among the competitive brands. Brand tribalism is the tribe of brand that as in depth conviction of customer belief and loyalty. The tribes with self-expressive nature created by brands determine their community, life style and culture. Such brands are loyal and have association with the homophilic role that moderated with brand consciousness in Millennial (Yang and Lau, 2015).The consciousness of famous brands have been increasing due to self-expressive nature of brand. The conscious nature of brand let the brand to structure there tribe which has the proper understanding of brand that relates it with the loyal customers and it also satisfies the customer. The Millennial brand consciousness structures a tribe in this digital age where advocacy and uniqueness of brand has become significant. This study has specifically focus on the sequential framework of all brand categories that perform moderating role in the brand conscious Millennial.

The concept of psychographic motivators in terms of its demographic and other category and also brand resonance along with different aspects. This chapter critically analyse the sequential framework of the brands that are self-expressive and conscious brands. It shows the sequence of group of brand in which moderating role of Homophily and Brand Consciousness in Millennial has been evaluated. A detailed overview on self-expressive brands, brand loyalty, brand tribalism, brand advocacy, omophily and brand consciousness has been given. In this research study a relationship among need for uniqueness and self-expressive brands, also need for affiliation and self-expressive brand has been given. Also the associate of brand tribalism and self-expressive brands has been evaluated.

2.2 Psychographic Motives

2.2.1 Need for Uniqueness

The concept of customers' want for distinctiveness derives from Snyder (1992) principle of distinctiveness. In step with this idea, the need to see one's self as being exclusive from other men and women is aroused and competes with different

motives in conditions that threaten the self-belief of distinctiveness Pyszczynski et al. (2004) (i.e., conditions wherein individuals see themselves as exceptionally just like others in their social surroundings). In this way, individuals try to reclaim their worth have an effect on via self-distinguishing behaviours Tian et al. (2001) and these expressions of strength are sought in different forms and stores where the social consequences for being exclusive aren't extreme (Seng and Ping, 2016). Following from specialty idea, consumers' need for specialty have to mirror man or woman differences in counter conformity motivation (Kimmel, 2018). A motivation for differentiating the self via client goods and the visual show of those goods that entails the volitional or wilful pursuit of differences relative to others as an quit purpose (Gabrielli et al., 2013). As such, clients' need for strong point of uniqueness is greater precise in nature than willingness to be individuated (i.e., willingness to stand out as unique among others), which might also serve various motivations (Imhoff and Erb, 2009). Clients are inclined towards those products that can provide them with independence and motivation to look different from others which can unintentionally show up in social differentiation due to adhering to at least one's personal need for uniqueness.

A completely unique product may be sought out to restore someone's self-view as one who is extraordinary from others Kwon and Kwon (2015) and this includes all the kinds of products that differentiate an individual from other people around them (Berger and Heath, 2007). It also leads to self-identity enhancement which happens by the purchased product that matches the self and need for uniqueness of an individual and further effect the self-confidence (Hsu et al., 2018). However, the impact at the person is in the long run depending on how much a customer product is influencing a public image of an individual (Ha, 2004). Due to its recognized nature, a unique product can be used to benefit desired critiques from others (i.e., a social photograph as one who is distinct) that similarly enhances self-portray (Park and Yoo, 2018). Hence, customers' need for strong point is described as the trait of pursuing uniqueness relative to others through the acquisition, utilisation, and disposition of customer goods for the reason of developing and improving one's self-picture and social image. Customer items used for pleasing the need for becoming unique amongst other people and motivations to have unique or differentiated

product classes, brands, and variations or patterns (Kumar and Nayak, 2019). Based totally on want for-strong point principle, individuality research, and the client behaviour literature focused on clients' need for having different products and services that are not obtained by other people.

A good brand concept accurately reflects the uniqueness of the brand. The unique value of the brand is the functional value and it represents clarity, assurance, consistency, status, and a sense of belonging—all that help people define value (Ruvio et al., 2008). Although beautiful packaging, beautiful slogan, and attractive advertising can help the brand communicate, it is neither the whole picture of the brand nor the core of the brand (Smith et al., 2017). The root of the brand is to understand themselves and consumers, and to explore themselves through this process while ensuring that customer need for uniqueness is adhered (Rapp et al., 2013). The strengths and weaknesses of the identification of uniqueness, the establishment of effective links with consumers, and the continuous improvement of product and service capabilities can serve as the foundation of future brand value (Sanz-Marcos, 2018). Establishing a brand, whether it is an individual, a product, or a company, often emphasizes the need to identify uniqueness (Tuškej et al., 2013). Uniqueness refers to a single, distinctive, trait or essence (Wheeler, 2017). Finding uniqueness means finding out the qualities that are different from others but what's interesting is that many people want to be different from the "uniqueness", but they have a fear of social exclusion (Imhoff and Erb, 2009). Therefore, they often choose to hide in the group silently, which is considered to be more secure.

The uniqueness of manufacturing a brand depends on three core keywords: reverse, difference, and transcendence (Kapferer and Michaut-Denizeau, 2020). First, it is important for the brand to think and develop a brand strategy with reverses thinking and instead of relying on competitors to increase customers rather the brand must take customers as the starting point and provide what they want and what they unexpectedly (Sharma and Sheth, 2004). The uniqueness can be understood by the fact that the product attributes are significantly different from the peer products (Ho and Wu, 2011). As consumer behaviour changes – from passive acceptance of information to active search for products in demand, not

only can an advertisement effectively market its products, it can also showcase the uniqueness of the products amongst large number of customers (Kumar and Nayak, 2019). When the market competition becomes more and more fierce, in addition to considering the price and function, when consumers buy products, the feelings of image, concept and trust brought by "brand" are often the key to the final decision (Roy Bhattacharjee et al., 2022). Uniqueness can also be regarded as the intangible added value of the product or service endowed by the brand and it can lead towards brand equity in marketing, and includes the consumer's knowledge of the product or service, and the overall psychological image created by the brand(Roy Bhattacharjee et al., 2022).

In practice, the core of a successful brand must be uniqueness in product or service, coupled with creative design and marketing plan implementation, in order to leave a deep and unique impression in the hearts of consumers (Ross, 2006). Consumers are prone to finding uniqueness in brand because of obtaining significant customer experience (user experience) and it has shaped the corporate brand (Yoel et al., 2021). From now on, marketing will no doubt be the core business. In such a situation, the marketer is required to play a role beyond marketing and should portray brand uniqueness amongst customers (Fisher and Smith, 2011). Brands are reinventing their business with a focus on marketing and improving brand value with a unique customer experience (Wheeler, 2017). Need for uniqueness impacts behaviours including a choice for or customized scarce merchandise, the pursuit of progressive intake, and a preference for particular shopping venues (Stegemann et al., 2006). Customers need for uniqueness results consist of purchasing/showing novelty, vintage, antique, customized, or hand made goods, as well as purchasing in non-traditional stores along with antique stores, storage and sales (Ruvio, 2008).

Customers need for uniqueness allows people to enjoy advanced self- and social-image whereas clients' image is more desirable internally and externally through the use of merchandise when they recognize a few symbolic meanings in those products (Kapferer and Michaut-Denizeau, 2020). The want for distinctiveness has always the utmost requirement of the consumers that also reflects consumers' need to differentiate themselves from others and to be seen as one among a kind. This want is associated with self-expression, and it indicates that consumers with

high want for area of expertise emphasize the unbiased self, are seeking differentiating manufacturers, and are greater vulnerable to undertake new merchandise (Bhattacharjee et al., 2014).

Specific, uncommon, and specific manufacturers like luxurious manufacturers are used as a way of undertaking the want for uniqueness (Stegemann et al., 2006). In luxury and fashion brand management consumers always thrive for uniqueness and they purchase accordingly are trying to find out assorted manufacturers to fulfil their want for forte without being perceived as too strange in social settings. Customers' need for strong point of uniqueness is a concept that is conceptualized in advertising and marketing theories as the choice for uniqueness relative to other human beings (Song and Lee, 2013). It has been defined as clients' want for uniqueness and the trait of pursuing uniqueness relative to others through the purchase, usage, and disposition of customer goods and for the purpose of developing and improving one's self-image and social picture (Chaouali et al., 2016).

It is reflected in three main manifestations: purchasers' creative counter conformity, wherein people make choices that render them distinctive from others however which might be typically viewed as excellent alternatives with the aid of these others(Keng et al., 2014). Consumers need to stay unique is always a target for the marketers and consumers always try to opt the ' unpopular preference counters conformity, whereby individuals make alternatives that render them distinctive from others but which can be taken into consideration as negative by others (Keng et al., 2014). Purchasers' want for specialty differs conceptually in numerous methods from two measured constructs employed to expect differentiating behaviours in prior social psychology studies: individuation and well-known need for strong point of uniqueness (NFU) (Tian et al., 2001).

2.2.2 Need for Affiliation

A customers' need for affiliation displays his/her preference for social contact or belongingness, and is associated with an individual's tendency to derive social gratification as rewards from harmonious relationships and a sense of communion with others that triggers the consumers in more psychological manner (Marín and

de Maya, 2013). Consumers with a high want for association have an excessive stage of interest in setting up, retaining, and restoring close personal and emotional relationships with others (Tomkins, 2001). As an end result, an excessive want for affiliation is characterised by using a sturdy preference to like and be liked by means of others, a robust preference for approval and reassurance from others, and a tendency to be interested in organisation responsibilities (Riemer et al., 2014). This can lead towards establishment of meaningful and enduring relationships with their customers (i.e. client acquisition and retention), groups interact in activities designed to increase consumers' identity with the agency(Bee and Kahie, 2006).

Consumer can be able to meet their self-definition wishes by being affiliated with the brand they have close connection and whose products and/or offerings they consume (Smith et al., 2017). In evaluation to customers with an excessive need for association, customers with a low need for association have much less intrinsic want to belong and are possibly to view themselves as impartial of others (Seo, 2018). As such, they'll perceive fewer dedications from organisational identity, due to the fact this identification does not provide them an increased opportunity to explicit and fulfil their character, because it does to individuals with a high want for affiliation. An individual's self-construal attitude shapes their wishes and values, and strongly impacts their motivations, cognition and emotions in social settings (Haberstroh et al., 2018). Consequently, in the client-organization affiliation context, customers may additionally try to outline or give a boost to their identification through being affiliated with the brand.

Therefore, customer need for affiliation is belonged to organizational identification that is much more likely among those clients who price and are oriented in the direction of organization membership and relationships with others (i.e. they have got a high need for affiliation (Bhattacharya and Sen, 2003). In other words, customers with a high need for affiliation could be more likely to view organisations as potential social agencies to which they are able to fulfil their needs of liking and being liked with the aid of others, and of attaining approval and reassurance from others (Algharabat, 2017). Those clients are more likely to have interaction with a wider range of businesses and they will have extra opportunities and diversion in developing deep, committed and significant relationships with those companies

(or with a subset of them)(Pollock and Hyysalo, 2014). Consequently, among the group of organizations a phase of consumers is interacting with, a particular corporation may additionally attain high identity salience for the section, a good way to have an effect on extra the ones people with a high want of affiliation so favouring their identity with the firm (Press and Arnould, 2011). Customer affiliation purpose is also essential for social interaction value and self-concept value that are important drivers to create brand engagement (De Vries and Carlson, 2014). This reason is prominent for manufacturers because their intention is associated with developing participation and permitting outside audiences to become aware of with them on the way to create brand engagement (Swimberghe et al., 2018). Rise of on-line appearance that leads the exposition of people' consumption choices in wider social environments are an important thing on brand affiliation motives of clients (Swimberghe et al., 2018).

The need of affiliation can also be defined in the context of human nature; humans are essentially social creatures who are born looking for beneficial connections with others (Stotz, 2010). This characteristic has a very high stress that dominates human behaviour and decision making when it comes to selecting a brand (Ahmadi and Ataei, 2006; Ramesh et al., 2019; Solomon, 2010). According to recent research, marketing activities that imitate human features with human voices activate the same part of the brain that reacts during actual human communication and also increases their desire to be affiliated with the brand(Kaufmann et al., 2016). This finding suggests that there is a mechanism that can elicit an "emotional response" that encourages consumer confidence and affiliation.

A marketer who understands this point, runs a campaign that prioritizes an emotional approach that is sensitive and sensitive, and will realize and deliver results in a true consumer connection and affiliation whereas companies need to develop their sympathy for customers as a social entity that trusts customers (Wang et al., 2019). Recent research has shown that humans have become obsessed with the ability to share value in the process of evolution that they can understand and meet their needs. For social-affiliated motivation, there are two primary motives for contributors to integrate right into brand consumption: The sense of affiliation and social status (Iglesias et al., 2017).

The affiliation cause refers to clients' hobby to have relationships with others in the community and the preference to make relationships with others is a primary human want expressed in kinship and friendship (Ahuvia et al., 2006). Therefore, customers' need for affiliation is shaped by the character that is guided through three most important social motives: the need for fulfilment through product consumption, want for strength and need for affiliation with the brand.

Consumer' psychological elements decide the consumption of products related to the need for association, recognition and appreciation, and values (Gallarza et al., 2011). These elements include compliance, the need for forte, social reputation and vanity. Despite the large body of research that examines the behavioural effects of social exclusion inside the interpersonal area, and the recent landscapes within the consumption area, it remains doubtful how social exclusion would possibly systematically affect consumers' brand alternatives as a function of their motivation to affiliate immediately with manufacturers, instead of the usage of brands as a device to associate with different people. Current landscapes in marketing suggest that clients may alter their spending patterns and product alternatives for the purpose of affiliating with others after experiencing social exclusion (Abd Aziz and Ngah, 2019).

Experiencing social exclusion would motivate clients to be looking for affiliation without delay with brands whilst the brands are offered in an anthropomorphic manner (López et al., 2017). Need for affiliation is the extent to which individuals have a robust want for acceptance and belonging and it is a relevant self-cause to observe in the context of product endorsements (López et al., 2017). As an instance, excessive need for affiliation amongst clients may additionally appear as the way through which individual meet their affiliation desires. Whilst a client's issue about identity troubles stems from a high need for affiliation, the enchantment of social relationships with brands increases, within the hopes of meeting affiliation needs from the consumption of their products and services (Hamilton and Hewer, 2013).

While the brand image is congruent with the customer's own self-image (or an aspirational, desired self-image), the product endorsement can offer symbol for the client that can make it suitable to create his or her very own social identification

and help meet association need (Hamilton and Hewer, 2013). This can also lead the client to feel greater affiliation with the brand. It is assumed that client's information of price can be linked with their brand affiliation and likewise, the extra affiliation clients have towards a brand, their loyalty towards the brand also increases (Reichheld, 2001).

Customers' brand focus is presumed to be high when they have sturdy affiliation and saw nature of the brand. As a result, customer's perceptions are presumed to be excessive once they have robust affiliation with the brand and in this way brand value is decided by means of the brand affiliation composition of the image (Beverland et al., 2015).Therefore, unique and sturdy affiliations are predicted to give an effective image to a brand and it also includes the effort to create significant brand connections.

2.3 Social Factors

2.3.1 Self Expressive Brands

Self-expressive brand is a concept that is defined as the mechanism by which consumers decide their intention to purchase goods/services in a manner that further makes a connection between the needs of consumers and the value provided by the goods/services (Chatzipanagiotou et al., 2019). Therefore, one of the things that companies should think about is to know the needs of consumers and customers, and the other is to refine the value of products and services in order to create brands that can generate consumers' self-image (Su and Reynolds, 2017). Value of goods and services is nothing but the value for consumers and customers and there are three types of value that can generate self-expressive brand. They are functional value, emotional value and self-expression value (Van der Westhuizen, 2018).

2.3.1.1 Inner Self Expressive Brands

Self-expression value includes the status that can be felt by wearing a first-class brand and the sense of fulfilment that brings consumers closer to the image they

want to be (Nguyen et al., 2017). There is no difference in functional value for all products and services as many companies have already created functionally superior products that make it difficult to feel the difference in value (Johansson et al., 2016). For instance, the housing industry is an industry that handles ultra-priced products called once-in-a-life home construction, but there are a large number of consumers and customers who go through the housing exhibition halls and get lost without knowing the difference. In other words, construction firms and house makers can take advantage of them and refine their emotional value and self-expression value to differentiate their rivals.

On the other hand, special knowledge and experience are required for the planning and development of emotional value and self-expression value and for this the expert is regarded as a brand designer (Wheeler, 2017). For this purpose, the brand needs to have a thorough plan from the stage before making them, not after products and services are completed to ensure that brand is able to offer self-expressive value (Lee and Lin, 2022). Just as expertise, experience, and technology are needed to develop good functions, expertise, experience, and technology are required to build emotional value and self-expression value and that is why it is now an era when brand designers need to participate in product development sites and work together with companies.

The self-expression benefit of a brand is to make consumers consider their self-value when buying a product (Islam and Rahman, 2017). As a result of recognising the value of transmitting and sharing one's life story through the penetration of social media, where consumers play a leading role, these self-expressions are in the limelight(Islam et al., 2018). Brands are also important to support this value; in the first place, brands have not only functional values such as goods and services (can obtain a function), but also emotional values such as feelings that users can obtain (become a feeling) and self-expression (Martínez-López et al., 2016). By purchasing, owning, or using a brand, the organisation has the value of being close to consumers and expressing its personality, values, and style (Liu et al., 2019). The consumers have a brand that expresses their favourite things and their commitment to lifestyle; however, the meaning of such self-expression value has changed considerably as consumers become mature and take care of their own

values, the so-called brand faith – the value of owning a brand as a longing, can be used and edited as a part of their life and values (Mirkhah and Karami, 2020).

2.3.1.2 Social Self Expressive Brands

In addition, it is spreading worldwide that consumers can express their expressions and stories through digital and social media and in fact, these consumer changes are creating great opportunities for brands to create new self-expression values (Hudson et al., 2016). In modern branding, it is even becoming an indispensable means to create value together through the self-expression of fans and users. In this way, brand stories also tend to shift from built-up images and fiction to a real user experience that can be sympathetic whereas the brand itself has a clear personality, the values and thorough attention to create brand's supporters, and provide a clear self-expression style (Sripada, 2016). Brand personality has become more important in the age of people and in order to make people feel that they can be sympathetic with the brand and feel appropriate to them, it is important to present their values with a focus on the target(Nisar and Whitehead, 2016).

Also identify the communities supported by the brand and this does not necessarily narrow the market, but strong self-expression value can generate supporters and followers. Self-expression benefits reinforce consumer self-concepts (Smith et al., 2017). Brands can help consumers identify and strengthen their self-image as an intermediary for consumers to express themselves (Liang et al., 2018). Some products and services purchased by consumers do not perform their functions at the time of purchase, and they are purchased with the expectation that some kind of improvement will occur in the future(Qazi et al., 2017). Consumers purchase the benefits of hope for the future and the elimination of fear and anxiety. Self-expressive brands are essentially a paraphrase of features that can be turned into values from a consumer perspective (Urde, 2016). However, it is not limited to functional needs, but meets the universal needs of people, contributing to market creation and category growth. Moreover, each of consumers' needs are required being learned by the brand in order to offer benefit and catering to their self-expressive needs. With respect to this, the self-expression value introduced at the end is considered to be the most important factor in branding whereas the value

of self-expression is the value of one's own self in the minds of others (Kauppinen-Räisänen et al., 2018).

In this way, self-expressive products and services that have become tools to express consumers' own way of life, way of life, and values will sell regardless of price. Self-expression value is close to the highest self-actualisation desire in the five stages of Maslow and on the other hand, emotional value may be close to the second approval for approval or the third social desire (Kovac, 2016). Strong brand conditions depend on the amount of value the brand provides to its customers and if that is the case, unless the organisations understand the value that the brand should provide to the consumers (brand-provided value), they cannot improve or enhance the brand value (Ramesh et al., 2019).

Self-expression benefits are the benefits that consumers gain from being able to express themselves through the brand (Iranmanesh et al., 2017). In this manner, the purpose of perceptual marketing is to allow consumers to get an emotional experience from the product and this kind of experience is not only the emotional satisfaction, but also the satisfaction of self-expression value (Iranmanesh et al., 2017). The self-expression benefit is the personal wealth, status, values and aesthetic taste behind the product. The consumer buys and use the brand because the meaning of the brand is consistent with the expectations a consumer wishes to pass to others and therefore the brand connotation dissociates from mainstream values is incredible (Merk and Michel, 2019). This kind of brand connotation is just like expressing self to other people, and publicizing the personality in terms of being unique and new, and the motivation to define one's identity and establish self-image is very consistent (Kumar and Nayak, 2019).

The self-expression benefit creates a very attractive buying motive whereas emotional value is completely different from self-expression value (Sripada, 2016). Emotional value is mainly inward–that is, the inner satisfaction and emotional venting, while the self-expression value is more external–that is, let others perceive their wealth, identity, social class, learning, life interests, values and lifestyles. Emotional value is easy to be summarized and perceived in order to make everyone knows better and this is the root cause of many people including industry experts ignoring self-expression value, and even misunderstanding that perceptual

marketing is emotional marketing (Van der Westhuizen, 2018). Therefore, in fact, many brands can impress consumers with self-expression value.

In the field of brand building, there is now an impulse to focus on emphasizing functional self-expressive interests; in maximum cases, purchasers are unable to make decisions that maximize overall performance effects because of lack of motivation, time, facts, or capacity, and in addition they separate purposeful blessings from other brand associations (Ebrahim et al., 2016). Brands and products serve as a symbol of individual self-recognition, providing individuals with a self-expression vehicle to provide self-expression benefits (Nguyen et al., 2017). The success of lifestyle brands stems from the fact that they meet the needs of consumers' self-expression, but the problem is that consumers' need for self-expression is like the needs of many other aspects, and they become bored by satisfaction (Nguyen et al., 2017). This means that as alternative approaches to self-expression continue to increase, the importance of lifestyle brands may decline.

2.3.2 Brand Tribalism

Brand Tribalism is the tendency of humans to make buying choices based on shared ideals as well as their shared views about manufacturers (Sierra et al., 2016). Contributors of a brand tribe aren't certainly purchasers; they're also believers and promoters because these tribes are able to make collective actions having implications for modern business. Whilst clients purchase self-expressive brands or adopt tribal consumption, they achieve this to belong to a group whereas the impact of others as antecedents to self-expressive behaviour, and tribalism (Ruane and Wallace, 2015). As tribalism is a pretty new idea, the function of the reference organization in influencing tribal behaviour toward brands isn't completely understood (Pekkanen et al., 2017).

Similarly, there is a lack of knowledge about the relationship among the consumption of manufacturers that aid the self-idea, and tribalism. Brand tribalism has relevance to self-expressive manufacturers as tribalism considers the degree of relationship between customers and brands, and suggests self-expressive advantages from the shared satisfaction through brand consumption (Sierra et al., 2016).

Brand tribes consult with a network of societal micro-agencies in which individuals show strong emotional hyperlinks and connected with each other through similar culture and an imaginative and perceptive way of life (Cova and Cova, 2002). The idea of brand tribalism is focused on the use of symbolism to demonstrate a member's allegiance to the institution (Tuominen, 2011).

It is also mentioned that tribes are approximately shared passion, which could bring about a parallel social universe (way of life) with its personal myths, values, rituals, vocabulary and hierarchy inside the act of ingesting, or supporting certain brands (Maffesoli, 1995). Therefore, tribes can express their shared passion, and the carrying of favour turns into a demonstration of tribal values. In this way, purchasers can create a social link that lets in tribal individuals to sign their shared enthusiasm, and benefit reputation from the tribe.

Tribal purchasers may be extra inconsistent because brand tribes also are described as being playful and free as unlike groups, tribalism does no longer require that the purchaser remains tied to one brand for an extended time frame (Goulding et al., 2013). Brand tribes are temporary, and form around a shared interest for a brief period of time before dispersing when this hobby alters. Consequently, it is feasible that consumers' interest in manufacturers vanishes whilst the tribe disperses (Bandara and Dissanayake, 2021). Brand-helping customer tribes are recognized as strategic resources for brand managers however less is understood about tribal outcomes including loyalty and WOM (Taute and Sierra, 2014).

A tribe is described as 'a network of heterogeneous folks who are interlinked by way of shared enthusiasm and emotion and tribes vary from groups as they're greater roughly founded and won't necessarily be built round around the brand(Holt, 2002). But, because they may be free and rather transient, tribes may also be brief lived and in the long run dissolve while showing no or little brand loyalty. Hence, brand tribes are groups of consumers that form around the brand and such non-public relationships tend to be maintained through shared, regular consumption Wang et al. (2019), and when customers are inspired to buy a product via the relationships they have with others, they're much more likely to emerge as, or align with, participants of the brand tribe they (desire to) or belong to (Chalmers Thomas et al., 2013).

Furthermore, symbolic consumption inclines brand tribes to thrive through building a social hyperlink that expresses the customer's self-identity and the potential to explicit one's self-identification that is a key purpose for involvement with a brand tribe (Garry et al., 2008). Additionally, self-expressive consumption of brand can create a social link that permits tribal members to advantage institution popularity as brand tribes exist round the use of symbolism to expose allegiance to a collection Bishop (2018), this symbolic consumption creates a social link that expresses the customer's self-identity. Brand tribes are the end result of customer's socialised expressions and by way of consumption through specific manufacturers and adopting universal brand network behaviours, purchasers can represent and explicit their organization club (Cova et al., 2012).

In other words, consumers undertake positive manufacturers to show their organisation association. Primarily based on this literature it's far reasonable to indicate that those customers who are searching for self-expressive manufacturers achieve this because they allow them to display their tribal club and attain an experience of belonging. Interplay with others is a critical function of brand tribes do no longer dominates purchaser's lives and membership to one tribe and does no longer imply that these clients cannot be participants of others (Canniford, 2011). It is this robust purchaser passion and involvement with the brand that indicates that loyalty may, in reality, exist among tribe (A. Taute and Sierra, 2014). Although the literature on brand tribalism is restricted, previous studies advice one manner that this extra price can be validated is thru customers spreading favourable WOM about the brand.

Corporations should move past product characteristic positioning to fostering effective-encumbered relationships with clients, as customers regularly need to feel engaged with the brand they purchase. These brand tribal participants share something emotively extra than mere brand ownership and as measures of brand engagement maintain to conform, demonstrated units measuring brand tribalism and research investigating its explanatory power are constrained (Nikhashemi and Delgado-Ballester, 2022). Strong brand tribal relationships have also been characterized as tribes and the phrase "tribe", within the postmodern experience, refers to a person's return to pre-business values of religiosity, a local sense of network,

a fusion of value systems, and a shared ethnocentrism (Tuominen, 2011). A tribe can be described as a social community of heterogeneous individuals connected by means of a shared devotion or emotion. From this factor-of-view, clients are seeking self-expression, self-fulfilment, and shared experiences with the brands, products, and entertainment stories they favour (Tuominen, 2011).

Customer tribes are defined as those who are dedicated to a specific brand (Harris and Goode, 2004). From the postmodern perspective, the brand turns into valued one for its ability to link or unite clients in some social order in their own device. On this experience, manufacturers, merchandise, and other brands are fed on much less for his or her utilitarian or hedonic cost and more for his or her social linking value (Carù and Cova, 2003). As such, brand tribes go away from the standard segmentation variables of demographics or product gain because the tribal social lifestyles are handiest on the subject of the group; tribes are fairly ethnocentric and one must both be for or in opposition to the group.

There may be a mysterious, even spiritual component to the social community which governs tribal organization behaviours without relevant management (Veloutsou and Moutinho, 2009). The majority of tribe-associated research has concentrated on interpretive studies of individual brand communities and tribes(Wright, 2006). As an end result, quantitative studies on definitive brand tribalism dimensions and size traits impartial of the context in which they're inductively generated are constrained, as are inquiries investigating brand tribalism's explanatory power (Veloutsou and Moutinho, 2009). Brand tribes encompass companies of human beings linked to their shared belief within the tradition of the brand of their choice. As consumers and personnel, people already belong to many brand tribes, new brand Tribalism has been based to assist establishments cope with those issues (Veloutsou and Moutinho, 2009).

2.4 Brand Resonance

Resonance means that the value of the brand is proposed through the provision of benefits, and the customer is sympathetic to the brand (Pathirana and Abeysekera, 2021). Resonance is an association that can be obtained by providing appropriate

and meaningful benefits to customers. Brand Resonance is the most important step in branding in the Keller CBBE model, which has four phases and six modules (Keller, 2013). In the first stage, the brand is well-known – brand recognition and memory; the second stage, brand meaning – including two modules of brand performance and brand image; the third stage, brand reaction – including two modules of brand evaluation and brand emotion (Keller, 2013) The fourth stage, the brand resonates - just one module: Resonance. The brand resonance is the highest level of brand creation. Brand Resonance is the last module based on the customer's brand equity (CBBE) model (Shieh and Lai, 2017), which is about the relationship between consumers and brands, and the highest level of consumer identity brand. Brand resonance describes the relationship between customers and brands that feel very close in rhythm and amplitude(Lee, 2015).

Brand resonance can be characterized by two dimensions, one is the intensity and depth of psychological contract between consumers and brands; the other is the initiative of consumers based on this psychological contract(Kimmel, 2018). (such as repurchase rate, actively looking for the brand) Information, participation in related events and other loyal customers to establish contact. Brand resonance is further divided into four situations according to these two dimensions: Behavioural loyalty, emotional attachment, community awareness and active participation (Kaynak et al., 2008).

Brand resonance requires an individual's strong attitudinal attachment. Customers need not only a positive attitude, but also a brand as something special in a broader context (Keller, 2010). For example, customers may have a very strong emotional dependence on the brand, saying the brand as: they love the brand, describe the brand as one of their favourite things, or when they see the brand; there is a feeling of happiness and pleasure(Thomson, 2006). By creating and delivering a brand's sense of community, customers can feel richer and broader branding (Keller, 2013). The brand's sense of community ownership allows customers to feel that they have a relationship with friends and friends of the same brand, whether they are users or customers of the brand, or employees or sales representatives of the company. This is the foundation of brand relationship where consumer become more loyal to brand and this feeling is known as brand resonance (Keller, 2013).

In short, brand resonance, that is, the relationship between consumers and brands has two sub-dimensions: the closeness of emotions and the enthusiasm of behaviour (Hashim and Yasin, 2012). Emotional closeness measures the customer's emotional attachment and community awareness. The enthusiasm of the behaviour tells how often the consumer buys and uses the branded product and other activities that are not related to the purchase and consumption (Vivek et al., 2012). Brand resonance refers to the degree of "same and sorrow" between consumers and brands. Brand Resonance is at the top of the brand building pyramid model, which means that there is both an emotional connection and a commitment to action between consumers and brands (Pansari and Kumar, 2017). This emotional connection includes attachment to the brand, and finally to the extent of brand love; action commitment can be reflected in the repeated purchase of the brand, recommending the brand to others and resisting negative brand information(Park et al., 2010a).

Studies have shown that when consumers and brands establish an identity, even if faced with negative news of the brand, they will actively defend the brand. The value of the brand is reflected in the strength and depth of the relationship between the customer and the brand (Wang et al., 2019). The experience of many companies proves that people who like their own brands will be like friends, and when they make mistakes, give them the opportunity to correct, instead of leaving them immediately (Smith et al., 2017). Because of emotional communication and resonance, consumers will feel that the brand is like a friend who can understand each other and use it as part of their life (Chaudhuri, 2006). Customers will not buy again and again because they like a brand or because the quality of this product is good (Barnes, 2003). They deal with many brands so that they can benefit from the fun that these brands bring to life. Some of these connotations are functional, others are psychological or emotional (Ahmadi and Ataei, 2006). They have the most sincere feelings for their favourite brands, and their relationship with the brand is as strong as the usual relationships (Ahmadi and Ataei, 2006).

The brand has become a loyal and trustworthy friend, creating many psychological and emotional values for the customer. These values are cherished by customers and are important to customers (Chaudhuri and Holbrook, 2001). In order for consumers to resonate with the brand, consumers should first accept the brand's

values (Chaudhuri, 2006). When the consumer's values or values tend to be the same as the brand, he will feel that the brand's ideological integration and spiritual closeness will build a strong brand identity by affirmative evaluation of the brand's value (Jamshidi and Rousta, 2021). In his book "Customer Relationship Management Success Mystery - Perceived Customers", Aji and Muslichah (2023) said that he believed that only in this brand does convey a certain meaning, only in the life of customers and non-clients (Urde, 2016). The brand has left a position, and only after the brand can be considered to represent something, can a real brand be established (Chaudhuri and Holbrook, 2001).

In the minds of consumers, brands are not limited to a brand name, graphics or a specific product. Successful brands should have a rich brand meaning, and brand values are the most important part of the brand's meaning (Huang et al., 2014). If the brand values communicate with consumers through appropriate carriers, and thus cause consumers to resonate psychologically, the brand can obtain life beyond the product entity(Schivinski et al., 2021). Therefore, when branding, the brand core values that should be paid attention to firstly should be consistent with the consumer's self-concept, which can impress and infect consumers and make them feel that the brand is consistent with their self-image. At the same time, once the core values of the brand are determined, they must be consistently implemented (Chaudhuri and Holbrook, 2001). All marketing strategies of the company must be carried out around the core values.

Resonating consumers with brands must make consumers emotionally accept the brand. A brand that captures their heart can lead to action; a brand that can regain their feelings will be favoured (Jung et al., 2014). Emotional stimulation of psychology is faster than ordinary thinking and in many scenarios; emotions have begun to work before reason has the opportunity to act (Van der Westhuizen, 2018). In addition, emotionally-influenced actions are deeper and longer lasting than those that are based solely on rational thinking. According to the brand resonance model of brand master Kevin Keller, the creation of a strong brand is mainly divided into four steps. Different stages correspond to different construction goals, and the highest goal is to achieve brand resonance. The part of brand resonance has a pyramid model, which is a process in which a user recognizes a

brand (Wilk et al., 2021). Although we have re-recognized consumer's shopping intuition, the concept is still too abstract, and the brains have a hard time understanding abstract things. With the development of social economy and the improvement of consumers' quality of life, paint companies need to consider the needs of the emotional consumption era in brand management.

In other words, loyalty will last longer only when a brand resonates emotionally with consumers (Bishop, 2018). Brand resonance is the common reaction between brand owners and brand consumers, brand consumers and brand consumers through brand-based media (Huang et al., 2014). It reflects the complete harmonious relationship between brands and consumers. Brand resonance will bring brand loyalty. Brand loyalty with consumer emotional resonance is specific to a particular brand and it can hardly be copied and competitors cannot imitate it (Badrinarayanan et al., 2016). Brand Resonance advocates in the advertisements to describe the precious and unforgettable life experiences, life experiences and feelings of the target objects, to arouse and stimulate the innermost memories, and at the same time give the brand specific connotation and symbolic meaning, establish the emotional association of the target objects (Badrinarayanan et al., 2016). Hence, love, family, friendship, nostalgia, national sentiment, etc. are the main content of the brand resonance (Badrinarayanan et al., 2016).

2.4.1 Brand Advocacy

In current years, the words advocate or Advocacy have attracted interest amongst entrepreneurs around the world (Parrott et al., 2015). Advertising and marketing is vital to adapt to the changing needs of the purchaser within the digital economic system, and the marketer's function is to guide the patron at some point of the purchaser journey, from awareness to advocacy (Kotler et al., 2019). Brand advocacy is not only a term for customers, however it is vital to construct advocacy from inside the enterprise (Smith et al., 2017). Increasingly more businesses assume their frontline personnel play a vital role in building and constructing the stronger brand by way of undertaking brand advocacy behavior, which displays the favourable communique in their brand's values (Wang et al., 2019).

A vital venture for companies is to steer employees to invest more effort toward promoting their manufacturers relative to others and become an advocate to the brand (Yeh, 2014). Towards this end, brand advocacy is defined as the depth of attempting to invest by using personnel toward recommending a particular brand within a product class to their customer (Sallam and Wahid, 2012).

Branding via executing brand advocacy is one of the choices for organisational advertising and marketing approach and brands that agree with this notion along with self-brand connections have a massive and positive effect on brand advocacy (Veloutsou and Moutinho, 2009). The effect of brand advocacy on self-brand connection unveil as the most powerful impact on the branding model, and followed by way of the direct effect of brand belief on brand advocacy (Stokburger-Sauer, 2011). The dominant indicator famous from brand trust is belief that clients receive from suitable expert or sales person at the shop. Similarly, the study also revealed that if the brand is accepted as true by the customers it can have a significant impact on brand advocacy without delay as well as indirectly mediated by using self-brand connection (Kemp et al., 2012).

The managers are predicted in order to cultivate brand advocacy through wonderful word of mouth by way of constructing symbol accepted as true with, specially, and the customers' self-brand connection to the symbol (Sripada, 2016). Advocacy to the brand itself is driven by means of the recognition and purchaser-orientated behaviour of the customer (Lawer and Knox, 2006). Positive phrase of mouth about services and products is spread by the advocates who're the satisfied previous clients, their own family and buddies having a very good universal notion about the brand.

Advocacy is a willingness to spread effective phrase-of-mouth about a product, service or corporation; there a few preceding research have investigated the link among brand advocacy, brand trust and self-brand connection (Van der Westhuizen, 2018). Brand advocates routinely measure their love of unique brands, openly while expressing pleasure and sharing heightened degrees of self-indulgence (Roy Bhattacharjee et al., 2022). Engaged passive and loyal customers generally tend to share less with peers, but as an alternative have enjoyable purchase experience due to higher brand advocacy (Wolny and Mueller, 2013).

Brand advocates have emerge as a prime affect in luxury brand buying choices because they have interactions with the brand through alternate options where they share their opinions, emotions and recommending brands/products they cherish (Coelho et al., 2018). There are massive numbers of brands' following who almost religiously get entry to blogs and forums or be a part of online brand communities in which they look for greater statistics at the manufacturers/products they are interested in (Roy Bhattacharjee et al., 2022). In this way, brand advocates take an extra energetic position and are seeking hedonistic and experiential components of consumption (brand/product studies) which they can share with other purchasers (He et al., 2016).

Brand advocacy is an extreme shape of loyalty because brand advocates have been defined as a person who actively recommends about the brand to others and does advertising for the brand (Bee and Kahie, 2006). In this way, brand advocacy is defined as devoted customers with emotional bonds displaying an excessive stage of engagement. Classes of brand advocates can be located; both employed by way of brand proprietors or folks who independently end up advocates. Self-appointed advocates are actively assisting the brand from a true love for the brand and they specific their advocacy behaviour via WOM and by means of openly recommending the products and services to others (Parrott et al., 2015). This behaviour differentiates them from passive loyalists who additionally cherish their manufacturers, but do no longer display their devotion in public. Brand advocates display high ranges of brand 'love' and integrate brand identity and personal identification together (Schultz, 2000). It's been cautioned that a high level of brand love urges brand advocates to openly expressing a selection of advocacy behaviours with a willingness to make investments of their money and time into services and products(Schivinski et al., 2021). Brand advocates display excessive stages of brand engagement because they use luxury manufacturers as a way to specific themselves and to fulfil their desires and feature the highest stage of loyalty. Luxury handbag advocates tend to be active and develop strong emotional bonds with the brands/merchandise in this category (Kapferer and Michaut-Denizeau, 2020). They use luxury brands/handbags to deliver or to create their self-concept (identities and personalities) furthermore; active advocates are searching for hedonic values,

pleasure, brand/product studies and methods to fulfil from consuming luxurious handbags (Sanz-Marcos, 2018).

Sharing customers' perceptions with their peers represents an important outlet for their desires and the livelier brand advocates advantage a higher pleasure proportion while discussing their desires manufacturers/handbags (Han et al., 2010). Active advocates eagerly make contributions or create brand associated products through imparting feedback, critiques and studies with luxury handbags. while, passive loyalists may also see ingesting luxury manufacturers as a manner to fulfil their desire for targeted choice and so won't want to explicit their guide or recommend the brand to others (Han et al., 2010).

2.4.2 Brand Loyalty

By increasing customer brand loyalty, companies can build a strong barrier to entry in the marketplace and gain competitive advantage. A consumer or group of consumers showing biased preferences for one or more brands in the market and making repeated purchases to some extent over time (Reichheld, 2001). Therefore, if a specific brand is repeatedly purchased due to indifference due to habitual or low prices, it cannot be said that there is brand loyalty; but on the other hand, companies with high loyalty brands may risk sticking to changes in consumer needs, developing innovative competitors, or responding to emergence (Wong and Hung, 2023).

Brand loyalty is regarded as how much loyalty or obsession a customer has to a brand and loyal customers not only contribute directly to stable sales and profits, but also have love and a strong opinion about what the brand should be, giving those important suggestions for the brand (Roy Bhattacharjee et al., 2022). Therefore, brand loyalty is the most important element of brand equity. Brand loyalty, with only a few exceptions, is effective only for those who have used the brand, not for new customers (Chaudhuri and Holbrook, 2001). The three brand value components are different; brand loyalty can only be built by advertising investments, which means that it has the effect of reducing advertising costs by enclosing existing customers (Malthouse and Mulhern, 2008). In addition, it is an early measure

to measure brand loyalty only by the customer's continuous purchase rate (repeat rate). This is because even though the brand itself does not recognize much value, it often leads to repeats because the price was low or the cost of switching to a competitive product was high (Boora and Singh, 2011). When measuring brand loyalty, it is necessary to look at both the customer's continuous purchase rate (behavioural aspect) and the intention to continue (consciousness aspect) for the product or service.

Brand loyalty expresses the consumer's feeling that they want to continue to buy a specific brand. The higher this brand loyalty, the more often consumers will buy products under a particular brand (Delgado-Ballester and Munuera-Alemán, 2001). Brand loyalty is also the state in which a customer is attached to or intimate with the brand. A customer's attachment to a particular brand reduces the risk of getting a competing product from another brand (Gounaris and Stathakopoulos, 2004). If a firm wants to continue to buy their own branded products, they must brand in a manner to target the customers so that they are loyal and friendly. A community of customers around a specific branding may be generated and this will help to share information about branded products, raise awareness, and recommend to consumers (Wright, 2006).

Brand loyalty is a very important factor in modern times especially in highly competitive industries, firm must increase their loyalty and keep their brand focused at all times so that their competitors do not lose their customers (Lee et al., 2001). In addition, it is important for companies with unstable earnings and those with few repeat customers to be aware of this brand loyalty improvement (Fuschillo et al., 2022). One of the criteria for consumers to purchase a specific product is the concept of brand (Goncalves Filho et al., 2022). The brand is a very important factor as a material for making decisions such as "it is safe with this brand" and "no loss" in consumer purchasing behaviour.

In addition, there are great expectations for word-of-mouth effects by high-loyalty customers. High loyalty customers value the brand more than anyone else and are more likely to recommend it to friends and acquaintances (Duffy, 2003). By analysing these loyalty trends, companies can gain insight into the strengths and weaknesses of their brands and use them in their marketing strategies (Wong and

Hung, 2023). For example, by analysing the characteristics of company's high loyalty demographics, customers can use it to narrow down their target demographics and advertising strategies. Loyalty means faithfulness and loyalty and from that point on, it refers to the intimacy and reliability of customers for stores and brands Aaker (2009). Brand loyalty means the trust the customer has with the products and services, and it can also be said to be the attraction of the brand. Increasing retail store loyalty is said to increase the tendency of customers to choose the same store when purchasing goods (Zboja and Voorhees, 2006).

Similar to store loyalty, brand loyalty is a word that expresses brand credibility and it's owned by a customer who has used the brand more than once, and can be rephrased as the appeal of the brand (Alnawas and Altarifi, 2016). If this is high, certain consumers will continue to buy certain brands repeatedly. If there are no other competing brands, the brand loyalty rating is not given. Brand loyalty is usually formed by the inherent attractiveness (durability, ease of use, image, etc.) of the product, and is difficult to form by naming or appearance. In order to ensure reliability, it is important to convey the appeal of images and products (Cyr, 2014).

Brand loyalty means that a consumer purchases a certain brand repeatedly and inevitably continues to purchase that particular brand despite other alternative brands (Kim et al., 2018). Even if consumers continue to purchase the same brand, it does not fall under brand loyalty in a market where there is no other product with the same function (such as an exclusive market). Brand loyalty is important for companies and is often formed when there is an internal trust in the product, such as the function of the product itself, and it is often difficult to form it with a superficial material such as naming(Lai et al., 2012). In very rare cases, the excitement effect may increase on the Internet or SNS due to naming, etc., but it is almost always the first step (Lair et al., 2005).

Subsequent brand loyalty will depend largely on the product itself whereas brand loyalty in business refers to attachment, favourite, familiarity, and adherence that stakeholders (entities) surrounding entrepreneurship of customers, employees, shareholders, suppliers, etc. have for their companies' positive feelings (Fernandes and Castro, 2020). Since the loyalty of each stakeholder influences each other, the

virtuous cycle of loyalty is formed by working to improve it. In particular, brand loyalty from customers creates great value for companies, and the following trends are clearly seen in the attitudes and behaviours of loyal customers (Reichheld, 2001). Successful brand loyalty can significantly reduce marketing costs because keeping existing customers is much cheaper than attracting new ones. It is also a significant barrier to entry against competitors; therefore, brand loyalty is a great asset for companies.

In other words, the repeat order occurrence ratio is examined and digitized. Usually, in addition to this number, purchase history such as period, frequency, amount of money, and the most recent purchase date is also checked (Zeithaml et al., 2001). As a result, the correlation between the customer continuity rate and profitability will be clarified, and the profit margin will increase with the strength of the brand (Zeithaml et al., 2001). Reducing the distance between customers and brands is one of the best ways to increase loyalty. It is common throughout the world that human communication is important rather than providing services to inorganic materials; therefore, in particular, it is important to always listen to what customers want.

2.5   Homophily

Homophily: (i.e., love of the identical) is the tendency of people to partner and bond with similar others and increase togetherness with the people who are similar to them (Phillips et al., 2013). The presence of homophily has been found in a tremendous array of network research; clients which are close to each other in a social network are recognized to have comparable behaviours (Rivera et al., 2010). Homophily refers back to the similarity in product choices among folks who are related. Social affect is the dependence of customers' purchase selections on their communiqué with others (Ascarza et al., 2017). Social scientists have long identified that people with similar traits are much more likely to form ties, an impact termed as homophily.

The phenomenon of homophily, which states that people with comparable characteristics are possibly to establish ties has been diagnosed within the sociology

literature for at least 80 years (Malthouse and Mulhern, 2008). If human beings with like characteristics tend to behave in addition and additionally have a tendency to set up ties, the brands need to observe that human beings with ties generally tend to act in the identical way. Indeed, this impact has been used as the idea for improving advertising forecasts; moreover, homophily shows that community fellows can be similar on maximum choice-applicable characteristics, instead of only product taste (McPherson et al., 2001). The traits of consumers consisting of product alternatives or susceptibility to influence which encodes the homophily effect remains strong through the years.

Individuals in homophilic relationships often tend to have common characteristics (beliefs, values, schooling, etc.) that make communiqué and relationship formation simpler; the alternative of homophily is heterophily or intermingling (Barranco et al., 2019). Homophily is a metric studied within the field of social community analysis and it is also referred to as assortativity (Chiang and Takahashi, 2011). Homophily is the idea that folks that have common traits and characteristics are much more likely to be friends. Because of this, folks that are friends also are anticipated to act in similar ways due to the fact they own similar traits Barzily and Ackerman (2018); therefore, when an analyst observes clusters of buddies behaving in comparable methods, it's far difficult to pick out whether or not the underlying cause is social or homophily. Even more troublesome is latent homophily: whilst human beings end up companions primarily based on unseen tendencies, the incapacity to separate community has an impact from homophily and it is troubling for firms and researchers alike (Wang et al., 2015). To be powerful in social networks, entrepreneurs have to take moves congruent with the dominant technique that progresses client choice making amongst organizations of related people. Identifying peer outcomes in product adoption is not truthful due to the fact that social influence can be confounded with homophily (Wang et al., 2018). In this way, when purchasers see one consumer makes use of a product and any other installs a brand new app, it is their latent similarity that drives adoption of the product and it can also be regarded as peer affect.

Homophily is a tendency of people to interact greater with folks who are just like them, which has been documented as a minimum in view that Aristotle's time

(McPherson et al., 2001). Inside categories, purchasers vary in a willingness to pay for the product as consumers talk with their buddies and find out about the life of the product from friends who have already received it. The organisation knows the product distribution and homophily degree of the society and strategically chooses the charge and design of the product (Hanks et al., 2017). To set off income the organisation advertises the product at once to an infinitesimal a part of the populace and the rest of the populace is anticipated to find out about the product through WOM conversation.

High stages of homophily imply that options of related customers are correlated, which lets in the organisation to increase the product appealing for longer chains of connected purchasers (Reilly, 1998). However, for sufficiently low ranges of homophily, the product appealing for both kinds of purchasers is favoured to specialised design although there's no cost of producing multiple products (Hanks et al., 2017). The sociological literature on homophily adopts a view that the range of man or woman's contacts is a socially applicable assets according to see possibly rather, in the version of social welfare that is increasing in the degree of homophily (DiMaggio and Garip, 2011).

The result comes from informational and financial advantages for clients generated through a growth in the stage of homophily (Phillips et al., 2013). Informational needs consist in a better awareness of purchasers approximately the product whereas economic needs come from a decrease price charged via the organisation, which converts a higher awareness of the product right into a higher extent of income. Within the case where the society illustrates low degrees of homophily, the optimality of product specialization depends on the density of a social network (Ahlf et al., 2019). If the density is low then the predicted number of purchases due to the advertisement is small and the organisation specializes on a group of consumers cantered by the commercial. If the network density is adequately excessive then it's far most appropriate for the organisation to choose a design that matches the design of consumers' community (Ahlf et al., 2019).

Homophily refers back to the similarity in product preferences between folks who are related. Social influence is the dependence of customers' buy choices according to their conversation with others. Connections between customers are brought in a

way that allows companions' alternatives to be definitely or negatively correlated, thereby introducing homophily or heterophily in the model (Wang et al., 2015). Customers might also learn about products both immediately through advertising or via WOM unfold by using their friends who've followed a product (Scott, 2011). With the emergence and pervasiveness of on-line social networks, marketers and corporations continuously look for special ways to take advantage of their capability in phrases of promoting products and types (Scott, 2011). There has been growing hobby in studying what affects buy intentions on on-line social networks in hopes to more correctly target purchasers. Homophily approaches how similar two or greater human beings are and refers to the concept that people are much more likely to accomplice themselves with humans which can be similar to them than vice versa (Nowak and Rauh, 2005).

Another key component that has been observed to influence purchase intentions within social networks is homophily. Homophily is the fundamental concept that human beings are more likely to associate or group themselves with folks who are more just like them, than with human beings they don't have any similarities with (Nowak and Rauh, 2005). A homophilous community will limit the social world and limit the records consumers acquire given that most of the participants to their network match their traits (Kossinets and Watts, 2009). When consumers are related with some other people in terms of homophily, client might be related with their brands that are preferred within their network as well (Ma et al., 2015). There has been a plentiful quantity of studies involving the differentiation among homophily and influence, and it has been considered by the brands consider as an exceedingly important notion to understand. There is little certain way of understanding whether or not human beings are companions with who they may be because they've similarities with every different, or because they influence their partners, growing extra similarities between them over the years.

Homophily accounted for a big part of what one normally become community can have an effect on the consumers living in it (Dwyer, 2007). Although community have been considered as an important part of homophily, it has also dealt with social influence. Moreover, homophily is a crucial concept that offers proofs as to why brands are accepted as true by the members of on significant community

(Nejad et al., 2015). Therefore, homophily provides that trust can serve as a critical element for individuals who are looking for facts they are able to depend. Taking into consideration the outcomes from past research on homophily, it is able to be concluded that homophily performs an important role in defining and influencing a community structure (Bisgin et al., 2012). In regards to purchase intentions, human beings who might be close in network distance regularly make similar purchases, and these similarities can be explained through homophily and for this it has been proven that homophily influences buy intentions and product selections of the customers living in one community (Barzily and Ackerman, 2018).

2.6 Brand Consciousness

Brand consciousness is regarded as a material existence of the brand and the notion that once a brand enters the human brain and becomes a memory; the brand will also exist in the brain in the form of matter, thus forming brand consciousness (Kapferer and Michaut-Denizeau, 2020). Brand consciousness is the overall impression of the brand and is the outermost and most intuitive overall performance of all structural components of the brand as well (Giovannini et al., 2015). Because the brand becomes a human memory and thus has the characteristics of consciousness, the behaviour of the person will be influenced or even controlled by the brand consciousness, which will eventually lead to the purchase of the brand.

Brand Consciousness refers to the consumer's ability to respond to and recognize the brand when it comes to the market and it also refers to the ability of consumers to actively mention brands when referring to the product category amongst the other consumers (Workman and Lee, 2013). The stronger the brand consciousness, the more consumers will think of the brand when they purchase the product, and the more likely they are to buy the brand (Walsh and Mitchell, 2010).

At the same time, brand consciousness will also affect the formation and intensity of brand association and brand image (Johansson et al., 2016). A corporate brand is a manifestation of the value of an intangible asset and an intangible asset and it is a functional element that includes the product (such as use, quality, service, price, packaging, etc.), the image of the manufacturer and the product while keeping

it safe in the conscious mind of customers (Leek and Christodoulides, 2012). In the modern economy, brand is an important source of strategic assets and core competitiveness whereas brand consciousness is a basic concept of brand and brand building, and it is the consciousness of enterprises to consciously maintain and create famous brands amongst customers (Batey, 2015). Brand consciousness provides a solid rational foundation for a company to develop a brand strategy and build a strong brand and through this strategic consciousness leads the enterprise to win in the modern competitive economy (Ismail, 2017b).

Brand protection consciousness refers to the cognition and understanding of the importance of protecting brands and manifesting them in the consumer conscience (Malär et al., 2011). The creation of a brand is the basis for the effectiveness of the brand, but it is also necessary to effectively protect the brand to engage consumers in the purchase of the brand more frequently (Keller, 2010). If the quality of the product is inferior, the reputation of the company is low, or the brand is allowed to counterfeit by others, the brand reputation is difficult to establish, and the premise that the brand should play its effective role is that it has a high reputation and good public evaluation.

Brand development consciousness means that enterprises firmly establish the idea of developing brands, increasing brand depth, and constantly innovating brands, so as to continuously improve the brand image and brand competitiveness, so that the brand's intrinsic value can be fully exerted (Roy Bhattacharjee et al., 2022). For brand consciousness, brand creation is important, but if there is no innovation in products and technology, there is no effective brand promotion strategy (Homburg et al., 2010). Therefore, the term brand consciousness defines, in a nutshell as the reputation of a brand with respect to a specific target. Specifically, it concerns how a brand is positioned within the target audience and for this a company must work on brand consciousness to ensure that its identity aligns with certain recognition (Yee et al., 2022).

Brand consciousness is very important when launching new products and services, and it drives consumer decisions when it comes to distinguishing with competing companies (Walsh and Mitchell, 2010). It encourages repeated purchases and leads to increased market share and incremental sales. Brand consciousness is also

important for companies that actively market through social media sites; as long as customers are willing to say good things to you on the community, they can greatly influence other people's impressions of the brand and their willingness to buy (Bai et al., 2021). Therefore, brand consciousness should now be redefined as whether consumers are willing to recommend a brand to other consumers through effective word of mouth and brand recognition (Wheeler, 2017).

The brand consciousness identifies the fact that consumers recognize the existence of a product or service offered by a company, this is one of the key steps in promoting a product (Ismail, 2017b). Brand consciousness is particularly important when launching a new product or service or when consumers want to differentiate products and services from competitors. The stronger the brand consciousness, the more consumers will think of the brand when they purchase the product, and the more likely they are to buy the brand (Aaker, 2012). At the same time, brand consciousness will also affect the formation and intensity of brand association and brand image (Park et al., 2010b). People's important role in the business of the brand and the concept and cognition of the important position, as well as the recognition of the brand value.

2.7 Relationship Between Need for Uniqueness and Band Advocacy

Studying the literature and empirical studies to establish the link between the need for uniqueness and brand advocacy, it is evident that a relationship between the two is present, however is subject to different factors in different situations as touched upon in the past. Sigamoney (2016) describes through the existence of brand tribalism that the communities have unique characteristics that sets a tribe apart from the other. Hence, it is reasonable to suggest that the need for uniqueness among tribes is interlinked with brand advocacy existing in the same space(Sigamoney, 2016).

Butcher et al. (2017) argues on behalf of mangers how the need for uniqueness shapes personal and commercial brands, and the unique qualities that the brands

exhibit are the differentiating factors that sets one company's products and services apart from the other. The differentiating factors cause communication and people to share their experiences about the unique aspects of a branded product or service, and the positive factors causing brand advocacy; however, (Saha and Mathew, 2019) encountered the problem of a constant dilemma of choosing between catering to the need for uniqueness or standardization as both can either increase or decrease the level of brand advocacy.

De Veirman et al. (2017) also address this dilemma between the need for uniqueness and the need for standardization and conformity, but also take into consideration the effect of the theory of exclusivity while studying the relationship with brand advocacy. The study demonstrates that while many people are confused between consuming a unique or a common product, the theory of exclusivity plays a major role as people want to be perceived as normal but also distinct in a positive way that it earns appreciation; but studying the effect of an Instagram influencer advocating the branded product or service, the need for uniqueness caused the people to perceive that the product is not distinct enough, setting the illusion that it is common (Beneke and Zimmerman, 2014). Hence, because of the need for uniqueness, brand advocacy, if in a moderate amount, leads to a positive relationship, but in a higher amount, causes people to consume a brand less (Wang et al., 2019).

Other research shows that when a brand caters to consumers by adding value to their presence, the attitude creates feelings of uniqueness for the consumer; this because of the pre-existing need for uniqueness among people, and providing special treatment only leads to the need being fulfilled (Aaker, 2009). Kauppinen-Räisänen et al. (2018) explain that with the need for uniqueness being fulfilled, the valued customers then advocate the brand actively as they want other beings to have a similar experience. Even though, the need is always present, consumers often feel valued when other people consume a branded product or service because of their recommendation. Kanthavanich (2011) recognized the need for uniqueness as a crucial factor while studying the components that increase brand advocacy and brand evangelism. Studying this relationship for the social media platform, Twitter, the study concluded that people that have a greater tendency to self-identify

and define themselves through a brand because of their need for uniqueness, are more likely to retweet brand messages and publicly defend and advocate a brand's message or content (Pentina et al., 2018).

Other studies have noted the same and state that consumers who have a perception that a certain brand has unique products or products with distinctive attributes, they are more likely to purchase those, as they self-identify with those products (Wilk et al., 2018). The need for uniqueness settles in their consumption choice. Highly probable, people who consumed the unique products shared their positive experiences on social media due to their rising popularity and convinced people to try the recommended product or service and encouraging them to share their experiences as well, increasing brand advocacy (Appiah et al., 2019). Butcher et al. (2016) studied the relationship in the smartphone market and discovered that smartphones are products that people 'live' with and have high involvement with their smartphone brands. Consumers give a high degree of importance to their phone brand and experience, and hence, they like their product to be suited and customized to their personality. Most users consider their smartphone brand to be unique, and possessing qualities that other phones might not have, and were documented that they would recommend their phone to their friends and families (Appiah et al., 2019).

Through the study of previous literature, Sicilia et al. (2016) concurred with some formerly mentioned studies that most consumers of unique branded products and services are less likely to advocate their brand and their need for uniqueness would remain unsatisfied. The need for uniqueness prevents brand advocacy and Word-of-Mouth marketing, but Latif et al. (2015) identified that sometimes a balance between the need for uniqueness and the need for affiliation is satisfied because of branded communities; the branded communities sell themselves as unique group which differentiates them against other groups, fulfilling two needs at one time. However, the study resulted that the effect of the need for uniqueness on brand advocacy is inconclusive (Henninger et al., 2018). Therefore, the relationship between the need for distinctiveness and brand advocacy is negative, but positive in very few numbers of cases.

H1a: Need for Uniqueness positively and significantly impacts on Brand Advocacy.

2.8 Relationship between Need for Uniqueness and Brand Loyalty

The inherent nature of human beings for the need for uniqueness contributes to society in many ways, however from a marketing aspect, it plays a major role in maintaining brand image and brand equity. Brand loyalty being a part of brand equity also plays a part in determining how successful the brand is, hence, it is important to note how the need for uniqueness impacts brand loyalty.He et al. (2016) studied brand identity in relation to self-customization and found that when people have a significant need for uniqueness, they tend to avoid products that are popular in the marketplace, and hence, prefer to buy products that resonate with their self-identity and are distinct. Therefore, the need for uniqueness makes people refer to other options in case of need, which lowers the probability of brand loyalty, through a negative effect (Parrott et al., 2015).

Another study differentiates between the types of consumers and evaluates their need's effect on brand loyalty. Ko et al. (2016) define that luxury consumers prioritize the brand's extravagant features as it provides them with distinct values that sets them apart from everyone in a positive way; however, there are also consumers who prefer the employability and utilitarian aspects of the branded product or service, where the need for uniqueness is low. In both cases, Ko et al. (2016) argue that the impact of the need for uniqueness on brand loyalty is uncertain as many customers will prefer the place or brand where the customer will achieve their required goals. Another study takes a similar approach and differentiates between luxury and non-luxury products (Yoel et al., 2021).

The study states that individuals with a high need for uniqueness incline towards paying a premium price for an item that not everyone can have; hence, pursuing the consumption of a luxury brand. Yoo and Park (2016) offer contradicting evidence as well, such that people who possess a high need for uniqueness require more the unique aspect of the product rather than the social image that is derived from it, whereas people who have a low need for uniqueness tend to purchase products that satisfy their social needs. Therefore, if the product fulfils a consumer's requirements for uniqueness and has functional qualities that the

consumer desires along with the aesthetic features, the individual would stay loyal to the brand; however, if the individual has low need for uniqueness, they would follow the trend and purchase from a brand that gives them the current value (Ma et al., 2015).

So et al. (2017) attempts to define brand loyalty through the need for uniqueness with the help of the concept for brand attractiveness. According to the study, when a brand in the tourism industry, offers distinct value for their product or service that differentiates the consumer from the rest of the community, the customer wants to increase their affiliation with the brand and build on their self-identity through it (Sierra et al., 2018). Furthermore, brand experiences helped in the creation of brand loyalty as the more unique and special the experience of the consumer, the more attracted to the brand is the customer, and hence, an increase in brand loyalty as is contradictory to previously mentioned research . Evans et al. (2016) focused on the tobacco industry and a significant marketing campaign of a company, noting that amongst adolescents, there is a high need for uniqueness as they want to develop themselves and an identity, and announce their control and power to their peers. The tobacco campaign focused on this need for uniqueness and marketed through a social cause such as demonstrating tobacco health risks . This led towards a successful sales volume and adolescents resonating with the brand, achieving brand equity. This also caused them to build their affiliation and loyalty with the very same company. According to the findings of Susanty et al. (2021), brand distinctiveness affects brand loyalty in a positive light, however, it is built in two aspects, such that of cognitive loyalty and emotional loyalty. Catering to consumers' need for uniqueness, brands create and market their product with differential values in a distinct manner, increasing identification; this, in turn reduces the cognitive effort the consumer has to put in, and finally, creates cognitive loyalty indirectly. Emotional loyalty is directly created when the differential values are marketed and the consumer is aware of them, which will motivate them to purchase the brand's product more times (Sierra et al., 2018).

Su and Reynolds (2017) begin their argument regarding the topic through a research of college students, conforming that brand uniqueness contributes positively to brand loyalty for fashion-related brands; the explanation being that distinct

brands offer features to customers that cater to their preferences, which is not what brands with common products do because of standardization (Coelho et al., 2018). Supporting the research was empirical research which stated in clear words that brand uniqueness or an aspect of uniqueness is a factor that increases brand loyalty(Batey, 2015).

Diving deeper into the study, (Sicilia et al., 2016)elaborates that the need for uniqueness is caused by experiences that the consumer has personally been through, which wildly influences their decision to commit to a brand. This is influenced by how the individual wants their image to be portrayed as, in their society. Targeting college students, the study found that they were in need of updated items which were only provided by some brands first at a premium price, which was sufficient for a need for uniqueness and was the hub for the consumers; brand loyalty increased (Reichheld, 2001). Shen et al. (2017)represents that the need for uniqueness plays a significant role in deciding the brand's strategy for co-branding. A brand which caters to the need in hand will be more likely to bring in new customers who will see the similar placement of priority on the value of uniqueness, building brand loyalty (Wong and Hung, 2023).

(Aaker, 2012) focused on the concept of brand personality to explain the relevant phenomenon, and it was found that people who had a higher need for uniqueness also exhibited their desire to purchase and be associated with a brand that had values and attributes that resonated with them; the consumers simply wanted their social image and perception to be similar to that of the brand's product. This affiliation gave rise to the level of engagement the brand had with its customers and the study showed that the increased interaction has a positive effect on brand loyalty (Ahmadi and Ataei, 2006). Thus, the need for uniqueness has an indirect positive effect on brand loyalty.

Byun et al. (2018) concentrated on the design aspect of a product by a brand and elaborated that a consumer satisfies their need for uniqueness through the aesthetics of the product, such that they want it to look unique. Because seeking aesthetic beauty in a product is a stable personality trait, many brands attempt to cater to the consumers; however, because of this trait consumers prioritize other factors less and have the option to choose from various brands to select a

product that fits their aesthetic (Byun et al., 2018). Therefore, customers would choose from whatever brand the product looks appealing, and brand loyalty among consumers who have a need for uniqueness in terms of design and appearance is low (Byun et al., 2018).

Literature further suggested that that while behavioural brand loyalty is enhanced by repeated consumption, attitudinal brand loyalty focuses more on the perception of the consumer. The study states that the unique values offered by a brand satisfy the need for uniqueness and hence, contributes positively towards brand loyalty (Hsu et al., 2018). Concluding, the need for uniqueness impacts brand loyalty in various ways depending on the aspect the consumer prioritizes and the item it is that the customer wants to purchase. Due to the mentioned factors, studies show that the impact is either positive or negative.

H1b: Need for Uniqueness positively and significantly impacts on Brand Loyalty.

2.9 Relationship between Need for Affiliation and Brand Advocacy

A need for affiliation is prevalent in a society and the natural design for human beings, but in the context of brand imaging and brand advocacy, the concept has been explored in limited research studies as the review would depict, however, it will conclude that the relationship between the two is existent and is positive in nature. Lee and Lin (2022) introduce the topic such that in families and friends, the bonds are made through the need for affiliation and within those relationships, people advocate and are vocal about their likes and dislikes; similarly when people form branded communities, it is also for a need of affiliation and to gain access to an emotional connection that enables them to be vocal. Hence, discussion about a firm's products and services is automatically inhibited into conversation providing the room for brand advocacy.

Esmaeilpour (2015) researched on branded communities and found that the formation of those were due to the individuals having a need to belong and to form an affiliation. Because brands offer self-identity to people who represent themselves

through their consumption,it is found that when brands offer their customers or consumers the brand experience, the consumers benefit from it in various ways. Those ways were through having an affirmative view towards the brand; by embracing the brand and displaying it by publicly by wearing it, promoting it on social media or including them in any representation of their own; and finally by bonding with people consuming the same product to share about their experience (Reichheld, 2001).

Swimberghe et al. (2018) concurs that the need for affiliation is strongly represented by the existence of branded communities and it is the very foundation that could cater to individuals' needs for belonging that are caused by the affiliation towards a brand. The study says that the need is a primary need for humans, but it is an opportunity that different brands could avail and take advantage of. However, literature also explores that the need for affiliation may not necessarily be fulfilled by branded communities but if an individual forms an emotional connection with the brand and the brand values its customers through loyalty programs such that they form a reputation through it, then the need is fulfilled (Swimberghe et al., 2018).

The study also states that because of brand commitment formed by the above connection, brand advocates are also formed, and advocacy takes place (Pansari and Kumar, 2017). Srivastava and Sharma (2017) also established that the primary four components that form the communities include, two categories accounting to a need for affiliation, but also two categories that account towards influencing others and re-establishing the brand stance, i.e. advocacy. Byun et al. (2018) took a different approach to the study and researched on Brand Engagement in Self-Concept (BESC) by studying the intrinsic and extrinsic goals in detail.

The study concluded in establishing a relationship through these goals between a need for affiliation and brand advocacy. It stated that the three main intrinsic goals that people have include a need for affiliation and a neighbourhood feeling which further established that these have a positive effect on brand advocacy indirectly because of brand engagement in self-concept. The extrinsic values also lead to an increase in brand engagement and ultimately in a higher percentage of brand advocacy (Mazzoli et al., 2019).

This was also the researching point for Zhang et al. (2022) where the study reflected results for brand community engagement and selected drivers based on social and psychological needs. The research explored the driver relationships between a sense of affiliation and communication levels and established that sharing information about a particular brand and then engaging in the community about it led to more beneficial results where consumers shared positive beliefs and experiences about the branded product or service. Furthermore, in an online branded community, this sharing of information resulted in a sense of belonging and encouraged in the expansion of the views and increased communication, leading to a higher brand advocacy ((Nikhashemi and Delgado-Ballester, 2022)).

Coelho et al. (2018) study brand advocacy as an aspect of brand loyalty and study the feelings of belongingness with respect to the advocacy aspect. Studying the responses by other people, the research inferred that people were prone to look into the social aspects of a brand and what actions the brand took to improve the society, or how the actions of the brand affected other members to decide on what brand to purchase or further endorse. Other researches term this as cooperative behaviour and elaborate that this leads to an influence on the consumers' choice on if they want to advocate, endorse or recommend the brand further to their community, because they take into consideration on how their brand decisions affect others as well (Coelho et al., 2018)

Haberstroh et al. (2018) investigated the same and realized that a sense of belonging and brand advocacy are intertwined with each other. Ahmadi and Ataei (2006) explained that when affiliated with a brand, the consumers identify themselves through the brand's representation and hence, categorize themselves into different groups on their own; with identification, consumers also spend time in psychologically and socially bonding with the brand and the individuals who consume the same brand. This leads to the consumers embracing the brand and shaping their behaviours such that they might feel happy on a brand's win or might defend it against public allegations, which falls under the head of advocacy.

Other studies are consistent with the above views on the connection between brand advocacy and a need for affiliation, however, some studies also look into the social identity theory to establish the relationship between the two An et al. (2019)

establishes that brands become a symbol of identification for individuals who then define themselves through their consumption. Their need to fit into a group and conform with the group's values requires them to purchase and consume a branded product or service that will enable belonging and affiliation with it. This belonging encourages positive brand advocacy and people share the mutual experiences they have with the brand (Coelho et al., 2018). Hence, the empirical literature points towards a link between a need for affiliation and brand advocacy for individuals which is further strengthened by studies on other topics as well.

H1c: Need for Affiliation positively and significantly impacts on Brand Advocacy.

2.10 Relationship between Need for Affiliation and Brand Loyalty

While a need for affiliation and brand advocacy have a relationship tying them both, brand advocacy calls for loyalty to the brand and the branded community as well, which then causes one to look into a relationship between the need to belong to a group and brand loyalty. Research studies have investigated the link between the two and are in either agreement or disagreement. (Roy Bhattacharjee et al., 2022).Bishop (2018) concluded an interesting point such that in some cases, a need for affiliation leads to a decrease in brand loyalty.

This is primarily the case for self-expressive brands, as those consumers are more loyal to their branded community rather than the brand itself, which means that the brand is simply the reason for the creation of the community but not its sustenance (Bishop, 2018). Therefore, a negative relationship exists Esmaeilpour (2015), however, differ from the view presented in literature but does take on a varied approach to the topic, as the research establishes a positive link between the need for affiliation to branded communities and eventually the link to the brand loyalty by recognizing the level of the commitment the members of the community have with the brand because of the need to belong. This concludes that the need for affiliation and brand loyalty has a positive relationship, however, this study is based on branded communities that are mere examples i.e. prototypes, as

mentioned. Under the head of the previous topic there were many studies that pointed towards a decisive relationship between a need for affiliation and brand advocacy, and Kim et al. (2018)explored the current topic through the relationship that is pre-established, analysed that because branded communities and social communities converse about a firm's products or services, advocacy is naturally placed in conversations, which is why advocacy is present where there is a need for affiliation. According to the analysts, brand loyalty has brand advocacy as an indicator of its strength Lee (2015) presented forward their own research which looked into emotional factors that play an influential role in brand loyalty towards two of the biggest clothing brands in a specific market.

The study found that brand affiliations and the need for it played an important role in exhibiting brand loyalty, as the lack of affiliation would lead to lesser degree of brand commitment while the opposite would also be true as that would lead to an increase in brand commitment and hence, brand loyalty (Roy Bhattacharjee et al., 2022). The study is in line with previous research, however, is specific and exclusive of other geographical areas. Dimitriu and Guesalaga (2017)studied consumer behaviour and realized that as human beings, individuals put a great value and emphasis on friendships and belonging, which is why the need for affiliation is always present in most individuals that are eventually consumers. This affiliation is also characterized by common interests and goals which also includes the preference for the same brand; this causes a bond to form which fulfils an individual's need for affiliation (Dimitriu and Guesalaga, 2017). According to the study, out of all the categories of consumers, people who formed bonds were more likely to be loyal and committed to the brand they consumed and interacted with people about.

Xu et al. (2016)discuss the topic in a different topic in a different context, however, explore it, nonetheless. The study discusses the need for affiliation and brand loyalty with relation to public and private consumption products, and religion. In the case of privately consumed products, people with a closer connection to God felt that their need for affiliation with other groups in society was low and hence, with the decrease in preference, brand loyalty was also at a high for the products that aligned with their interests (Wong and Hung, 2023). However, in the case of

publicly consumed goods, there is a larger need to conform and societal pressure, therefore, people feel a greater need of affiliation towards a social group, however, are less loyal to the brand, and more to the group as was described in (Bishop, 2018).

Another interesting approach noted was that while exploring the link between the need for affiliation and brand loyalty, Sicilia et al. (2016) discovered that the research also involved the need for uniqueness and distinctiveness which affected the relationship between the former two. The study stated that a balance between the need for affiliation and uniqueness must be present, such that the consumer would prefer.Wang et al. (2019) focused on measuring the need for affiliation and brand loyalty through a three and a four-component scale and established that these two were determining factors when a consumer is choosing to purchase and consume a green brand or an environmentally friendly product.

The need for affiliation takes on the form of catering to the needs of the society over comfort; this would lead to a higher level of brand loyalty as people would be less prone to switch when they see the benefits (Wilk et al., 2021). However, this is specific to a green brand. López et al. (2017) managed to identify while exploring the topic that a third component is also involved when determining the link and the relationship between the two variables, which was the need for uniqueness. The need for uniqueness plays an important role in establishing the relationship between brand loyalty and the need for affiliation. This is because, even though people search groups of people to belong and indirectly build brand loyalty, people also want to form an identity that is separate from the group and has a more individualistic nature (López et al., 2017). Hence, the relationship is intertwined with the need for uniqueness and there exists an important role of balancing the need for affiliation and uniqueness to effectively increase brand loyalty of an individual. Kuo and Hou (2017) yielded alternative by-results where the study investigated online branded communities and found the concept of oppositional brand loyalty. The research suggests that because the communication in online communities is mainly between the brand and the consumer, communication channels are also open between consumers which allows them to bond and form relationships because of a need of affiliation. This results in greater brand

loyalty, but also distrust and a distaste towards oppositional brands, where consumers undermine them (Coelho et al., 2018). Hence, oppositional brand loyalty also results in greater brand loyalty towards a particular brand caused by the belonging to a group. Social identity theory plays an important role in strengthening the link that exists between the need to belong and brand loyalty as exhibited in the research (Shieh and Lai, 2017).

Ramesh et al. (2019) first establish through the theory that consumers of a brand look for more than the quality of the product or the service but also the reputation and prestige it holds in the society. People categorize and divide themselves in different groups according to the brands they consume, so they could self-brand themselves. (Alnawas and Altarifi, 2016) further study the concept of brand love, including brand loyalty as a crucial element and noted that a relationship between brand identification and brand loyalty exists with previous literature supporting the conclusion. The need to be affiliated with the brand leads to a higher degree of brand love and hence a higher degree of brand loyalty. Another study found a contradicting view during research and elaborated that while loyalty programs and an enhanced communication between companies and customers induce the creation of bonds and feelings of belonging to a community, it may also bring disloyalty with loyalty (Burnasheva et al., 2019). The research explained that customers form self-identification and by receiving value from the brand they automatically feel a connection towards the branded community and its members because they can resonate and relate to each other; they need to relate to someone and be able to share their experience. However, this need for affiliation is shared by all consumers, but loyalty programs lead to exclusivity which may bring brand loyalty from prime consumers, but not from the consumers who are not part of those programs, reducing brand loyalty among them (Coelho et al., 2018).

Tsiotsou (2016) attempts to differentiate between social behaviours between online and offline communities, and states that human beings interact with other social beings because of three basic points including the need for affiliation and to establish trust within a community. This need for affiliation fosters into an enhanced experience network for a brand as the interaction and the communication becomes less judgemental, less stressful, more relaxed with higher levels

of contentment among consumers. It builds community, and members internalize the values and beliefs of the particular community or brand. This need for social relationships leads to higher engagement with the brand and higher brand loyalty(Pathirana and Abeysekera, 2021). Thus, literature suggests that the relationship between the need for affiliation and brand loyalty exists but in a variety of ways, the link is either disturbed or negative according to the context.

H1d: Need for Affiliation positively and significantly impacts on Brand Loyalty.

2.11 Relationship between Need for Uniqueness and Self Expressive Brands

Marketers tend to use brands to differentiate an enterprise' products from competitors and to create advanced value to clients Weerawardena and Mort (2012). The most vital step in growing and delivering a superior value to customers is by adding significant brand institutions that create value past the intrinsic traits of a product (Kapferer and Michaut-Denizeau, 2020). One of the most essential characteristics of a brand is the self-expressive feature. Manufacturers have the power to speak treasured records and can be used and perceived in many special ways by customers (Aaker, 2012) . Quite a few clients generally tend to use brands as a median to express their identity and life-style.

Every character strives to create a unique identification that is primarily based on his selections, heritage and past reviews and manufacturers can improve or complement this identification by means of adding perceptual anchoring points that different humans can relate to (Sripada, 2016). As an example, the primary cause a consumer will purchase a Rolex watch is to expose to others that they can manage to pay for any such watch. For a brand to turn out to be a relevant mean of self-expression it must be easy to understand and ought to embody a big array of purpose and splendid associations with the unique brands (Lian and Lin, 2008). People attempt to express their identification through all means they have at their disposal. By using selecting a specific brand, a person may additionally reaffirm his desired identity.

Especially, consumers have a tendency to decide upon manufacturers which are convergent with their perceived best identification (Xue, 2008). Because of self-expression, a predilection for a positive brand is the result of only sociological elements because a person's need for self-expression is the end result of interactions with other contributors of the network (Xue, 2008). On the other hand, mental factors have an impact upon identification projection and not only customers analyse how a brand can relate to their life goal and values but also they are also self-conscious that manufacturers can be used to task those values to the "out of doors global" (Thompson, 1997).

In other phrases, as an average of expressing their very own identification, brand predilection is the result of intrinsic factors and brand desire is the end result of extrinsic elements. Consequently, a hit brand needs to have a sure credential of resonance with each consumer non-public identity and social identity. Clients will opt for brands that "in shape" into their lifestyle and push aside brands that don't fortify their self-picture in a high quality manner (Butcher et al., 2017). Common know-how dictates that the motive of this behaviour is people's constant need to be glad and to have positive lifestyles. Consequently, customers will depend on multiple brands and also on alternative approach of self-expression to convey their identity and life-style (Sripada, 2016). When expressing their identity, customer's need for self-expression is finite because they usually are looking for to fulfil their desires and can be difficulty to need satiation while the ones desires were met in an applicable manner (Ruvio, 2008). Want for uniqueness has a remarkable effect on customer behaviour (Butcher et al., 2017).

The trait of pursuing variations is relative to others through the acquisition, usage, and disposition of purchaser items for the reason of growing and improving one's self-photograph and social picture (Wong, 2023). Customers can understand symbolic meanings in merchandise they use and their picture may be more advantageous internally and externally whereas want for uniqueness is consisted of three dimensions: creative desire counter-conformity, unpopular desire counter-conformity and avoidance of similarity (Nguyen et al., 2017). Innovative alternatives are manifested by choosing consumption, that is probably to be deemed as specific and authorised by using others in a single's social contexts (Warde, 1997).

Unpopular preference counter-conformity refers to clients' preference of merchandise, which deviate from social norms to some extent (Kastanakis and Balabanis, 2014). Such picks can also incur a chance of social disapproval however could nevertheless decorate one's self- and social picture. Eventually, avoidance of resemblance implies an attempt to avoid deciding on appropriate-promoting products, implying that clients to keep away from buying or the usage of popular products (He et al., 2016). A brand with strong persona has a tendency to include one of a kind patterns in product layout, features or attributes, which might also differ itself from different competitor brands (Guthrie et al., 2008). Through purchasing a brand with robust character, excessive consumer need for uniqueness can display their self-image and uniqueness (Guthrie et al., 2008). Therefore, high CNFU in consumers may have decrease brand switching intentions of brands with strong persona than those with susceptible personality (Guthrie et al., 2008).

In sharp contrast, low CNFU purchasers tend to searching for conformity and hence decide on traditional products to self-differentiating merchandise (Butcher et al., 2016). A brand with robust persona is inconsistent with the personality tendencies of low CNFU of customers, who desire to be trying to find commonality and conformity in a social institution. To keep away from prominence, low CNFU clients tend to choose manufacturers with vulnerable persona to people with strong character (Yoel et al., 2021). Self-expression and self-presentation are dimensions that together contain the feature of social identification (Kumgliang and Khamwon, 2022).

Attributable to the desire for brand prominence, they may be believed to reveal customer's luxurious trait and the fundamental assumption is that the want for strong point and self-expression lead to a choice for low brand prominence (Kim and Jang, 2014), whereas self-monitoring and self-presentation lead to a choice for high brand prominence (fashion consumption) (Ahmad and Thyagaraj, 2015). The need for area of expertise indicates customers' want to differentiate themselves from others and to be visible as one in all a type (Vitaloka and Alversia, 2019) . This want is related to self-expression, and it indicates that customers with high need for distinctiveness emphasize the impartial self, are seeking differentiating brands, and are extra vulnerable to adopt new merchandise (Kim et al., 2018).

Rather than wanting to be precise as compared to others, the consumer has a need to be socially appropriate and to not diverge from the organization by conforming to others' attitudes (Williams et al., 2022). Consumers with high need for conformity want what other clients have. Self-monitoring customers screen the environment and adjust and adapt their behaviour and self-presentation for this reason (Wu et al., 2014). Attitudes associated with the method of social interaction or that have a social-adaptive feature comply with the expectancies of others, thereby supporting clients benefit approval in social conditions and enhancing their self-presentation (Smith et al., 2017).

Products that fulfil the social-adaptive function are fed on to benefit approval and obtain one's desired social visions (Saha and Mathew, 2019). The attitudes of purchasers with excessive self-monitoring are related to social appropriateness, suggesting that they serve a social-adaptive characteristic. Such clients' craving for conformism shows that humans inquisitive about perfecting their self-presentation do not have an excessive want for specialty, as they would instead fit in like all people else than stand out (Mazzoli et al., 2019).

H2a: Need for Uniqueness is positively and significantly related to the Inner Self Expressive Brand.

H2b :Need for Uniqueness is positively and significantly related to the Social Self Expressive Brand.

2.12 Relationship between Need for Affiliation and Self Expressive Brands

Brands are promises from organizations to customers, that is, what the brand represents not only in terms of function, but also in terms of emotion, self-expression, and relationships (Bauer et al., 2007). In addition, the brand explains that it is also a relationship with customers that change and build on the affiliation that is created each time a customer touches the brand (He et al., 2016). While researchers are advancing understanding approximately brand affiliation, social networks preserve to present demanding situation For example, the relational structure of the

community influences consumer conversation as corporations lose manage of the brand message and it's far co-created among community members (Appiah et al., 2019). One of the enormous advertising and marketing modifications within the market includes the dramatic growth within the variety of ways wherein consumers can express their identities and affiliate with the brand accordingly (Fournier, 1998). A key driver of this alteration has been the increase of one-to-one advertising and mass customization, which has now not simplest expanded accessibility to standard method of self-expression (e.g., interests, cheering for preferred recreation teams and tune groups, sporting iconic manufacturers) however additionally delivered a spread of revolutionary self-expressive formats (Wu et al., 2014).

Brands create affiliation for customers on dimensions: through helping those by offering the underlying services and creating meaningful associations that add value beyond the intrinsic product attributes. The expanded dimensions of product commoditization in the beyond two decades, stemming from standardization of technological layout and production techniques, has made brand affiliations—in particular, affiliations related to one's self-identity—an increasingly more vital source of brand price (Chernev et al., 2011). The self-expressive function of brands can be related to the notion of conspicuous consumption, a term used to describe the acquisition of merchandise specifically for the purpose of reaching or retaining social fame (Burnasheva et al., 2019). Commonly, conspicuous consumption includes lavish spending on brands for the cause of self-expression with the aid of showing earnings or wealth (Bilro et al., 2018). The belief that purchasers conspicuously use manufacturers that display their information of subculture, flavour, or style has acquired in addition aid from recent client research. Manufacturers also can be used particularly become social or expert organizations, through both the use of brands that signal membership in desirable activities and the avoidance of brands that signal membership in unwanted businesses (Yee et al., 2022). Moreover, brands had been proven to convey otherwise hidden components of a consumer's self-image because consumers frequently select manufacturers that they bear in mind appropriate for the affiliation they've of themselves(Kovac, 2016).

Similarly to serving as an outside sign, manufacturers can serve to set up and verify a consumer's self-concept and identity without explicitly aiming to acquire

social popularity, recognition, or acceptance (Yadav et al., 2013). In this case, human being's motivation to explicit their internal states is guided by using the preference to signal their self-identification no longer to others but to themselves. These self-signalling targets to reaffirm humans' belief of the sort of person they may be. The idea of signalling as a driving force of humans' selections is steady with the perception that by way of revealing their possibilities, clients choose to affiliate with the brands (Van der Westhuizen, 2018).

In this context, it's been shown that clients generally tend to choose brands which might be more just like their perfect self-concept inside the context of conspicuous consumption however decide on manufacturers extra similar to their actual self-idea while the consumption is modest (Bandara and Dissanayake, 2021). Capacity to function a way of self-expression is often a characteristic of brand-specific factors (e.g., a brand's symbolic cost) and that it does no longer trade with the availability of different means of self-expression (Sripada, 2016). In evaluation, it has been argued that a patron's need for self-expression can be quickly satiated whenever consumers explicit themselves. As an end result, there are limits to their use of manufacturers to express their identities (Shang et al., 2017).

The proposition that a client's need for self-expression is finite builds on the greater standard precept that clients are seeking to fulfil their needs and can revel in satiation when the ones desires have been met (Le, 2021). Previous research has shown that once a want is strong, human beings value the way of fulfilling that need; when the need is weak, the same method are valued much less (Roy Bhattacharjee et al., 2022). Recognizing that a number of the cost clients derive from manufacturers comes from assembly a greater standard need for self-expression implies that client brand choices are a function of the supply not best of other self-expressive manufacturers Deighton (2005) but additionally of all opportunity manner of expressing identification. Such means can encompass self-expressive brands in unrelated product classes, self-expressive gadgets, and self-expressive behavioural acts (Fournier and Alvarez, 2012).

A brand's non-public relevance captures the self-expressive feature of a brand with the aid of focusing at the degree to which consumers understand a brand to be associated with their identification and to which they've closer personal

relationships than with other manufacturers (Fournier, 1998). Stronger preferences for a self-expressive brand are possibly to be pondered in extra perceived personal relevance of the brand and a closer perceived affiliation with the self-expressive brand (Sripada, 2016). A brand's perceived forte reflects the degree to which customers view brands to be differentiated from each other. As a result, stronger alternatives for a self-expressive brand ought to be related to greater perceptions of brand differentiation (He et al., 2016). Finally, willingness to pay represents the behavioural final results related to the power of a client's brand options. The more potent a customer's preference for a brand, the more a customer must be willing to pay for that brand (Van der Westhuizen, 2018).

A crucial factor of the concept superior in this studies is that brands compete now not best with different brands for a percentage of customers' identity but additionally with brand method of self-expression (Yoel et al., 2021). It is argued that because self-idea operates on a greater widespread level than brand-precise outcomes, consumers can explicit their identification via a spread of opportunity means that pass past manufacturers (Wong and Hung, 2023). Constructing at the belief that people's need for self-expression is finite; it is also posited that the affiliation is a brand's way of self-expression and it can also weaken options for finally evaluated manufacturers (Mirkhah and Karami, 2020).

Thus, it is expecting that someone's brand possibilities are a feature of the self-expressive capability of previously adopted brand approach of self-expression, such that increasing the salience of brand way already used to specific self-identification has a tendency to decrease human being's choices for sooner or later evaluated brands(Wei et al., 2011). Considerable studies into client behaviour has tested the self-expressive position of manufacturers, but has observed little assist for the premise that brand character has a power on customer attitudes (Eastman et al., 2021).

H2c: Need for Affiliation is positively and significantly related to the Inner Self Expressive Brand.

H2d: Need for Affiliation is positively and significantly related to the Social Self-Expressive Brand.

2.13 Relationship between Psychographic Motives (Need for Uniqueness and Need for Affiliation) and Brand Tribalism

Brand Tribalism builts the brand relationship on the rationale of some connection and need, that creates value (A. Taute and Sierra, 2014). Brands like Harley Davidson devotes affiliate concept of brand communities or brand tribes. Moreover, technology reinforce the brand and brand consumers as brand tribe . Consumers affiliate themselves via brand tribe with traditions, rituals and sense of obligation to community and its member. Literature finds that strong brand relationship are known as brands. A tribe is a social network of individuals who connects themselves with heterogeneity that further builds the rationale that the tribe members are connected with the need for uniqueness who are linked together by a shared emotions (Bandara and Dissanayake, 2021).

In literature Brand tribalism is also a social-cultural ethnic entity, an association of kin groups which are in the form of segment and presented as segmentary theory by (Sahlins, 1961). Tribalism is a powerful source that created identity, family and community. Prior studies showed that brand relationship prevails and this consumer brand relationship can explain consumers thoughts and feelings about the brands Cova et al. (2012).

Individuals express strong affiliation in a group such as team activities they seek acceptance and develop friendship, also the belonging from others (Kimmel, 2018). Consumers buy luxury brands to differentiate themselves from others. Further, Self conscious consumers are more concerned about impression they made on others. Therefore Individuals seeking their need for affiliation in buying those brands that resonates with the expectations of reference group, or other individuals. Further the literature finds that the Need for Uniqueness has extensively discussed. The concept of differentiation prevails in the groups, by focusing on assimilation with in the group, for example one wears the leather jacket while other may wear leather vest. This leads to the debate that intergroup comparison alone may not satisfy the need for distinctiveness. The consumer practice to remain unique and

dissimilarity through buying and usage habits. Consumers evidently use brands as their symbol of expression in group or a tribe (Wang et al., 2018).

H3a: Need for Uniqueness is positively and significantly related to the Brand Tribalism.

H3b: Need for Affiliation is positively and significantly related to Brand Tribalism.

2.14 Relationship of Self Expressive Brands and Brand Tribalism

The brand can have its impact on shopping decisions of customers by making it a self-expression and this advantages the owner of such brand as well (Shimul and Phau, 2018). Due to this, the brand which has an intangible function will become an asset of high value for the customers wanting brand that can enhance their social self (Fan, 2005). in recent times, a brand new strategy for constructing brand fairness is to create brand tribalism however it's far a huge project for entrepreneurs because the developing process of brand tribalism is to build a network of individuals(Wilk et al., 2021) who have a passion for the equal brand, have a connection, share feelings and opinions at the brand among the individuals in a collection or tribe collectively. It looks like a tribe that has a symbolic expression, tribal tradition and portioning out through rituals to demonstrate the dedication of the tribe contributors. In the literature, there are some empirical studies locating that brand tribalism has its impact on brand relationship (Taute et al., 2017a). Brand relationships are an essential component of constructing brand fairness due to the fact while consumers have already had an emotional bond with the brand, they would recall and be willing to buy the identical brand repeatedly till this will become an addiction (He et al., 2016).

Pride, believe, dedication, familiarity, and love are the explanatory traits that are best related to the brand within the customer's angle. From many research, they have observed that brand relationships have high-quality consequences on brand loyalty because it creates a group of like-minded people who buy products for reflecting their inner selves(Kotler et al., 2019). For considering the brand as true

with inside the size of an advertisement is critical for the brand and it is important that one party has confidence in credibility and integrity of the alternative celebration(Kotler et al., 2019). Clients are dynamic on the subject of their brand choices and thanks to the superiority of statistics and communication technology; postmodern purchasers have grown to be greater stressful of manufacturers for better products or services that can ensure their self-expression with the brand.

Indeed, marketers have struggled to satisfy the rising needs and wishes of purchasers with a selection of techniques (Pekkanen et al., 2017). Hence, it's far essential to set up customer brand advantageous relationships that promise sustainable buy intentions on a part of the consumer (Tuominen, 2011). Those works have located that there is a sturdy relationship between clients 'tribe and brands' self-expression, leading to constant purchases, beneficial phrase-of-mouth, and social sensitivity to a brand new product (Taute and Sierra, 2014). Mainly, brand self-expression is while a brand offers a purchaser their unconditional aid to become connected with the brand and builds an emotional bond within the tribe. Brand love can be seen as the catalyst to brand self-expression, and as a booster of buy intention (Taute and Sierra, 2014).

Moreover, because of mainstream availability of records on consumers accessing the internet, brand communities have advanced approaches to location brand users directly in various classes thereby developing an essential context for many researchers(Taute and Sierra, 2014). Social interplay in the brand community reinforces a brand person's commitment to their manufacturers as they are able to provide them self-expressive brands (Wilk et al., 2021). Therefore, consumer tribal behaviours are related to consumer pleasure, the choice of manufacturers, and tremendous attitudes toward manufacturers(Hamilton and Hewer, 2013).

H4a: Inner self-expressive brand is positively and significantly related to Brand Tribalism.

H4b: Social self-expressive brand is positively and significantly related to the Brand Tribalism.

2.15 Relationship between Brand Tribalism and Brand Resonance(Brand Loyalty and Brand Advocacy

While members of a brand tribe form the group on the basis of mutual devotion to a specific brand, the very members might advocate for it. Hence literature on the topic provides valuable insight on if a relationship between them is positive or the alternative. According to Cova et al. (2012) brand tribes share an identity and are associated with the personality that the brand bestows. This brings forward a feeling of important and self-confidence and emotional connectivity between an individual and the brand itself. People share with each other what they are emotionally connected to and what brings them emotional comfort, hence advocate a brand on the basis of connection that then forms a community with shared feelings of connectivity (Bandara and Dissanayake, 2021). Further Taute et al. (2017a) replicated that involvement within a branded community gives a rise in factors such as brand tribe loyalty and brand advocacy; they are closely related and lead to positive word of mouth marketing, recommendations to fellow members and creating value by bringing in other people that then expand the branded tribe through advocacy. Most brand tribe members document about their preference for a brand which in turn allows other members who perceive the branded tribe as valuable to join in with the branded community (Sanz-Marcos, 2018).

Another study which was consistent with the findings above noted that members of online communities share with their friends and family what they like and what they feel resonates with them on an emotional level (Chiu and Leng, 2016). Hence, this advocacy of a brand leads to other people bonding with each other on the platform and an improved level of understanding of each other's feelings and emotions. When empathetic, people tend to relate to the consumer, and take a chance at the brand being advocated, which indicates to other peers joining in the brand tribe because of a shared experience and enjoyment of the same brand (Sierra et al., 2018). Coelho et al. (2018) take a different view on the topic and report that the relationship between the two depends on two factors that were

the level of confidence consumers had on the brand and the perception and the reputation that the brand tribe members held in the society. The study mainly focusing on brand advocacy on Facebook took note that people would advocate a branded product or a branded service on their own if they have faith that increased consumption of the said product or service would lead to improving their tribe's status in society and would benefit the branded community as a whole. also takes a varied approach on the topic and discusses the important role tribes play in being brand advocates.

Consumers have complete freedom to choose a branded product or service for themselves, they also interact in social atmosphere and can likewise, influence others' consumption choice. Brand tribalism should consist of the idea that the tribes while sharing a preference for a particular brand, also have the freedom to express their views on the brand, write their own narratives about it, what it means to them and to consistently alter them with their mutual agreement on feelings (Song and Kim, 2022). If advocacy must be created within the environment, then the brand should take into consideration that the tribe isn't restricted to simply consuming the branded product but is also free to portray the product however they wish to do so (Ibrahim, 2022).

Abd Aziz and Ngah (2019) further offers a different aspect that was not portrayed in the previous studies mentioned. The study narrates that brand tribes are more than mere consumers but are also advocates of the brand such that opportunists should save costs and cash in at the opportunity. Many tribes emerging on a worldwide scale have a distinctive characteristic and a feeling of exclusivity against other tribes which brings forward a defensive attitude towards other groups. Tribe members advocate their brand to expand their territory, such that they could establish that their values are correctly placed and are to be followed (Nejad et al., 2015).

Wallace et al. (2017) focused their research on self-expressive brands and were able to find a connection between brand tribalism and advocacy, as the consumers who shopped for such brands felt the need to be individualistic but also the need to belong to a group that shares the same values as them(Chu et al., 2022). The study significantly found that the people who chose such brands were also the ones

who were most influenced by the brand consumption choices of other people in a tribe or tribes who had considerable impact and power in the society, and so they adopt the same traditions.

Hsu et al. (2018) supports the views provided by studying past literature, and ultimately coming to the conclusion that the creation of brand tribalism and branded communities result in effective brand advocacy as people generally want to spread their influence on society and be associated with a powerful tribe in the society at large. Hence, the link between the two factors was established evidently such that the relationship is positive (Taute et al., 2017a; Lee and Lin, 2022; Kim et al., 2018) studied brand advocacy in relation to brand tribalism under a detailed analysis of the four types of customer citizenship behaviour.

According to the study, individuals only advocate the consumption of a branded product when they know the other person will value their recommendation, consume the product and would like to associate themselves with similar values that the advocate associates with. Similarly, brand advocates as a part of a tribe, advocate in such a way that they are affirmative that they represent the brand image and their tribe. Furthermore, people have more trust in an individual who is advocating the brand in a social environment rather than a business one as tribalism is also a social construct (Lee and Lin, 2022) explained further by providing with an example such that people who advocate luxury brands are associated with tribes that have a high communal reputation and an increased monetary value.

Park and Yoo (2018) made the first attempt to study the cause of online engagement leading to the effect of brand advocacy, such that online engagement with the brand helped create emotional bonds and a community that understood each other. Likewise, people engaged with a brand's website or the online content that they publish, like to be a part of the branded community and are there to support, yet the critique the brand's content. This gives the advocating tribe the power to influence others and help recruit additional members. Other studies have elaborated the defining characteristics of brand tribalism in order to establish the connection between brand advocacy and tribalism; such that a shared value system, exchange of information and experiences, and seeking help from fellow tribe members in order to make better purchase decisions is required so a tribe

could function further as a brand advocate (Cova et al., 2012). Brand tribes and branded communities many members exhibit their loyalty and commitment by talking about the brand's product or services and advocating them to members of their community, who they know will understand them (Pathak and Pathak-Shelat, 2017). Additional research and study further established that because brand tribes have a common understand, they also have shared metaphors and analogies concerning the brand and their image, and if brand advocacy encompasses those factors under the head of emotionally connecting with peers, then the advocacy would be effective (Srivastava and Sharma, 2017).

H4c: Brand Tribalism is positively and significantly related to the Brand Advocacy.

H4d: Brand Tribalism is positively and significantly related to the Brand Loyalty.

2.16 Mediation of Self Expressive Brands and Brand Tribalism within the Psychographic Motive (Ne-ed for Uniqueness) and Brand Resonance (Brand Loyalty and Brand Advocacy

Self expressive brands have an element of uniqueness and distinctiveness that allows consumers to form their own perceptions and create self-identity in the society. However, that building of self-image is dependent on factors such as the psychographic motives of the individual and what they prioritize when choosing to consume a brand's product or service. The consumer, when deciding upon a choice, also consider how well the brand resonates with their values and caters to their needs. Therefore, a self expressive brand appeals to a certain audience with certain values and beliefs which causes an interlink between the two topics as the beliefs and principles are what creates demand, and hence, the formation of the self expressive brand. Ruvio (2008) also address this dilemma between the need for uniqueness and the need for standardization and conformity, but

also take into consideration the effect of the theory of exclusivity while studying the relationship with brand advocacy. The study demonstrates that while many people are confused between consuming a unique or a common product, the theory of exclusivity plays a major role as people want to be perceived as normal but also distinct in a positive way that it earns appreciation; but studying the effect of an Instagram influencer advocating the branded product or service, the need for uniqueness caused the people to perceive that the product is not distinct enough, setting the illusion that it is common (Kwon and Kwon, 2015). Hence, because of the need for uniqueness, brand advocacy, if in a moderate amount, leads to a positive relationship, but in a higher amount, causes people to consume a brand less (De Veirman et al., 2017).

Appiah et al. (2019)) explore the topic and explain the mediating relationship such that with a cosmetics brand, women tend to choose the brand because of its self-expressive value and how well distinguished it is in the market and resonates with them. Psychographic values play a major role here as the consumers for cosmetic brands affiliate their values such as appearance, philosophy, self-expression, and a sense of belonging to the brand they purchase for consumption (Lu et al., 2022).

The level of importance the consumers provide to certain psychographic values, such as in Asian communities, to similarity, the more likely they are to resonate with the brand and consume it for self-expression. Sripada (2016) further identify that the customers for cosmetic self expressive brands will have certain priorities according to their psychographic motives which influence their brand choice, and hence will motivate the consumers to choose a brand that resonates with their compulsive, hedonic, and emotional values, and self-expressive brand.

Loureiro et al. (2017) also established that brand love which is the emotional result of a self expressive attitude, is linked with behavioural branding, that deals with brand resonance. These two are components for the co-creation process. Self expressive brands develop a bond with their consumers and relate that the aspect of self-expressiveness helps the consumers identify with the brand, and fulfil the need for the sense of belonging to a community; this in turn motivates a positive perspective for the consumers (Kaufmann et al., 2016). According to Schmitt's model, when the consumer starts identifying with the brand and relate

to the community values, the essence of resonance arises (Kaufmann et al., 2016). Hence, the psychological needs of consumers enable them to purchase products by self expressive brands and resonate with them, building the need to owe and belong to the community(Kumar and Nayak, 2019).

Riivits-Arkonsuo et al. (2015) explored the concept of brand love and established a number of variables that make up brand love. Among those variables was brand resonance, which comprises engagement and loyalty towards the brand. When a brand resonates with a consumer, and the consumer is a millennial and hence, brand conscious, the audience member makes sure that they are consciously choosing the brand which reflects their social and personal values, as well as is true to the core of the consumer(Riivits-Arkonsuo et al., 2015). Brand love, then encompasses brand resonance and brand consciousness among Millennial.Gürhan-Canli et al. (2016) discussed a model for brand resonance and elaborated that brand consciousness enables consumers to consider and evaluate their choices to decide the brands that appeal to them cognitively and emotionally.

The appeal then leads to brand resonance such that the consumer has a positive attitude towards the brand they are interacting with and are purchasing. According to the same study, when building a branded community on the basis of brand consciousness, brand resonance can be strengthened by creating a stronger bond between the brand and the customer through higher engagement (Gürhan-Canli et al., 2016). Ghani et al. (2018) further explore the topic and elaborated the difference between brand love and brand liking. Brand love deals more with the psychographic aspect of consumer purchases and attitude, such that brand loyalty, positive marketing, and a self expressive attitude is the result of brand love. While self expressive brands encourage brand love and brand resonance, empirical evidence noted in the study defined brand resonance as merely a term which described the relationship between the consumer and the brand; and hence, considered as a component of brand equity (Kimmel, 2018). The study led on that brand-self connection, as a concept of brand resonance, could help in exploring the attitudinal and the emotional outcomes of self expressive brands, such that it provided a link between the psychological and psychographic aspects (Wright, 2006). Pathirana and Abeysekera (2021) also establish that brand resonance and its variables affects

brand engagement and the relationship brand shave with their consumers and vice versa. Consumers of self-expressive brands purchase the products and services to fulfil their psychographic motives such as the need for distinctiveness, or the need to belong, or the need to create an identify and define themselves; this creates the essence with which consumers interact with the brand and encourages brand engagement. Brand resonance is, hence, a definition of the relationship formed because of self expressive brands and their fulfilment of psychographic motives (Popp and Woratschek, 2016).

Psychographic motives include the need for self expression, which is one of the three things that consumers are motivated by when choosing to consume a brand; this need for self expression is further characterized by other psychographic motives including the need for variations, uniqueness, and social interaction (Hamilton and Hewer, 2013). Analysing four main personality types, the study concluded that the personality types of innovators and experiencers have a higher reception towards self expressive brands (Sripada, 2016). Innovators like to purchase branded products to establish their image in society and for their image to be a correct portrayal of their independence and personality; self expressive brands are sufficient for that very purpose as they resonate with the innovators' ideology and needs (Cova et al., 2012).

On the other hand, experience seeker purchases brands that provide them with wide ranges of experiences and things that are 'cool'; they seek risky experiences including entertainment, sports activities, social activities and fashion events etc.; therefore, self expressive brands resonate with their need of gaining experiences where this personality type spends a high ratio of their earnings on (Pare and Pourazad, 2017).

Wang et al. (2019) relate that brand resonance is often associated with the consumption of green and eco-friendly products and services. This is supported by the Signalling theory, which states that individuals are more prone to consuming products that help define their identity and make the same apparent to the society; such is the case for green brands as they help establish in society that a certain individual is concerned about the safety and health of the other beings in this world (Ahmad and Thyagaraj, 2015). The Signalling theory is the depiction

of brand resonance, while also the demonstration on the reasoning behind the preference of people consuming self expressive brands. The self expressive brands reinstate for the individual that they are environment conscious and increase the consumption of green brands. Chiosa et al. (2018)) concur with previous evidence stating that individuals who are involved in the consumption of self expressive branded products and services are more likely to demonstrate brand loyalty and market the brand.

The study suggests that the need to consume the self expressive brand involves psychographic motives that individuals seek as a basis to resonate with the brand (Chiosa et al., 2018). Those motives include social interactions, need for uniqueness, emotional needs, need to share feelings, and functional benefits (Chiosa et al., 2018). When the consumer feels that these needs are fulfilled and a certain brand helps in expressing these values and the fulfilment of these needs as well, then the individual resonates with the self expressive increasing its consumption (Chiosa et al., 2018).

Previous topics reiterate that brand love contains brand resonance as an important component and Algharabat (2017) posit that self expressive brands among three other things are antecedents of brand love. Studying online communities, it was found that many participants of online networks like to interact and engage with the brand they resonate with and feel that it appropriately represents their interests (Algharabat, 2017). If the particular brand is purely self expressive and offers its potential customers the option to customize and create their own designs, then the individuals are more likely to resonate with the products and services and market the brand.

Empirical evidence has also shown that many consumers require information and updates regarding the brand they consume, and this need was higher if the brand resonance and self-expressive nature was high (Song and Kim, 2022). Atwal and Williams (2017) further explains the mediating role of self expressive brands explaining that self expressive brands fully mediate the relationship between psychographic motives and brand resonance by studying social media platforms like Facebook and Twitter, and the number of likes on brand pages as well as other factors. Kumar and Nayak (2019) identify that a large number of individuals

consider their assets and the products they purchase and consume as a representation of their identity. According to the study self expressive brands infer that the individuals and consumers have a special bond and psychological ownership towards what they own and what the owned item represents to the society or community(Kumar and Nayak, 2019). Kumar and Nayak (2019) conclude that more consumers are now investing their time and energy in deciding what self expressive brand they want to invest in, so their psychographic motives are met and they can have a long term resonance. Yan et al. (2015) recognized the market for second-hand clothing and attempted to study some psychographic motives in the sector, namely environmental consciousness, expression of vintage styles and price sensitivity.

When studying these motives, Yan et al. (2015) further found that college students were more likely to shop at second hand clothing stores because of their values and looked for brands that they resonated these values with. Second hand clothing stores identified that college students wanted their expression to be green, eco-friendly, and stylish in a way that it had a vintage look, but was also cheaper (Yang et al., 2017). The research found self expression as the highest factor that motivated the individuals to resonate with the stores more and increase their purchase and consumption (Yan et al., 2015).

Atwal and Williams (2017)discuss the concept of brand personality and how the better the consumers resonate with a particular brand, the higher the brand personality factor is. Furthermore, self expression was found to be the defining characteristic for brand personality and the study depicted how self expressive brands positively influenced the customer's consumption choice (Su and Reynolds, 2017). An example that the study provided was of the appearance that staying at a high-end luxury place provides to a customer, and such that resonance with the psychographic values and presentation of self is positive (Atwal and Williams, 2017).therefore, self expressive brands increase brand resonance with the fulfilment of psychological needs and wants.

Previous literature hence, concludes that the mediating role of Self Expressive Brand, Brand Tribalism within psychographic motives with brand resonance is positive and the impact of the nature is constructive.

H4e: Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motive (Need for Uniqueness) and Brand Resonance (Brand Loyalty and Brand advocacy)

2.17 Mediation of Self Expressive Brands and Brand Tribalism within the path of Psychographic Motive (Need for Affiliation) and Brand Resonance(Brand Loyalty and Brand Advocacy

Brand tribalism encourages the concept of communities and interaction between members of a society on the basis of common consumption of a branded product or service hence, also contributing to the increase in brand resonance. Psychographic motives support the interlink between the two and help in the building of a positive relationship between brand tribalism and brand resonance. Hence, in the following topic, previous literature has shed light on the matter of the mediating relationship between brand tribalism and brand resonance within the path of various psychographic motives. Hamilton and Hewer (2013) concur further that the exploitation and the usage of psychographic motives helps immensely in the marketing purpose and successfully carrying out brand imaging.

The study also identifies that an individual's need to belong in a specific group helps in the formation of brand tribalism and helps fulfil the social needs an individual is subject to (Song and Kim, 2022). Here, brand meaning plays an important role in determining the relationship as it establishes that the consumers' wish to be affiliated with a particular group which has a separate identity of its own; i.e. the need to resonate with the branded community(Yadav et al., 2013).Helal and Ozuem (2018) further emphasize that brand relationships include the concept of brand resonance, and the psychographic needs fulfilment leads to the building of connection. Taute and Sierra (2014) explores consumer behaviour towards organic foods and relate that strong brand relationships are defined by strong branded

communities and tribes, which are in turn formed through the sharing of common positive experiences. The psychographic factors that the study analysed included lineage, community structure, and a sense of community, which led to believe that the tribes were formed on these bases for the consumption of organic and non-organic foods (Bandara and Dissanayake, 2021). Furthermore, the consumption of organic foods was self expressive in its nature which was identified as one of the needs that individuals are subject to require; hence fulfilling the need to express, resonate and yet, belong to a tribe ((Hamilton and Hewer, 2013)). Similarly, people consume unhealthy foods for the very same psychographic intentions and how it is easier for them resonate with the foods because it shapes their lifestyle.

Aljarah et al. (2022)explain further that rumours and familiarity, which are the two of the things that attracts consumers towards branded products and services, could be employed such that they will breed brand resonance. The study further examines the psychographic quality of astrology to affirm the news based on superstitions as it influences a stronger brand tribal behaviour (Sierra et al., 2018). People connect with each other because of rumours, and when they see a branded product as familiar, they automatically form affinity with it; this is most commonly known as the Barnum effect (Sierra et al., 2018).

Zainol et al. (2016) explores the Customer Based Brand Equity model and reinstates that the brand relationship must be strong for the brand to be successful, where brand resonance was a part of the model. According to the study, the model places great emphasis on engagement and how the customers should not only be actively involved with the brand, but also actively involved with the members of the community (Zainol et al., 2016). Because of this the brand can appeal to the emotions as well as the logic of the individual and eventually the tribe leading to the completion of the model where people can resonate with the product and their tribe members (Mazzoli et al., 2019). Bishop (2018) continues that a customer brand relationship is positively influenced when brand loyalty is high. Through empirical research, it has already been established that brand loyalty has a positive link with brand tribalism, such that belonging to a crowd that consumes the same product as you, would lead to a greater brand loyal. Similarly, brand loyalty is the result of the successful achievement of brand resonance, where the higher

the resonance for an individual, the higher their loyalty towards the brand. This is explained by the psychological and the social needs that are fulfilled by the brand for the individual (Mandarino, 2016). When the consumers of a product feel involved with a brand, as was the case for Everlane, customers exhibited a higher tendency to form or join the tribe, enhancing branded communities (Cova et al., 2012).

In the contemporary world, where social media is the source and destination for everything. Le (2021) emphasizes the importance of the need to create an identity by individuals who purchase or consume a particular brand because of the apparent value it will provide to them and the society. The study further adds that because currently the most influential age group is that of the teenagers the peer pressure adds up and the generation forms brand tribes on their own. They resonate with the values that defines their youth and hence, the age group is more open for their consumption (Aji and Muslichah, 2023).

Another psychographic variable identified by Kimmel (2018) was ethnicity and how different brand tribes will have different priorities and hence, consume a certain brand. Income groups were identified as another factor that influenced brand tribalism and brand resonance, such that higher income groups tend to form their own tribes where the level of brand consciousness was high, and the members consumed products that identified more with their values of expression, appearance, and hedonic nature (Kimmel, 2018); whereas the lower-tiered income group had a different set of values where utility was prioritized and whichever brand provided them utility at a lower cost resonated with them. Lee and Lin (2022) directly attributed brand tribes to be the entity that creates and maintains a strong branded relationship. Therefore, when part of a brand tribe, the members trust each other more than any other non-tribe member because they understand each other better and are able to share their lifestyles amongst themselves (Chiosa et al., 2018). This makes the brand tribe members more likely to resonate with a branded product or service simply because a trusted member of their community suggested or recommended it (Chiosa et al., 2018).

Goncalves Filho et al. (2022) also identifies the organic foods market to examine the relationship between brand tribalism and brand resonance with reference to

psychographic properties and found that people who prioritize the consumption of healthy and organic foods have accepted it as a form of identity and value that their consumption brands are 'green'. It also makes the consumers feel good about themselves and raises their self-esteem, which infers that the consumption of other products might inhibit similar feelings for different tribes (Yee et al., 2022). When brand tribes for organic products rise, the consumption for non-organic products is curtailed and hence, decreases sales, where if brand tribalism has psychographic properties that can enhance resonance with a certain brand, it can also cut it off for another brand (Taute et al., 2017a).

Meng (2018) further theorized that the level of engagement in a tribe plays a major role in determining the level of resonance probable. The study stated such that the more the member resonates with a brand and feels in touch with its values and priorities, the more active the member will be in a brand tribe and contribute to the conversations being held for and about it (Meng, 2018). This level of engagement will ultimately lead to an increased loyalty and a higher possibility that the individual will mould their lifestyle according to the brand and the tribe (Meng, 2018).

Hence, through the study of previous literature and empirical evidence, it has been found that brand tribalism and brand resonance are interlinked where psychographic and social motives influence the majority of the linkages.

H4f: Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motive (Need for Affiliation) and Brand Resonance (Brand Loyalty and Brand advocacy)

2.18 Homophily Moderates the Relationship of Self Expressive Brands and Brand Tribalsim

The relationship between homophily and brand tribalism is interrelated, however many empirical studies have shown that a relationship between the two exists as a

positive form.Ramesh et al. (2019) explored the topic and found that many individuals look for connections and friendships that help them form an identification that would define a group. Ahuvia et al. (2006) had also studied previous literature on the topic and related that while people are attracted towards a brand because of the way its identity matches with their own, the same happened interpersonally, as people were more attracted to people that shared the same personality as them and helped develop a family-like bond.

In an online context, the study argues that the sense of similarity brought forward an idea of belonging to a group and feelings of likability and kinship (Barzily and Ackerman, 2018). Furthermore, homophily helps develop feelings of trust and reliability that are present in a group or tribe building a strong community (Cova et al., 2012). Concluding other research, it was found that instead of a relationship between the product and the consumer, the actual relationship was built as between the consumer to another consumer, however the concept of brand tribalism only applied to the concept of publicly consumed products (Barzily and Ackerman, 2018). Imhoff and Erb (2009) agreed with the conclusions made and stated in their research how many individuals behaved positively with people who were a part of the tribe because of the similar attributes and reinstated the concept of "similarity breeds connection". Krefting and Baruc (2015) endorse the concept of "similarity breeds connection" through the interviews conducted by a digital media scholar for their study, such that feelings of similarity and likeness in individuals enables them to form and be part of brand tribes.

Wong (2023) concurs that members of society are able to find significant brand-related similarities between themselves and hence, form an exclusive relationship within the society. The same study offered a varied view for the similar result through the research, arguing that even though people form an affinity with each other through the concept of homophily Barzily and Ackerman (2018), the reality is such that the society is heterogenous in nature and consists of people from different backgrounds and different preferences in taste and brands. In the contemporary world, homophily cannot be realized until people have a sense of belonging and identity in a group (Barzily and Ackerman, 2018). According to Bishop (2018), the primary basis of forming an exclusive group or tribe is the

presence of a bond that is created by homophily, even if the people that are part of the brand tribe have never met in-person with each other, they have a link which is more vital than the brand. The brand is only the facilitator of the bond creation which makes up the important connection.

Barzily and Ackerman (2018) of a detailed perspective, offers the specification in the argument such that while homophily helps in the creation of brand communities, and is a vital part of brand tribalism, this is only often the case for brands that have a sense of identity, a rich and prolonged past, with strong opposition. People would not feel like they have a moral responsibility towards people consuming the same brand if the brand is an insignificant part of market or an insignificant part of the consumer's life, hence not conforming to the formation of a brand tribe. Hamilton and Hewer (2013)builds on the study by presenting the research that even though a brand tribe may be formed on the basis of a similar affiliation with a brand, the tribe is likely to shift in case of a brand that is self-expressive, for example in fashion.

Rise in technology usage and the popularity of social media has brought on the trend of creating a personal brand on social media, and the building of online communities. This tendency encourages individuals to form a bond with people who are affiliated with a similar brand, building strong brand communities and online platforms that enable users to narrate and relate to brand-related substance (Hamilton and Hewer, 2013). These communities help brand communities to form an identity and separate themselves from the population of the users, constructing a distinguishing reputation for the group.

Hsu et al. (2018) followed a similar approach in the research, studying the growing usage of Social Networking Sites and the views and literature that other scholars and researchers have on the subject. The study concluded that the existence of online branded communities and platforms enable the members of the tribe to participate, interact and share information regarding the brand that would build a bond or a link between the users of the SNS. Bishop (2018), however, has speculated if the lack of awareness about a particular brand also gives a rise in brand tribalism, such that people needed a feeling of belonging to a group. But

the study has only come to the decision that homophily and brand tribalism does have a positive relationship and are mutual towards each other.

The link between homophily and brand tribalism was previously established through the study of previous research and empirical studies, where a direct relationship was found. However, because of the popularity of self expressive brands, it is important to understand what role homophily plays in moderating a relationship between self expressive brands and brand tribalism in creating and maintaining a positive brand resonance. Bishop (2018) Bishop (2018), however, has speculated if the lack of awareness about a particular brand also gives a rise in brand tribalism(Sanz-Marcos, 2018), such that people needed a feeling of belonging to a group. But the study has only come to the decision that homophily and brand tribalism does have a positive relationship and are mutual towards each other.

Schivinski et al. (2021) elaborated on the topic of brand equity and attempted to identify how the brands interacted with their consumer base and how it helped them build the value for their products and firm. The research resulted that brand resonance as part of brand equity resulted from certain ideas, traditions, and beliefs that were common between a large group of people and was the main influence for the purchases and preference by individuals (Schivinski et al., 2021). The mutual sharing of the ideologies also resulted in homophily that helped brand tribes form their own distinct identity.

Jamali and Khan (2018) focuses on the contemporary nature of the study and states that because of the rising trend of technology usage, many consumers have now access to all information regarding a brand and can hence exchange the information in a similar manner with the group members. This exhibits that since members of a branded community acknowledge that the brand is the object bringing the tribe together, they will discuss the nature of the unifying force, that urges the management to implement improvements that make the brand better. If the other studies prove that brand consciousness causes brand tribalism, then (Kusumawati et al., 2022) proves that brand tribalism can alternatively also cause a rise in brand consciousness. Touching upon the topic of self expressive brands,Lu et al. (2022) examine Customer Brand Identification as a tool to determine the relationship between many factors. The study discussed how consumers required

the need to be unique and demanded products and services that had a distinct nature and provided them the opportunity to freely express themselves; providing the advantage of self expression Bai et al. (2021) noted that with the increase in the usage for social networks, the sense of branded communities also increased and hence, the individual need for self expression turned into a group need. Therefore, for resonance there was collective desire for heterogeneity and homophily in varying degrees (Song and Kim, 2022).

Morgan and Townsend (2022) note that brand tribalism occurs because of the similarity and sharing of values and traditions that a particular brand helps inaugurate among people. However, the study also notes that homophily also encourages people to form groups or at the very least build likeability among people that have an affinity towards the same things (Vitaloka and Alversia, 2019). This is supported by the psychological theory which inhibits that all individuals are social creatures who satisfy their needs through various social interactions and groupings. Brand tribes are similar to these groupings.

Homophily develops feelings of trustworthiness among individuals of the same tribe and hence, the brand tribe members value each other's recommendations (Sripada, 2016). This in turn helps develop a collective identity for the brand tribe as well. Smith et al. (2021) observed that people have increased their usage of social media and other social networking sites in the wake of globalization, and hence use the online platforms to better express themselves by creating their identity; thus, creating space for self expressive brands. Shang et al. (2017) cover the relationship between rand resonance and self expression on social networking sites to establish the moderating effect of homophily, increased interaction on social media platforms contributes in homophily (Williams et al., 2022).

Furthermore, homophily also enables different individuals to identify with each other more and form their own groups online, creating brand tribalism; this phenomenon takes place due to the interaction on one common site of a brand, specifically on the posts and the content the brand puts out (Shang et al., 2017). The study concluded that resonance was essential in determining the purchase intentions of consumers, where resonance was dependent on homophily and brand tribalism (Fernandes and Castro, 2020). Ismagilova et al. (2020) agrees with Vitaloka

and Alversia (2019) and follows through with what the study evaluates how homophily had a positive effect on the trustworthiness people had to offer and recognized that a major feature of brand tribalism was homophily building the bond that was needed. According to Bishop (2018), the primary basis of forming an exclusive group or tribe is the presence of a bond that is created by homophily, even if the people that are part of the brand tribe have never met in-person with each other, they have a link which is more vital than the brand. In online contexts, social homophily plays its part in building communities and eventually form tribes Ahlf et al. (2019). The research also discusses the Elaboration Likelihood model, where it is founded that people make decisions based on trusted source recommendations which often originate from fellow tribe members Ismagilova et al. (2020). Because of resonance, similar brand values, and the understanding of self expression. (Ismagilova et al., 2020).

Bilgicer et al. (2015) differentiates between two types of homophily, known as value homophily and status homophily, where the former emphasizes on the vales and beliefs, while the latter emphasizes on monetary value and socioeconomic status. The purpose of such a comparison becomes evident under the context that they both drive self expressive values for individuals and conforming them into tribes (Aljarah et al., 2022). A result of this is the resonance created between the consumers and the brand because of the attitudes the prefer and value; the attitudes can be either of the two, they may be based on beliefs or socio-economic status (Hsu et al., 2018).

Wang et al. (2019) note that because of the inherent human need to self express themselves, branded items that lack life or do not demonstrate any particular lifestyle often do not appeal to an audience. Therefore, self expression plays an important part with hedonic matters factoring in, determining which brand is the audience preference (Barzily and Ackerman, 2018). The study also exhibits that multiple instances of interaction between group members encourages the creation of an emotional connection; this in turn, facilitates homophily.

According to Wang et al. (2019) this entire phenomenon helps with resonance such that conversation between tribe members and their need for uniqueness assists in the prospering of the relationship. Wallace et al. (2017) explore the topic similar

to Bilgicer et al. (2015) and acknowledge the two types of homophily as value homophily and status homophily. Wallace et al. (2017)further explain through the study on the social network of Facebook, that people who are friends or know people with similar characteristics and values as them, tend to be more affiliative towards each other. They are expected to interact with each other more frequently, developing connections that were not prevalent before (Wallace et al., 2017).

He et al. (2016) focuses on the aspects of brand identity being self expressive and resonating such that the study states that a brand should be able to position themselves in different way than its competitors but at the same time, resonate with its customers that their needs and values are met with completeness; and lastly, it should have a distinct identity of its own that creates its own value. With the introduction of online self customization, many consumers now have the benefit to create their own products and services purposing to their needs and appealSicilia et al. (2016). With the self expressive benefit, many people share their preferences which helps in people finding each other based on similar aesthetics (He et al., 2016).

Homophily, therefore, helps in the creation of brand tribalism and resonance is achieved through a cyclical phenomenon. As detailed and evidenced previously and persistently, homophily acts as a moderating force for self-expressive brands and brand tribalism to develop brand resonance.

H5a: Homophily significantly moderates the relationship of Inner Self-Expressive Brand and Brand Tribalism.

H5b: Homophily significantly moderates the relationship of Social Self-Expressive Brand and Brand Tribalism.

2.19 Brand Consciousness in Millennial

Brand consciousness is a quality that people possess but the Generation Y, or most often known as millennial, have a fair degree of brand consciousness inside. Previous literature has established a link between brand consciousness in millennial such that it affects a part of their lives. According to Yee et al. (2022); Yoel et al.

([2021](#)) people who make up Generation Y have a need to build their self-identity and stand out from the rest of the crowd; which is why millennial have a high degree of brand consciousness. Even though many consumers face social pressure, millennial are studied to have the need to display their accomplishments and gain recognition for those achievements. A separate study describes the Generation Y as people who are loyal and committed to their brand and they need a brand that caters to their personal needs above everything ([Zainudin et al., 2018](#)). Additionally, because millennial are more accustomed to using technology they tend to keep up with trends and follow celebrities and influencers that are most liked. This leads to an increased degree of brand consciousness as millennial want to be seen as valuable by the society. The study reports that millennial form the leading number of customers for digital technology and fashion gear, for which both things are apparent externally everything ([Yee et al., 2022](#)).

This shows the brand conscious side of millennial. ([He et al., 2016](#)) agree with the above research and reiterate that millennial work towards self-image and they portray their personality and their causes through the brands they consume. They look for original values that would make them look good, even though that might be different than the truth. In the current study, Generation Y judges the brand in relation to what cause or solution they support and hence, are conscious about what the brand they consume displays about them ([Ascarza et al., 2017](#)).

[Jamali and Khan](#) ([2018](#)) studied factors that would determine the purchase intention of Millennial for smartphone brands in China and conducted research for four independent factors. Finally, the hypothesis tested were true and brand consciousness was found to be one of the four main variables that influenced if the millennial would purchase a smartphone brand. The millennial considered it as a representation of their own value and hence prioritized brand consciousness. Moving towards a different perspective, [Henninger et al.](#) ([2018](#)) noted that because millennial are brand conscious, they have a higher tendency to shift focus with changing trends in the society and move forward to something that is more modern and newer. This contradicts previously noted research which studied that brand loyalty would be higher in millennial because of the self-image factor, while[Henninger et al.](#) ([2018](#)) reported the contrast.

Kapferer and Michaut-Denizeau (2020) explored the concept of environmental friendliness in luxury brands for millennial and studied the brand consciousness in such case. The study found that while previously millennial purchased luxury brands because of a better self-image of themselves in terms of social status and class, now millennial are more focused on luxury brands that provide more sustainable energy and are green. This is because today, millennial want to be portrayed as educated individuals who are environmentally and culturally aware. However, if the brand is not luxurious then brand is not exhibited, which is why brand conscious millennial are more inclined towards luxurious green brands (Kapferer and Michaut-Denizeau, 2020). Millennial worries if they will be valued if they endorse a brand that is not sustainable and hence want to be presentable in the right way. Rolling had introduced the topic first, however in bit more narrower terms. The study focused on why luxury brands should be promoting their sustainability efforts (Atwal and Williams, 2017), and that was primarily because Millennial were gradually deciding what brand they were going to endorse for their values and image portrayal, as sustainability did not reduce the premium for the luxury brand. An empirical study provided a sufficient summary such that the motivating factors that attracted millennial towards brands were many, but one of them was brand consciousness, which is high in the people of Generation Y and encouraged and motivated them to buy branded products and services (Shukla et al., 2022). Millennial priority towards constructing a self-image that is a true representative of their personality is the defining characteristic of the generation; hence, in varying degrees of intensity, a positive link was established between brand consciousness in Millennial.

Brand consciousness in millennial exists in varying degrees of intensity depending on many variables, however it is also of importance that the brand resonates with the consumer and the consumer doesn't simply buy the brand out of superficial pressure. Literature that explores the relationship between the two is scarce but is present as follows (Kapferer and Michaut-Denizeau, 2020) noted that Generation Y is focusing more on sustainability and hence is associating values with luxury brands that was not prevalent in previous generations. The foundation of luxury branding is materialism, however millennial value brand resonance and is now

shifting their focus to experiences owing to their idealistic nature(Vitaloka and Alversia, 2019). On the other hand, Atwal and Williams (2017)stressed on the importance of brand consciousness in millennial in the study related to Indian consumers. Because the economy is growing, the demand for luxury products by emerging middle class has increased, where they want the branded product to be a portrayal of their social status in society and must resonate with their same stance. The study,Chakraborty and Sheppard (2016) depicts that people select the brand on the basis of brand consciousness, brand resonance and a few other factors.

Brand consciousness enable the building of brand image and vice versa as they are interrelated, however, to create and sustain a brand image, there are certain variables that are responsible for the its formation. Latif et al. (2015) discuss that brand resonance is one of the six antecedents for brand imaging and support the increase of brand consciousness among individuals. According to the study many organizations are able to identify and create brand resonance in their products and services which is what creates an affinity of appeal for brand awareness.

Kimmel (2018) explored the concept of brand love and established a number of variables that make up brand love. Among those variables was brand resonance, which comprises engagement and loyalty towards the brand. When a brand resonates with a consumer, and the consumer is a millennial and hence, brand conscious, the audience member makes sure that they are consciously choosing the brand which reflects their social and personal values, as well as is true to the core of the consumer (Ismagilova et al., 2020; Xu et al., 2016). Brand love, then encompasses brand resonance and brand consciousness among Millennial.

Kumar and Nayak (2019)discussed a model for brand resonance and elaborated that brand consciousness enables consumers to consider and evaluate their choices to decide the brands that appeal to them cognitively and emotionally. The appeal then leads to brand resonance such that the consumer has a positive attitude towards the brand they are interacting with and are purchasing. According to the same study, when building a branded community on the basis of brand consciousness, brand resonance can be strengthened by creating a stronger bond between the brand and the customer through higher engagement (Kautish et al., 2020).

Other studies represent brand consciousness such that purchasing a branded product or service that is representative of a group or a tribe would demonstrate the membership to the group, stating that the qualities that are mutual for the two, resonates with the consumer as well (Eastman et al., 2021). With brand resonance, consumers that are loyal to the brand and are conscious in their consumption of the product or service, actively search, reach out and interact with the brand on almost all of the platforms that are available for such activity, hence displaying their consciousness through their loyalty (Huang et al., 2014). Saha and Mathew (2019) researched the attitude of brand conscious customers towards counterfeit products to assess brand resonance. After the research, the study concluded that brand conscious customers value the resonance that the original brand provides them with, and hence often have an attitude of disdain for counterfeit products (Saha and Mathew, 2019).

If the branded product is copied flawlessly, then some brand conscious customers might shift towards the cheaper option, but it is highly likely that they would not do that (Nikhashemi and Delgado-Ballester, 2022). This is because Millennial look for the experience of the brand rather than the materialistic quality, establishing a positive link between the two, and the attitude being negative. Furthermore, according to Kusumawati et al. (2022) brand consciousness leads to brand awareness which in turn strengthens the brand resonance provided to the consumers of the company. The study leads that brand resonance is the primary reason many people want to shift their attention to creating experiences with their branded product or service rather than simple consumption; however, the study recognizes that a high leverage of brand consciousness could cause significant exposure to an audience, which automatically turns into a brand experience without the actual consumption of a product, which links it to brand resonance (Huang et al., 2014).

Empirical research on purchase intentions of consumers has also shown that brand consciousness among Millennial emerges from the fact that they want to own a narrative and define themselves through the brands they consume and hence, need to display their achievements; this additionally builds brand resonance as the millennial generation want to engage with the brand in order that the brand suits more of the self-image that they decide to build (Soh et al., 2017). Through the

literature, an inter-relational link between brand consciousness in Millennial and brand resonance is established.

2.20 Brand Consciousness Moderates the Relationship of Self Expressive Brand and Brand Tribalism

Studying the relationship between brand consciousness and brand tribalism, it has been found that the link between the two is closely related and scholars, practitioners and members of the academic society link the two positively. Appiah et al. (2019) discussed that brand tribalism gives the consumers of a specific brand, a sense of identity. People would not be motivated to refer to a different brand or go 'brand-less' if it means leaving a certain community primarily identified by the brand name; it forms the distinguishing characteristic, the idea of exclusivity and the concept of in-group and out-group.

When in a general society, the population of the world differentiates amongst themselves in a conscious way on the basis of shared values and beliefs and owe to the community they belong to; likewise, brand communities now involve the conscious differentiation among members of a general society based on the brand name and the relationship between the individuals of the branded community (Tajuddin et al., 2018). Alnawas and Altarifi (2016) established that the primary factor that allows people and the general population to segment themselves into different groups and communities is the distinctive brand image that the company offers that the consumers would be ultimately affiliated with. According to the study, people select a brand based on the prestige and the social image that it offers to the other groups about the individual. Being a part of a brand tribe to be associated with the status and to be associated with people that are affiliated with a similar status in society, is the prime feature that brand tribalism exists Alnawas and Altarifi (2016).

Taute et al. (2017a) dived into the research for altruistic behaviour to establish a better link between brand consciousness and brand tribalism, and reported their

findings as how people engage on social media, social networks and other platforms to form self-identity and that may be done successfully while being a part of a community that distinguishes itself from other communities in a society. Consumers relate what product they use and why on social media platforms and the identity is formed through group norms and what the group is known as tribe (Cova and Pace, 2006). Jamali and Khan (2018) identify that one major characterization for brand tribes is the common nature of admiring that particular brand persistently and acknowledging that the values of the brand are also a defining feature for the group. The tribe members are conscious that the bond exists between them which ties them together.

Jamali and Khan (2018) focuses on the contemporary nature of the study and states that because of the rising trend of technology usage, many consumers have now access to all information regarding a brand and can hence exchange the information in a similar manner with the group members. This exhibits that since members of a branded community acknowledge that the brand is the object bringing the tribe together, they will discuss the nature of the unifying force, that urges the management to implement improvements that make the brand better. If the other studies prove that brand consciousness causes brand tribalism, then Jamali and Khan (2018) proves that brand tribalism can alternatively also cause a rise in brand consciousness.

Wang et al. (2016) stressed on the importance of online communities that exist on Social Networking Sites and other social media channels that are more relevant and common today. According to the study, the online communities are an exclusive group of their own and set up a tribe accordingly. This related to the topic at hand, by explaining how the presence of a brand on social media, has an influence on the social communities and creates brand consciousness in the minds of consumers and potential consumers, and this in turn helps in the formation of brand tribes and brand tribalism (Wallace et al., 2017).

Roy Bhattacharjee et al. (2022) offer a parallel view, such that the discussion is about the presence of online branded communities and how many companies and many brands could use the existence of brand tribes online to create brand awareness, leading towards brand consciousness. The study provides the main

reason for this to be the fact that the members making up the brand tribe see the online branded community as a platform to interact and share their admiration for the specific brand that other people might not easily relate to. This would also engender positive word-of-mouth marketing which would eventually lead to a wide array of population to be brand conscious, and a brand tribe would be attracting the people that are brand conscious (Islam et al., 2018; Roy Bhattacharjee et al., 2022).

Badrinarayanan et al. (2016) explored the determinants of brand tribalism that were rooted on a social base and found that the perception that the tribe members might have of the brand and the tribe they are a part of matters most, including what status and reputation that tribe holds in society; this led to a phenomenon of in-group and out-group among the tribe members as was also supported by Appiah et al. (2019). The study added on that brand tribalism is more closely associated with hedonism rather than utility-based consumption which is the prime factor that helps in building the community and bonds between the tribe members (Park et al., 2010b) has also been in line with the above findings and re-establishes the link between brand consciousness and brand tribalism by looking into online communities, the interaction with fellow members of the branded community about the brand.

The study concluded that the users of Social Networking sites appreciate the interaction fellow tribe members have with each other through a mutual admiration of the brand and how they perceive the engagement of the brand image with the tribe and the tribe members to be a primary factor in tribalism. Other studies have conducted research on customer interaction with the brand within a branded community (Coelho et al., 2018). The compilation and consideration of such studies arrived at the closing such that some community markers were prominent to be resourceful for the brand and were known as brand image and a sense of belonging that follows it if other people were found to have the same perception of the brand in a positive way (Coelho et al., 2018). Taute et al. (2017b) further focused on branded communities and brand tribalism to shortlist some of the determining factors to be consciousness of the brand image and the brand type there is and other related factors including feeling of responsibility and rich cultural context.

According to the study brands are characterized as having a distinct personality with a narrative which leads to brand tribes having pride in their own identity and rivalry for the others instating the concept of brand consciousness among tribes. Consumer show their self expression in brand communities to stay connect themselves with the brands and brand tribes, the degree of consciousness among those millennial's are high especially in apparel brands and clothing brands. Consumers become member of any brand community because of the self concept of the brands, females more inclined towards brands and they are actively engage in communicating their self expression among the brand communities. (Taute and Sierra, 2014; Langaro et al., 2018).

According to previous literature, while there might be some specifics that studies are subject to, there does exist a positive relationship between brand consciousness and brand tribalism.

H6a: Brand consciousness w.r.t millennial significantly moderates the relationship of Inner Self-Expressive Brand and Brand Tribalism.

H6b: Brand Consciousness w.r.t millennial significantly moderates the relationship of Social Self-Expressive Brand and Brand Tribalism.
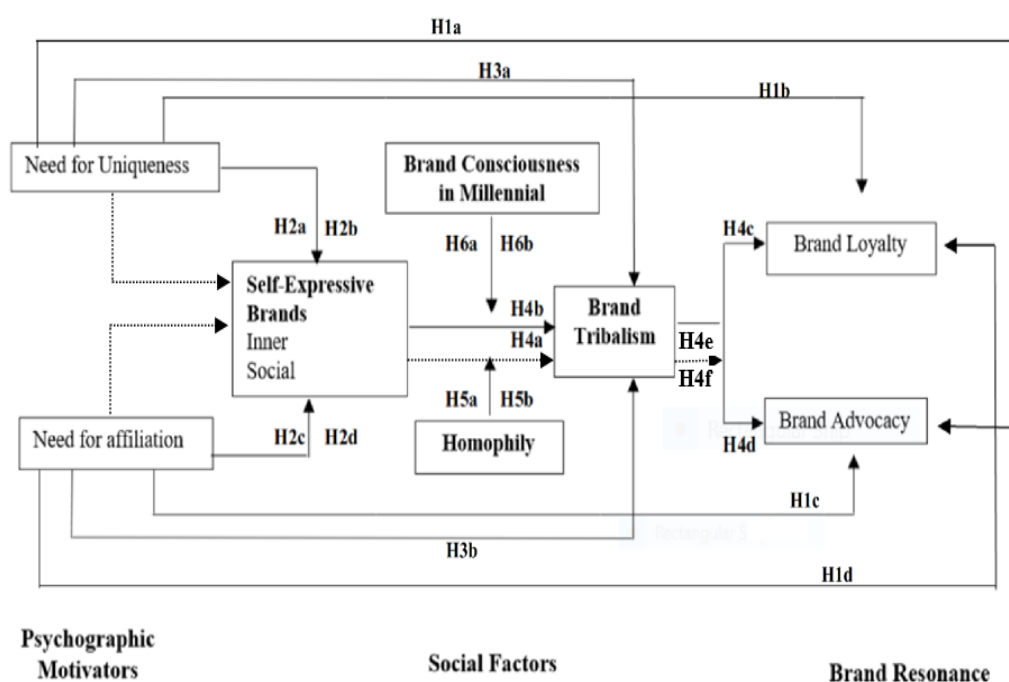
FIGURE 2.1: Conceptual model of the study.

2.21 Summary of Proposed Hypothesis of the Study

H1a: Need for Uniqueness positively and significantly impacts on Brand Advocacy.

H1b: Need for Uniqueness positively and significantly impacts on Brand Loyalty.

H1c: Need for Affiliation positively and significantly impacts on Brand Advocacy.

H1d: Need for Affiliation positively and significantly impacts on Brand Loyalty.

H2a: Need for Uniqueness is positively and significantly related to the Inner Self Expressive Brand.

H2b: Need for Uniqueness is positively and significantly related to the Social Self-Expressive Brand.

H2c: Need for Affiliation is positively and significantly related to the Inner Self Expressive Brand.

H2d: Need for Affiliation is positively and significantly related to the Social Self-Expressive Brand.

H3a: Need for Uniqueness is positively and significantly related to the Brand Tribalism.

H3b: Need for Affiliation is positively and significantly related to Brand Tribalism.

H4a: Social Self-expressive Brand is positively and significantly related to the Brand Tribalism.

H4b: Inner Self-Expressive Brand is positively and significantly related to Brand Tribalism.

H4c: Brand Tribalism is positively and significantly related to the Brand Loyalty.

H4d: Brand Tribalism is positively and significantly related to the Brand Advocacy.

H4e: Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motive (Need for Uniqueness) and Brand Resonance (Brand Loyalty and Brand Advocacy)

H4f: Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motive (Need for Affiliation) and Brand Resonance (Brand Loyalty and Brand Advocacy)

H5a: Homophily significantly moderates the relationship of Inner Self-Expressive Brand and Brand Tribalism.

H5b: Homophily significantly moderates the relationship of Social Self-Expressive Brand and Brand Tribalism.

H6a: Brand consciousness w.r.t millennial significantly moderates the relationship of Inner Self-Expressive Brand and Brand Tribalism.

H6b: Brand Consciousness w.r.t millennial significantly moderates the relationship of Social Self-Expressive Brand and Brand Tribalism.

2.22   Summary of Chapter

This Chapter summarizes the variables included in the research model. Chapter also discusses the theoretical relationship of those variables. The theoretical linkages were developed and discussed form the previous past studies . This chapter has stated the hypothesis (H1a,H1b,H1c,Hd) regarding psychographic motives i-e Need for Uniqueness and Need for Affiliation impacts on brand resonance (Brand Loyalty and Brand Advocacy), Further hypothesis were developed (H2a,H2b,H2c,H2d) between how psychographic motives i-e Need for Uniqueness and Need for Affiliation impacts on Inner and social self Expressive brands. Chapter has also discussed the relationship of Need for Uniqueness and Need for Affiliation with brand tribalism (H3a,H3b). Further the chapter has discussed the mediator variables, the relationship between Self Expressive brands and brand tribalism (H4a,H4b,H4c,H4d,H4e,H4f) has developed. Chapter has discussed the theoretical relationship of moderator i-e Homophilly and developed hypothesis (H5a,H5b). Another moderator variable i-e Brand Consciousness has been discussed theoretically (H6a,H6b).In the end of the chapter the theoretical model has been articulated.

TABLE 2.1: Mapping Table of Research Questions, Research Objectives & Research Hypothesis

Research Questions	Research Objectives	Hypothesis
RQ-1 What is the impact of Psychographic motives (Need for Uniqueness and Need for Affiliation) on the brand resonance (Brand Loyalty and Brand Advocacy)?	**RO-1** To examine the impact of Need for Uniqueness on Brand Advocacy. **RO-2** To evaluate the relationship between Need for Uniqueness and Brand Loyalty. **RO-3** To examine the relationship between Need for Affiliation and Brand Advocacy. **RO-4** To inspect the relationship between Need for Affiliation and Brand Loyalty.	**H1a** Need for Uniqueness positively and significantly impacts on Brand Advocacy. **H1b** Need for Uniqueness positively and significantly impacts on Brand Loyalty. **H1c** Need for Affiliation positively and significantly impacts on Brand Advocacy. **H1d** Need for Affiliation positively and significantly impacts on Brand Loyalty.
RQ-2 Does Self-Expressive Brands and Brand Tribalism mediate the relationship of Psychographic motives (Need for uniqueness and Need for Affiliation) and Brand Resonance (Brand Loyalty and Brand Advocacy)?	**RO-5** To investigate sequential mediation of Self-Expressive Brands and Brand Tribalism within the Psychographic Motive (Need for Uniqueness) and Brand Resonance (Brand Loyalty and Brand Advocacy). **RO-6** To examine the sequential mediation of Self-Expressive Brands and Brand Tribalism within the path of Psychographic motive (Need for Affiliation) and Brand Resonance (Brand Loyalty and Brand Advocacy)	**H4e** Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motive (Need for Uniqueness) and Brand Resonance (Brand Loyalty and Brand Advocacy) **H4f** Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motive (Need for Affiliation) and Brand Resonance (Brand Loyalty and Brand Advocacy).

Research Questions	Research Objectives	Hypothesis
RQ-3 How does Homophily modify the Self Expressive Brands and Brand Tribalism relationship in formulation of Brand Resonance (Brand Loyalty and Brand Advocacy)?	**RO-7** To evaluate the moderating effect of Homophily between the Self-Expressive brands and Brand Tribalism in developing the Brand Resonance (Brand Loyalty and Brand Advocacy).	**H5a** Homophily significantly moderates the relationship of Inner Self-Expressive Brand and Brand Tribalism. **H5b** Homophily significantly moderates the relationship of Social Self-Expressive Brand and Brand Tribalism.
RQ-4 RQ-4 Does Brand Consciousness among Millennial Generation modify the relationship between Self-Expressive Brand and Brand Tribalism?	**RO-8** To examine the moderating effect of Brand Consciousness between the Self-Expressive Brands and Brand Tribalism in developing the Brand Resonance (Brand Loyalty and Brand Advocacy).	**H6a** Brand consciousness w.r.t millennial significantly moderates the relationship of Inner Self-Expressive Brand and Brand Tribalism. **H6b** Brand Consciousness w.r.t millennial significantly moderates the relationship of Social Self-Expressive Brand and Brand Tribalism.

Chapter 3

Research Methodology

3.1 Introduction

Research methodology is a logical and efficient way of finding the solutions to the problems prevalent in clothing and fashion sector. This chapter of the thesis explains the different steps of finding the solution of a research problem. This shows that the logical application of different techniques that are different in each research (Kumar et al., 2010). the purpose of this chapter is to explain the approach and methodology via research objectives can be achieved. It also explains the rationale of the research methodology opted for the research. After identifying the purpose, variables for addressing problem statement and developing conceptual frame work the next step is to design the research approach that is require to obtain and analyze solution.Sekaran and Bougie (2016). Therefore, in this chapter overall research design and approach has been discussed including sample stats, data collection procedures and all the relevant information regarding analysis has been discussed.

3.2 Research Design

Research methodology was articulated on step-by-step model proposed by Saunders and Townsend (2018), The Structural sequential model was developed and designed This study used quantitative method to measure brand relationship with

in the context of clothing industry of Pakistan. This portion of study portrays the research approach, research design, research type, data collection methods, data analysis units and procedure required for the evaluation of proposed theoretical framework as research design involves series of rational decision-making choices including purpose, location, interference, temporal aspect and unit of analysis Sekaran and Bougie (2016).Moreover, it is the efficient approach broadly used by researchers in social science. The current study has followed the research technique prescribed by (Saunders et al., 2015),

3.3 Research Philosophy

Research philosophy holds primary assumptions through which the researcher interpret the phenomena. These assumptions, aids and formulates research strategy and methodology used to be the part of the research technique. The research Philosophy is also subjective to practical consideration and its selection is highly dependent on the observation of the researcher about the relationship between the knowledge and the phenomena (Saunders and Lewis, 2016). According to Al-Ababneh (2020) the set of beliefs related to the nature of reality being investigated is called research philosophy (Bryman and Cramer, 2012).The choice of research philosophy is defined by the knowledge being investigated and researchers wants to comprehend the phenomena in practice.

In current study Postivism as a epistemology is being used as it says that knowledge is driven from the methods, validity and scope further the distinctiveness that falls between justified opinions and beliefs. For achieving the required objective research is basically related to the inevitable and merely sufficient requirements of knowledge. Nevertheless, pondered epistemology as the method of knowledge(Roberts and Wills, 2019). The epistemological perspective in marketing explains that the marketing process is systematic in nature and based on certain theoretical perspective, usually express in quantitative terms and emphasise the knowledge that allows predictions more accurate, authentic and reliable. The marketing studies related to Consumer Behavior, Brand Management, Customer relationship apply epistemology to asses the behavioral pattern and forecast the

trends in marketing, more precisely that contributes towards the body of knowledge.

3.4 Type of Study

The current study is related to the effects of Psychographics Motivators on Brand Resonance. To test the research hypothesis, quantitative data was collected and analyzed. The data was collected through the survey method, using a self administered questionnaire. The deductive approach for more specific answers has been carried out to answer the research question. Quantitative research approach has been used in the thesis as it is also well known in examining the cause-and-effect relationships and hypothesis testing. Quantitative methodology can determine the opinions, attitudes and practices of the large population. Quantitative research is opted and preferred by the researchers in social sciences, as it is more reliable and effective manner as it quantifies and measures the nature and magnitude of proposed relationships De Vries and Carlson (2014).

This dissertation measured the brand relationship, the new facets in brand relationship at both personal (Psychographic) and Social (Brand Tribe) relational model. Dissertation further tested and quantified the brand relationship and loyalty. The study opted relational and causal in nature and test the effect of variables and their relationship was tested hypothetically based on the cause and effect relationship of Psychographic motives towards the Self-Expressive Brands and Brand Tribalism on the Brand Loyalty and Brand Advocacy.

Further the study also tested the moderation of Homophily with self-expressive brand and brand tribalism , also the moderation of brand consciousness among Millennial generation was also be tested on relationship of brand tribalism and brand advocacy, brand tribalism and brand loyalty. According to the requirement of research the researchers are given option to consider qualitative or quantitative approach in their respective research. Deductive reasoning has been used in the study, This research is quantitative in nature and questionnaires are used for the data collection from respective respondents. The respondents has given the questionnaires to capture the responses Different statistical tools are used for the

analysis of data collected. Quantitative approach is consistent to the problem of research to be carried out in certain terms (Blumberg et al., 2008).

3.5 Inference

The interference of researcher was minimal. The present study was conducted to examine the consumer brand relationship in Millennial generation cohort who prefer clothing brands.

3.6 Research Strategy

The research plan for answering about questions regarding consumers brand relationship in clothing sector was the survey a research technique proposed by Saunders and Lewis (2016). According to the objectives of this research, study investigates the consumer brand relationship at both personal and social levels. The questionnaire has been validated via statistical tools with large data samples. The survey included the self-administrated questionnaire. Analysis of quantitative data was conducted and used to identify a sample of brand consumers the causative variables are analyzed. Data was collected from consumers who used clothing brands through questionnaire and model was tested using Partial Least Squares (PLS).

3.7 Research Choice

The survey approached was carried with mono methodology approach i-e Quantitative, as mono method means using a primary data collection technique and its data analysis practices. For Current study self-administered questionnaires were distributed among respondents. Millennial who use clothing brands were specifically approached and directed about scope of this study. In research choice the process of Data collection method is very vital and considered as a one of the fundamental step of research. covers the process of handling gathered and measured

information on variables, moreover it enable researcher to test hypotheses, and evaluate results. Data can be collected via multiple ways for the survey, it can be through telephonic calls, through interview, or by sending questionnaires. Such ways to manage questionnaire for data collection leads the precision of research questions, also the research objectives. Further the it aids in selecting the target population, sampling technique and resources constraints. (Saunders et al., 2015).

3.8 Time Horizon

The study is cross-sectional in nature as it describes the occurrence of phenomena at a particular time, and most of the research work in academics are time constrained, (Saunders and Lewis, 2016). Current study has collected the data in different time lags. though, in marketing research these practices carried less consideration, to incorporate common method biased. The data was collected from peers, friends and family members, who are frequently and readily available for data collection for multiple times.

The study has collected the data in 3-time lags T1 is for Independent variables, T2 is for moderators and mediators while T3 is for dependent variable. Another procedural remedy is improving item content (e.g. reduce ambiguous content, avoid double barreled questions).

The statistical remedies also available for the CMB categorized Prior and post hoc remedies includes common latent factor, Model Harman's Single Factor Test. Study has formulated the model i.e. from the individual (Psychographic Motives to brand tribes that collectively built the brand resonance through brand advocacy and loyalty therefore, consumer advocates brand information among peers and friends so most specific consumer has been studied. The rationale for sample technique also supports common method variance as data has been collected through a survey using self-reported questionnaire at the same time from same respondent, as both variables are perceptual measures (independent variable, mediators and dependent variables) drive from the same respondent, common method variance may be a concern (Podsakoff et al., 2003; Kock, 2020) one-factor test was applied suggested by (Podsakoff et al., 2003).

The Information regarding common method baised given in the table

TABLE 3.1: Time Horizon

Variables	Time Lag	Survey Reporting
Demographics	T1	Self- Reported
Need For Uniqueness	T1	Self- Reported
Need For Affiliation	T1	Self- Reported
Self-Expressive Brands	T2	Self- Reported
Brand Tribalism	T2	Self- Reported
Homophily	T2	Self- Reported
Brand Consciousness	T2	Self- Reported
Brand advocacy	T3	Self- Reported
Brand Loyalty	T3	Self- Reported

3.9 Unit of Analysis

The unit of analysis for current study are the Millennial consumer of a particular household. Moreover, the referrals of brand would be use who participate in purchase of brands and how deeply consumers are brand loyal? What is the depth of the psychological bond that consumers have with the brand? How frequently do consumers advocate, buy and use the branded clothing? (Zhang et al., 2022).

3.10 Population and Sample

3.10.1 Population

The population of the study are the millennial generation both students and non-students as they found to be more brand conscious and are immensely motivated towards the well-known brands, millennial generation prefer well-known brands more, (Yee et al., 2022) and use brands as symbol of prestige, honor, respect and status, also, brand conscious consumers tend to buy more of the luxury and branded products.]Extant literature suggests that the consumption of brands by Generation Y (Millennial) consumers is strongly motivated by their need to gain

social acceptance and to allow self-expression. The survey was carried out among the respondents of the millennial generation of Pakistan who are keenly motivated toward the purchase of the branded clothing and fashion wear.

Sekaran and Bougie (2016) considered world as a total group for sample selection. Population includes the elements required for the researcher to hypothesize the research conclusion. Hence the population is the collection of specific people residing in a specific area. Data will be collected from consumers of different clothing brands. Virtually, this makes every individual of millennial generation who is a user of brand is a part of population for this study as supported by the previous literature that the Generation Y or Millennial (born between 1980 and 2000), find to be very interesting for the marketers Nikhashemi and Delgado-Ballester, 2022.

3.10.2   Sample Size

Different methods practiced to calculate exact number of sample that participated for brand relational study. The G*Power (version 3.1.9.4) sample calculator was used to calculate sample size and power for the present studyFaul et al. (2009) portrays sampling as a process of selecting a specific unit from the population considered for analysis of results. Always and forever targeting the whole population is not possible. Research questionnaire was distributed among 500 consumers who use branded clothing. The data was collected from all major cities of Pakistan include Islamabad, Karachi, Lahore, Rawalpindi, Peshawar, Multan, Quetta, Faislabad, Kashmir etc. The following are the top brands among 400 plus brands that conduct business in Pakistan .

Furthermore the sample size would also been drawn through power formula.

Sample size (n) = $Z^2(1-\alpha)$ p(1-p)/d^2,

Where

p=0.50 d=.05,

$(1-\alpha)$=0.95, $Z(1-\alpha)$= 1.96 for 95% confidence level,

n = $(1.96)^2(0.50)(0.50/(0.05)^2 = 384$

The (n) via G*Power (version 3.1.9.4) sample calculator was 384.

The information regarding clothing brands given in the table 3.2 below.

TABLE 3.2: List of Brands

Brands		
1. Gul Ahmed	9. Sapphire	17. Chenone
2. Sana Safinaz	10. Al Karam	18. Generations
3. Warda	11. Nishat	19. Uniworth
4. Firdous	12. Satrangi	20. Junaid Jamshed
5. Bareeze	13. Bonanza	21. Outfitters
6. Khaadi	14. Thredz	22. Ego
7. Kayseria	15. Leisure Club	23. Royal Tag
8. Ethnic	16. Dinners	24. Charcoal

3.10.3 Sample Technique

Sampling technique helps in selecting certain group of people representing the whole population as covering the whole population for any research is no possible. As the study developed the model from the individual psychographic to social motives that collectively built the brand resonance through brand advocacy and loyalty; therefore, consumer passes brand-related information among peers and friends, so snowball and referral sampling technique is used to target the most specific consumer through the reference group. The rationale for the sample technique also supports common method variance as data have been collected through a survey using self-reported questionnaire at the same time from the same respondent, as both variables are perceptual measures (independent variable, mediators and dependent variables) driven from the same respondent, common method variance may be a concern. Snowball sampling technique is used as it helps in collecting data from the members of population as only those customers will have targeted for research who use different clothing brands of Pakistan along with Snowball sampling referrals are also used who used different clothing brands. The rationale for using referrals are because consumers who use branded clothing also keen in advocating brands. The sample include Millennial who use different clothing brands and relate their self with the brand at personal and social levels, collectively contribute in building brand relationship. Therefore, study has used non-probability

specifically Snowball sampling technique to collect data. Reason for opting non-probability sampling technique is unavailability and restricted access of researcher towards complete list of brand users in Pakistan.

3.10.4   Sample Profile

The survey is carried out among the 413 respondents of millennial generation of Pakistan who are keenly motivated towards the purchase of the branded clothing and fashion wear. As study formulated the model i-e from the individual psychographic motives to social that collectively built the brand resonance through brand advocacy and loyalty therefore consumer passes brand related information among peers and friends so snowball sampling technique used in the to target the most specific consumer through reference group. The primary data collected for this thesis was gathered from the consumers of clothing and apparel brands of Pakistan especially in Millennial. Targeted consumers were those who reflect their Psychographic needs along with their inner and social self-concepts, that contributes in articulating strong brand relationships. The was data collected through personal and peers contacts. The responses has been captured via self-administrative questionnaires. The Millennial are the respondents of the study linked with different spheres of life. The sample include gender, both males and females. The age bracket of the respondents are from 18 to 43. Afterwards sample include both Married and Single respondents having education level at Undergraduate, Post Graduate levels. The Survey approach has been opted for the research to approach different brand consumers, Afterwards respondents has been briefed about the purpose of the research. After getting the consent from respondents, the data was collected in three different time lags. The same respondents has been used for all three times, respondents are referral Millennial mostly from University students, as well as office employees. The contact means has been shared by the respondents, and consent has been taken from the them, during the data collection process the availability of respondent was insured so that next time it will be easy to access the respondent. This was done via personal, peer and social contact. Moreover, the respondents were accessed via online and by direct personal visits.

Following table shows the respondent's profile.

TABLE 3.3: Respondents' Profile

Demographics	Percentage %
Gender	
Male	40.9
Female	59.1
Age	
Min	18
Max	43
Mean	24.7
Marital Status	
Married	36
Single	64
Education	
Mean	2.44 (Graduate)
Brands Consumer Use	
Gul Ahmed	3.9
Junaid Jamshed	21.3
Nishat	2.2
Bonanza	14.8
Khadi	15.7
Alkaram	8
Uniworth	8
ChenOne	1.2
Outfitter	9.2
Royal Tag	0.7
Dinners	1.9
Charcole	2.9
Sana Safina	3.1
Others	6

3.11 Research Instrument

In order to test the hypothesis of the research study, responses of millennial consumers were captured. Data was collected via adapted questionnaires that captured the responses in three different time lags.Further, Millennialrated their brand relationship w.r.t the nature of the questionnaire items, five-point Likert scale was used where 1= Strongly Disagree, 2= Disagree, 3= Undecided, 4= Agree, 5=Strongly Agree

3.11.1 Measures

3.11.1.1 Psychographic Motivators

The study has included the item scale of (Tian et al., 2001) for one of the psychographic motivator namely the "Need for Uniqueness", The "Need for Affiliation" is another psychographic motivator that was be selected for the study comprises of 3 items developed by the (Wiesenfeld et al., 2001).

3.11.1.2 Self Expressive Brands

The scale for self-expressive brands that has been used in the study was developed by the (Carroll and Ahuvia, 2006) and measured using two facets of the self i-e inner and social self.

3.11.1.3 Brand Tribalsim

The scale for brand tribalism opted for this study was originally developed by Taute and Sierra (2014).

3.11.1.4 Homophily

The Cognitive network measures of Homophily was carried out for the study based on (McCroskey et al., 1975).

3.11.1.5 Brand Consciousness

The study has used the existing scales for measuring the brand consciousness based by Nelson and McLeod (2005), that illustrates as a mental orientation that drives consumers to select goods that are more popular or familiar(Yee et al., 2022)

3.11.1.6 Brand Advocacy

The brand advocacy operationalized with the Word-of-mouth communication and the measures developed by Carroll and Ahuvia (2006) will be used in the study.

3.11.1.7 Brand Loyalty

One of the facets to measure the brand relationship is the brand loyalty, and its scale is conceptualized on the measures of Quester and Lin Lim (2003).

Summary Table of measures is as follow.

TABLE 3.4: Measures

Variables	Authors
Need For Uniqueness	(Tian et al., 2001)
Need For Affiliation	(Wiesenfeld et al., 2001)
Self-Expressive Brands	(Carroll and Ahuvia, 2006)
Brand Tribalism	(Taute and Sierra, 2014)
Homophily	(McCroskey et al., 1975)
Brand Consciousness	(Nelson and McLeod, 2005)
Brand Advocacy	(Carroll and Ahuvia, 2006)
Brand Loyalty	(Quester and Lin Lim, 2003)

3.12 Summary of Chapter

Research has opened the new avenues and windows for the market researchers specifically in understanding the brand relationship among the millennial, who are engaged in buying apparel or clothing brands. The research pattern first defined the research methodology and design. Secondly, this chapter defines how the responses were taken into the account. It has also provided the details regrading research instrument i.e research questionnaire. Further, this chapter provides details about population and sampling methods for data collection. Apart from this, it has also explained the industry that is clothing brands of Pakistan and consumers brand relationship and approach towards the data collection.

Chapter 4

Results and Analysis

4.1 Overview

This chapter deals with the testing the hypothesis, representing the empirical results of the data, Foremost chapter also represent the target respondents' profile, response rate, descriptive statistics, normality tests. chapter also describes the methodology that is carried out for the study, the structural equation modeling (SEM) was performed to analyze the estimation of measurement model. This includes assessing the discriminant and convergent validity. Chapter also showcase the confirmatory factor analysis (CFA).

4.2 Data Analysis

The study analysis process is carried out on the following statistical tools i-e IBM SPSS Statistics 26, along with Smart PLS-4

4.2.1 Data Screening

Data examination and resolving research data problems before performing actual or main analysis is the fundamental technique in managing data. Data must be screened in order to ensure that data is reliable, useable and valid for testing causal theory Hair Jr et al. (2017); Tabachnick and Fidell (1996). Considering this the

data screened and analyzed for the identification of missing data values, checking the accuracy, outliers, normality, linearity, multicollinearity and singularity the univariate and multivariate, in this dissertation. Data accuracy is the primary and most potent element in managing and screening data in reporting data accurately. Data arranged or entered into the data file may contain errors or may entered incorrectly and represent the problematic data that leads to inaccurate correlations and regressions. The finest technique to assure the accuracy of collected data is the proof reading and revise checking of original data along with the data punched for analysis. Hence it would be difficult to proofread the large set of data therefore the graphical presentation and descriptive statistics were used to examine the variables used in the research in screening the study data Tabachnick and Fidell (1996). The descriptive analysis that was carried out for all the variables showed the data entered for analysis was found to be accurate.

4.2.2 Missing Values

Too much missing data can cause the several problems in analysis. If data set has missing values it leads to certain complexities in the research model and it would be impossible to run the analysis. Additionally, if data set has missing values, it represents bias issues. The issue found if respondents do not respond to the particular question. Missing data influence the results of data analysis Tabachnick and Fidell (1996). According to Hair Jr et al. (2017) the small amount ignore able of missing data is, especially if sample is large therefore a list wise or pair wise deletion can be used for present study list wise deletion may carried out to handle missing value. In current study 500 questionnaires were initially distributed out which 413 were use able. The 87 questionnaires has problem of wrong responses or identified as missing values.

4.2.3 Outliers

Outliers can influence the desired results by pulling the mean away from the median as they are against the normality assumption, outliers can be for the individual variables, and outliers can also be for the model. Hence, a case with very

different from the rest is consider to be the outlier. A univariate outlier is a manifestation if it has a maximal score on a single variable. A multivariate outlier is a case with an maximal score on two or additional variables. Outliers can be identified by making use of box plots. For this study, the assessment of box plots was used for the examination of univariate outliers. Box plot is fundamentally a graphical depiction of the data distribution taking up the lower quartile and the upper quartile of the data with the median. Any case outside the box is taken as a possible outlier.

An "outlier" is a case with a score which is very different from the rest of cases. Outliers are basically against the normality assumption and can change the results. A univariate outlier is a case if it has an extreme score on a single variable. A multivariate outlier is a case with an extreme score on two or more variables. Outliers can be detected by utilizing box plots. For this study, the examination of box plots was used for the inspection of univariate outliers. Box plot is basically a "graphical representation" of the data dispersion embracing the lower quartile and the upper quartile of the data with the median. Any case outside the box is considered as a potential outlier. The box plot can run even when the data are not normally distributed, because it is based on the median. The hypothesized model was run with and without multivariate outlier cases; however, the results indicated that the multivariate outliers had no significant effect on the decision of the goodness-of-fit of the model. Small amount of outliers is normally exists in a large sample size. The original metric can be more meaningful rather than the transformed metric for the interpretation of authentic results. Therefore, the relatively small amount of outliers was retaine for the future analyses. No data transformation was performed in the study.

4.3   Results

The data was collected from the millennial generation who are more inclined towards branded clothing. Data was collected from 413 consumers via both online survey and store surveys. The study analysis process is carried out on the following statistical tools i-e IBM SPSS Statistics 26, along with Smart PLS-4. SPSS

was used to carried out the descriptive statistics, common variance biased, and test for normality while SMART PLS has been used for measurement models and structural model. Other statistical tools were also carried out like coefficient of determination and variance inflation factor, effect size, predicted relevance were also carried out via smart PLS.

4.3.1 Demographical Characteristics

The study was carried out to among the millennial generation who prefer famous clothing brands. There were 413 consumers. Both males and females were the targeted respondents of the study.

TABLE 4.1: Gender of Respondents.

Gender	Frequency	Valid percent
Male	159	40.9
Female	254	59.1
Total	413	100

Table 4.1 has provided the information regarding the gender of customers. In study survey there were 244 females and 169 males, the females were 59.1% and males were 40.9% of the sample. In study sample more female Millennials were a apart of the study.

TABLE 4.2: Age of Respondents.

Age	Frequency	Valid percent
18-23	35	8.5
24-28	135	32.9
29-33	150	36.3
34-38	71	16.9
39-43	22	59.3
Total	413	100

Above Table 4.2 has provided the information regarding the age bracket of the illennials, as in current study specifically millennials were the part of the sample therefore Millennials with the bracket of 18 years to 43 years. In research survey

there were 8.5% consumers fall in the age bracket of 18-23, while 32.9% consumers have the ages laid between 24 to 28. Millennials belonging to age from 29 to 33 were found 36.3% which was the major chunk of the study sample. Further 16.9% Millennials who use branded clothing had ages of 34 to 38. Only 5.3% consumers who wear branded clothing have the age from 39 to 43.

TABLE 4.3: Education Level of Respondents

Education	Frequency	Percent
Under Graduate	35	8.5
Graduate	161	39
Post Graduate	217	52.5
Total	413	100

As far as the educational demographics of the Millennials. Table 4.3 has stated that only 8.5% were those who belonged to Under graduate while 39% for the sample was at level graduate while majority have post graduate education level and they were more than fifty percent of the sample size more precisely 52.5%.

TABLE 4.4: Brands Information of Respondents

Brands	Frequency	Percent
Gul Ahmed	16	3.9
Junaid Jamshed	88	21.3
Nishat	9	2.2
Bonanza	61	14.8
Khadi	65	15.7
AlKaram	33	8
Uniworth	33	8
Chenone	5	1.2
Outfiter	38	9.2
Cambridge	3	0.7
Royal Tag	8	1.9
Dinners	12	2.9
Charcoal	4	1
Sana Safina	13	3.1
Others	25	6.1
Total	413	100

List of famous clothing brand was also apart of questionnaire, millennials has showed their inclination towards the brands they preferred, Table 4.2.4 provided information that 3.9% were inclined towards Gul Ahmed, whereas 21% of the sample selected Junaid Jamshed which was the highest percentage regarding brand selection, while Nishat has 2.2%, 14.8% has opted Bonnza, 15.7 were Khadi, and 8% were went for Al-Karam. Brands for male gender were also there 8% millennials went for Uniworth, only 1.2% went for ChenOne, 9.2 Millennials went% for Outfitter .07% were for Cambridge, 1.9% ere ewnt for Royal Tag. 2.9% went for Dinners and 1% went for Charcoal. 3.1% of the total sample opted for Sana Safina mostly were females. Among all 6.1% of millennials used other brands.

4.4 Results of Normality Tests

One of the fundamentals for proceeding any statistical estimation process, it is mandatory to test data normality, that would also aid in hypothesis testing. Hence, statistical analysis for require for distribution of data has to be normal or close to normal. The results of these tests of normality are as follow.

4.4.1 Psychographic Motivators- Need for Uniqueness

Table 4.5 represented the descriptive stats regarding the data collected against Need for Uniqueness, the first motivator for the research. The questionnaire scale contained twelve items and was codded as NFU1 to NFU12. The items has been coded for ease of the data entry. Statements include "I often combine possessions in such a way that I create a personal image that cannot be duplicated " and ends with the statement "The more commonplace a product or brand is among the general population, the less interested I am in buying it". The table has shown the research variable's minimum, maximum values, as data was collected via 5 point Likert scale (1= Strongly Disagree and 5= Strongly Agree) based questionnaire. The values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables items are distributed normally, this indicates that the data is normal and fall within the threshold level.

TABLE 4.5: Descriptive Statistics of Need for Uniqueness

Items	Min	Max	Mean	SD	Kurtosis	Skewness
NFU1	1	5	3.6481	1.14976	-0.638	-0.434
NFU2	1	5	3.7369	1.12478	-0.701	-0.27
NFU3	1	5	3.7111	1.10899	-0.686	-0.239
NFU4	1	5	3.8168	1.09759	-0.785	-0.107
NFU5	1	5	3.4003	1.16472	-0.356	-0.705
NFU6	1	5	3.4625	1.19774	-0.457	-0.703
NFU7	1	5	3.5851	1.13995	-0.603	-0.398
NFU8	1	5	3.7304	1.12755	-0.682	-0.27
NFU9	1	5	3.6102	1.08026	-0.596	-0.266
NFU10	1	5	3.8475	1.0986	-0.871	0.108
NFU11	1	5	3.7022	1.09894	-0.631	-0.383
NFU12	1	5	3.7522	1.10839	-0.708	-0.216

4.4.2 Psychographic Motivators- Need for Affiliation

Table 4.6 represented the descriptive stats regarding the data collected against Need for Affiliation is the second motivator of the questionnaire. The questionnaire scale comprises of three items and was labeled as NFA1 to NFA3. The table shows the research variable's minimum, maximum values, as data was collected via 5point Likert scale (1= Strongly Disagree and 5= Strongly Agree) based questionnaire. The values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables are distributed normally, this indicates that the data is normal and fall within the threshold level.

TABLE 4.6: Descriptive Statistics of Need for Affiliation

Items	Min	Max	Mean	SD	Kurtosis	Skewness
NFA1	1	5	3.7563	1.09426	-0.755	-0.12
NFA2	1	5	3.8539	1.06515	-0.843	0.094
NFA3	1	5	3.4165	1.15065	-0.364	-0.705

4.4.3 Social Self Expressive Brands

Table 4.7 showed the descriptive stats regarding the data collected against Social Self Epressive brands. The questionnaire scale comprises of four items and was labeled as SSEB1 to SSEB2. The table shows the study variable's minimum,

maximum values, as data was collected via 5 point Likert scale (1= Strongly Disagree and 5= Strongly Agree) based questionnaire. The values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables are distributed normally, this indicates that the data is normal and fall within the threshold level.

TABLE 4.7: Descriptive Statistics of Social Self Expressive Brands

Items	Min	Max	Mean	SD	Kurtosis	Skewness
SSEB1	1	5	3.753	1.10821	-0.685	-0.261
SSEB2	1	5	3.1953	0.77768	-0.87	0.583
SSEB3	1	5	3.2155	0.75381	-0.865	0.696
SSEB4	1	5	3.0274	0.84744	-0.674	-0.052

4.4.4 Inner Self Expressive Brand

Table 4.8 showed the descriptive stats regarding the data collected against Inner Self Expressive brands. The questionnaire scale comprises of four items and was labeled as ISEB1 to ISEB2. The table shows the study variable's minimum, maximum values, as data was collected via 5-point Likert scale (1= Strongly Disagree and 5= Strongly Agree) based questionnaire. The values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables are distributed normally.

TABLE 4.8: Descriptive Statistics of Need for Inner Self Expressive Brands

Items	Min	Max	Mean	SD	Kurtosis	Skewness
ISEB1	1	5	3.46	1.15299	-0.506	-0.499
ISEB2	1	5	3.1824	1.12066	-0.17	-0.839
ISEB3	1	5	3.2324	1.18453	-0.258	-0.819
ISEB4	1	5	3.1574	0.81103	-0.832	0.325

4.4.5 Brand Tribalism

Table 4.9 showed the descriptive stats regarding the data collected regrding Brand Tribalism. The questionnaire scale comprises of sixteen items and was labeled as BT1 to BT16. The table shows the study variable's minimum, maximum values, as data was collected via 5-point Likert scale (1= Strongly Disagree and 5= Strongly

Agree) based questionnaire. The values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables are distributed normally.

TABLE 4.9: Descriptive Statistics of Brand Tribalism

Items	Min	Max	Mean	SD	Kurtosis	Skewness
BT1	1	5	3.046	0.86876	-0.733	-0.046
BT2	1	5	3.155	0.83262	-0.877	0.336
BT3	1	5	3.1412	0.77224	-0.902	0.891
BT4	1	5	2.9879	0.89281	-0.665	-0.235
BT5	1	5	3.0024	0.88471	-0.671	-0.206
BT6	1	5	3.1186	0.85997	-0.833	0.13
BT7	1	5	3.1453	0.78652	-0.891	0.729
BT8	1	5	3.1574	0.83071	-0.817	0.153
BT9	1	5	3.1905	0.78096	-0.948	0.849
BT10	1	5	3.6957	1.10743	-0.643	-0.369
BT11	1	5	3.7458	1.10912	-0.706	-0.227
BT12	1	5	3.7571	1.09702	-0.766	-0.097
BT13	1	5	3.8523	1.0672	-0.846	0.085
BT14	1	5	3.4108	1.14812	-0.361	-0.701
BT15	1	5	3.1477	0.81285	-0.792	0.213
BT16	1	5	3.1461	0.77551	-0.79	0.478

4.4.6 Brand Loyalty

Table 4.10 showed the descriptive stats regarding the data collected regarding Brand Loyalty. The questionnaire scale comprises of five items and was labeled as BL1 to BL5. The table shows the study variable's minimum, maximum values, as data was collected via 5-point Likert scale (1= Strongly Disagree and 5= Strongly Agree) based questionnaire. The values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables are distributed normally, this indicates that the data is normal and fall within the threshold level.

TABLE 4.10: Descriptive Statistics of Brand Loyalty

Items	Min	Max	Mean	SD	Kurtosis	Skewness
BL1	1	5	3.2268	0.74508	-0.863	0.721
BL2	1	5	3.0105	0.86526	-0.642	-0.192
BL3	1	5	3.0242	0.87289	-0.696	-0.121
BL4	1	5	3.1429	0.84105	-0.846	0.219
BL5	1	5	3.1421	0.76842	-0.847	0.738

4.4.7 Brand Advocacy

Table 4.11 showed the descriptive stats regarding the data collected regarding Brand Loyalty which is one the outcome variable of the study. The questionnaire scale comprises of five items and was labeled as BA1 to BA4. The table shows the study variable's minimum, maximum values, as data was collected via 5-point Likert scale (1= Strongly Disagree and 5= Strongly Agree) based questionnaire. The values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables are distributed normally, this indicates that the data is normal and fall within the threshold level.

TABLE 4.11: Descriptive Statistics of Brand Advocacy

Items	Min	Max	Mean	SD	Kurtosis	Skewness
BA1	1	5	3.5932	1.05396	-0.111	-0.591
BA2	1	5	3.7022	0.97837	0.190	-0.749
BA3	1	5	3.6126	1.04744	-0.248	-0.562
BA4	1	5	3.7312	0.99899	-0.113	-0.645

4.4.8 Brand Consciousness

Table 4.12 showed the descriptive stats regarding the data collected regarding Brand Consciousness. The questionnaire scale comprises of five items and was labeled as BC1 to BC6. The table shows the study variable's minimum, maximum values, as data was collected via 5-point Likert scale (1= Strongly Disagree and 5= Strongly Agree) based questionnaire. The values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables are distributed normally, this indicates that the data is normal and fall within the threshold level.

TABLE 4.12: Descriptive Statistics of Brand Consciousness

Items	Min	Max	Mean	SD	Kurtosis	Skewness
BC1	1	5	3.2789	1.11013	-0.203	-0.740
BC2	1	5	3.2276	1.21140	-1.008	-0.115
BC3	1	5	3.5230	1.08502	-0.606	-0.420
BC4	1	5	3.5496	1.09082	-0.321	0.567
BC5	1	5	3.3995	1.08954	-0.589	-0.278
BC6	1	5	3.4407	1.11094	-0.681	-0.315

4.4.9 Homophily

Table 4.10 showed the descriptive stats regarding the data collected regarding Homophily. The questionnaire scale comprises of five items and was labeled as HOMO1 to HOMO8. The table shows the study variable's minimum, maximum values, as data was collected via 5-point Likert scale (1= Strongly Disagree and 5= Strongly Agree) based questionnaire. The values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables are distributed normally,

TABLE 4.13: Descriptive Statistics of Homophily

Items	Min	Max	Mean	SD	Kurtosis	Skewness
HOMO1	1	5	3.046	0.86876	-0.733	-0.046
HOMO2	1	5	3.155	0.83262	-0.877	0.336
HOMO3	1	5	3.1412	0.77224	-0.902	0.891
HOMO4	1	5	2.9879	0.89281	-0.665	-0.235
HOMO5	1	5	3.0024	0.88471	-0.671	-0.206
HOMO6	1	5	3.1186	0.85997	-0.833	0.134
HOMO7	1	5	3.1453	0.78652	-0.891	0.729
HOMO8	1	5	3.1574	0.83071	-0.817	0.153

4.4.10 All Study Variables

Table 4.14 shows the descriptive stats of all the variables included in the study, The table shows the study variable's minimum, maximum values, values of both Kurtosis and Skewness are both in range i-e +/-2 and all variables are distributed normally.

4.4.11 Skewness and Kurtosis

Skewness and Kurtosis tests shows high range of Skewness and Kurtosis (+2 / -2) that is considered as a non-normal, this may influence regression estimates (George and Mallery,2010). In order to estimate the Skewness and Kurtosis all the items of the instrument (questionnaire) of all variable are included. It is found that the values of Skewness and Kurtosis were close to the threshold level (¡ 2 / -2) of normality distribution criteria. This leads to the presumption that data

Table 4.14: Descriptive Statistics of All Study Variables

Variable	N	Min	Max	Mean	SD	Kurtosis	Skewness
Brand Loyalty	413	1	5	3.1093	0.47582	1.262	1.873
Brand Advocacy	413	1	5	3.1731	0.53138	1.157	1.169
Brand Tribalism	413	1	5	3.2937	0.48182	1.107	0.304
Social Self-Exp Brand	413	1	5	3.2581	0.67738	-0.226	-1.271
Inner Self-Exp Brand	413	1	5	3.2978	0.55081	0.837	0.443
Need for Unique-ness	413	1	5	3.6669	0.67371	0.0734	0.321
Need For Affiliation	413	1	5	3.6755	0.78535	0.259	0.556
Homophily	413	1	5	3.4576	0.61346	0.257	0.851
Brand Conscious-ness	413	1	5	3.1246	0.45935	1.464	1.345

values are fall within the range of normality (¡ 2 / -2) as proposed by George and Mallery, 2010.

4.5 Common Method Biased

Common method biased is the degree of counterfeit correlations shared among the variables used in the model as the mono method used to collect the data Podsakoff et al. (2003). Common biased method can deal with various measurement techniques self-reported. The statistical remedies also available for the CMB categorized Priori and post hoc remedies includes common latent factor, Model Harman's Single Factor Test, Marker Variable in which another latent factor to the model is added but should not be correlated with other latent variable, also add common latent factor this method results in teases out true common variance than basic common factor because this results in finding the common variance between unrelated latent factor thus any common variance is likely due to common bias.

4.5.0.1 Harmans Single Factor

The research is about the Brand relationship. Data was collected from the Millennial consumers who use different clothing brands of Pakistan. Data was collected

in three different time lags, Therefore, the current research has also tested the presence of CMB. At very first the Harman single factor technique while performing the EFA in SPSS and measures were loaded onto a single factor with no rotation Podsakoff et al. (2003). Though the research model doesn't have the new factor, this has been only performed in the study to find presence of CMB so that later CMB can be omitted in the study. Hence, in this study Harman's single factor test exhibits the absence of the CMB. This diagnostic approach do not statically control for (or partial out) method effects, also this test as a diagnostic approach that actually does nothing to statistically. This approach also has a benefit due to its simplicity but on the other hand, there are various weaknesses of this approach. The results pertaining in this context are reported in the table 4.15 below. The current study xhibits the absence of the Commmon- Method Baised.

TABLE 4.15: Common Method Variance Bias

Components	Total	% of Variance	Cumulative %	Total	% of Variance	%
1	2.822	35.269	35.269	2.82	35.269	35.269
2	1.025	12.81	48.08			
3	0.891	11.137	59.217			
4	0.835	10.44	69.657			
5	0.676	8.452	78.11			
6	0.632	7.899	86.009			
7	0.584	7.301	93.309			
8	0.535	6.691	100			

4.6 Measurement Model Assessment

4.6.1 Reliability

Validity and reliability are established using the measurement model in PLS-SEM (Ramayah et al, 2011) with the help of disjoint approach measurement model was performed in two stages respectively. The first stage assessed the lower order constructs and latter with the help of the variables from the first stage were utilized to establish stage 2. Factors loading are shown in Table 4.16 Cronbach's alpha (rhoA), Composite Reliability, Average variance extracted (Ave).

TABLE 4.16: Measurement Model Analysis

Variable	Cronbach's alpha	(rhoA)	Composite Reliability	(Ave)
Brand Loyalty	0.911	0.916	0.934	0.74
Brand Advocacy	0.86	0.86	0.905	0.704
Brand Tribalism	0.869	0.873	0.898	0.529
Social Self-Exp Brand	0.747	0.743	0.842	0.575
Inner Self-Exp Brand	0.728	0.741	0.83	0.552
Need For Affiliation	0.868	0.874	0.92	0.792
Need for Uniqueness	0.941	0.947	0.95	0.612
Brand Consciousness	0.805	0.805	0.86	0.507
Homophily	0.859	0.871	0.889	0.504

The assessment of measurement model stage one has been mentioned in table 4.15. the items have been retained if the item loadings fall between 0.60 and 0.90 (hair et al, 2019). However, the values of AVE of a construct (including all linked items are > 0.50). it is appropriate to keep items with outer loadings > 0.40. fig 4.1 depicts first stage measurement model. In study criteria of > 0.6 is used. Items with lower loadings were dropped. It is found that in brand tribalism, 8 of its items have low score. Therefore, these 8 items were omitted.

4.6.2   Construct Validity

In order to asses the reflective construct of SEM-PLS model, the validity evaluation should be done. previously accepted standards(Hair Jr et al., 2017) the convergence and discriminant validity of the current model are described. In this respective research, the validity (discriminant and convergent) of the instruments are examined to find its construct validity.

4.6.3   Convergent Validity

The convergent validity for PLS-SEM model is mandatory. According to statistical research the AVE of each construct should be > 0.50 and construct convergent validity is known to be > 0.70 for the outer loading (Hair Jr et al., 2017). According to the table, the AVE of the current study fall within the range. It explains that AVE values are within the permissible range as per to the prior literature Hair Jr

et al. (2017). The value which is acceptable within the range of AVE in relevance to convergent validity is ¡ 0.50 ,if the AVE ¡0.5 but the composite reliability is ¿0.6. it is acceptable and measures the concept sufficiently.

These results lead to convergent validity for the data of the study (Hair Jr et al., 2017).

TABLE 4.17: Average Variance Extracted (Ave)

Variables	Ave
Brand Loyalty	0.740
Brand Advocacy	0.704
Brand Tribalism	0.529
Social Self-Exp Brands	0.575
Inner Self-Exp Brands	0.552
Need for Uniqueness	0.792
Need for Affiliation	0.612
Brand Consciousness	0.507
Homophily	0.504

4.6.4 Discriminant Validity

The purpose of this is to confirm that the reflective construct in PLS path model has strong correlations with its own indicators. Examining discriminant validity is one of the compulsory and pre requisite in examining correlations between latent variables. In order to assess the variance based structural equation modelling, the investigation of cross loading has been done by the Fornell-Larcker criteria. For Current data of study the cross loadings of the individual construct items are higher than 0.7or close for current data as shown in Table 4.16.

4.6.5 The Forneell-Larcker Criterion

Commonly used method of evaluating discriminant validity of measurement models is the Fornell-Larcker criteria. In current study, this method has been used for the assessment of discriminant validity. according to this criteria AVE square root must exceed all construct related correlations. Table 4.17 showed the square root of AVE diagonally. The AVE square root is larger than the sum of individual

correlations among the studied variables. As a result, studies data is determined to have discriminant validity.

TABLE 4.18: FORNELL-LARCKER CRITERION FOR VALIDITY

	1	2	3	4	5	6	7	8	9
BA	0.84								
BC	0.44	0.71							
BL	0.81	0.43	0.86						
BT	0.41	0.64	0.4	0.73					
HM	0.69	0.69	0.7	0.57	0.71				
ISEB	0.68	0.53	0.69	0.51	0.64	0.74			
NFA	0.4	0.43	0.4	0.4	0.44	0.45	0.89		
NFU	0.39	0.5	0.39	0.47	0.49	0.5	0.36	0.78	
SSEB	0.41	0.59	0.4	0.53	0.59	0.71	0.41	0.49	0.76

4.6.6 Heterotrait-Monotrait Ration (HTMT)

To assess the discriminant validity, HTMT approach was suggested by (Henseler et al., 2015), according to this the value is below 0.90 has been established. Table 4.17 shows that all values met the desired criteria.(Henseler et al., 2015). The HTMT gauges how comparable latent variables are. Since HTMT is an estimate for inter construct correlations and correlations of between constructs prevents appropriate discrimination.

The Heterotrait-Monotrait Ration (HTMT) of the following variables has been mentioned in table 4.19

BA = Brand Advocacy

BC = Brand Consciousness

BL = Brand Loyalty

BT = Brand Tribalism

HM = Homophily

BA = Brand Loyalty

ISEB = Inner Self Expressive Brand

NFU = Need for Uniqueness

NFA = Need for Affiliation

SSEB = Social Self Expressive Brand

TABLE 4.19: HETEROTRAIT-MONOTRAIT RATION (HTMT)

	1	2	3	4	5	6	7	8	9	10	11	12
BA												
BC	0.52											
BL	0.812	0.50										
BT	0.477	0.768	0.46									
HM	0.861	0.841	0.85	0.65								
ISEB	0.889	0.688	0.881	0.642	0.87							
NFA	0.458	0.507	0.446	0.461	0.515	0.57						
NFU	0.432	0.567	0.417	0.525	0.538	0.594	0.4					
SSEB	0.506	0.747	0.488	0.651	0.718	0.874	0.511	0.58				
HMxISEB	0.733	0.793	0.723	0.751	0.822	0.834	0.629	0.662	0.75			
BCxSSEB	0.639	0.822	0.626	0.759	0.802	0.817	0.632	0.672	0.776	0.71		
BCxISSEB	0.634	0.809	0.62	0.762	0.768	0.818	0.634	0.675	0.766	0.785	0.70	
HMxSSEB	0.624	0.836	0.61	0.754	0.823	0.806	0.625	0.665	0.791	0.772	0.837	0.76

BA = Brand Advocacy **BC** = Brand Consciousness **BL** = Brand Loyalty **BT** = Brand Tribalism **HM** = Homophily **BA** = Brand Loyalty **ISEB** = Inner Self Expressive Brand **NFU** = Need for Uniqueness **NFA** = Need for Affiliation **SSEB** = Social Self Expressive Brand
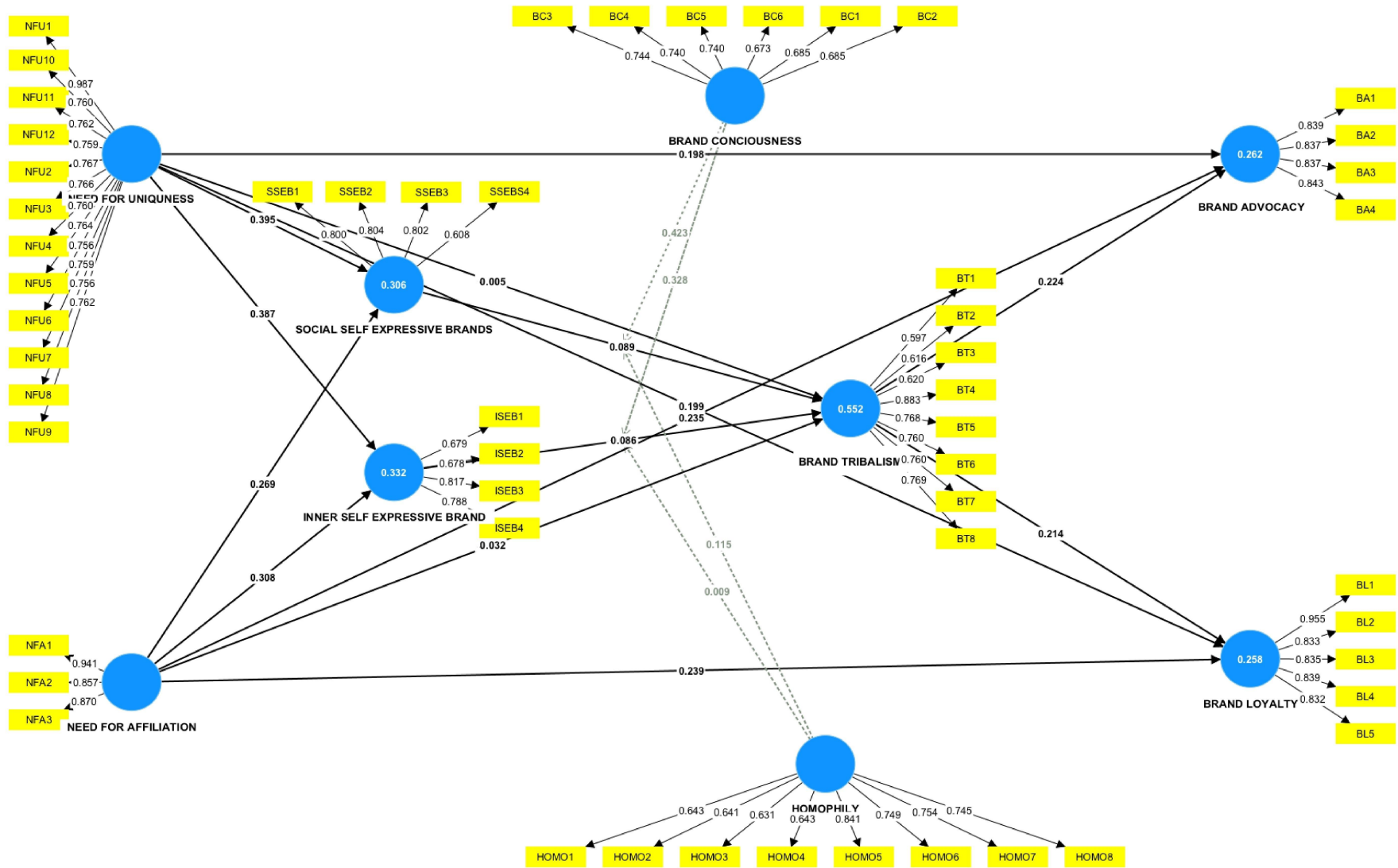
FIGURE 4.1: Measurement Model

4.6.7 Variance Inflation Factor (VIF)

The research has addressed the brand relationship in context of Brand Relationship. The study has examined the multicollinearity via regression analysis by calculating variance inflation factor (VIF). The results of Variance of inflation factor as VIF gauges how multicollinear, multivariant regression variables are. Since multicollinearity reduces the independent variables statistical significance. the VIF should be <5. All the values in the table shows that data does not have issues of multicollinearity as all values are within the range. The current study has captured the responses of Millennial in clothing sector of Pakistan, The variables include namely Need for Uniquness, Need for Affiliation, Inner Self Expressive Brands, Social Sef Expressive Brands, Brand Tribalism, Homophily, Brand consciousness, Brand Advocacy, Brand Loyalty. Table 4.20 shows the values of VIF for each items are normal and fall within the threshold level.

TABLE 4.20: Variance Inflation Factor (VIF)

Variables	Items	VIF
Need for Uniqueness	NFU1	2.380
	NFU2	2.401
	NFU3	2.370
	NFU4	2.415
	NFU5	2.433
	NFU6	2.834
	NFU7	2.407
	NFU8	1.301
	NFU9	1.398
	NFU10	2.196
	NFU11	2.167
	NFU12	2.452
Need for Affiliation	NFA1	3.546
	NFA2	2.154
	NFA3	2.412
Inner Self-Exp Brand	ISEB1	2.167
	ISEB2	2.486
	ISEB3	1.578
	ISEB4	1.995
Social Self-Exp Brands	SSEB1	2.882
	SSEB2	2.232
	SSEB3	1.909
	SSEB4	1.751

Variables	Items	VIF
Brand Tribalism	BT1	2.462
	BT2	2.165
	BT3	2.986
	BT4	1.870
	BT5	1.657
	BT6	2.658
	BT7	2.411
	BT8	2.701
Homophily	HOMO1	2.390
	HOMO2	2.344
	HOMO3	1.746
	HOMO4	1.804
	HOMO5	1.765
	HOMO6	1.832
	HOMO7	1.844
	HOMO8	1.721
Brand Consciousness	BC1	1.895
	BC2	1.317
	BC3	1.812
	BC4	1.777
	BC5	1.785
	BC6	1.319
Brand Advocacy	BA1	1.743
	BA2	1.782
	BA3	1.768
	BA4	1.801
Brand Loyalty	BL1	2.311
	BL2	2.398
	BL3	2.315
	BL4	2.468
	BL5	2.475

4.7   Structural Model

Research model particularly explains Consumer Brand Relationship, by taking Brand Loyalty and Brand Advocacy as a measure of the Brand Resonance that ultimately achieved via personal and social levels.The structural model is designed to test the hypothetical paths, measuring effects on certain outcomes as well as their results both in short and long term. The structural model uses simple or multiple linear regression between latent variables estimated by the measurement model to predict them. After establishing the reliability and validity of the measurement model, inner model is estimated. Fig 4.3 displaces the structural model.
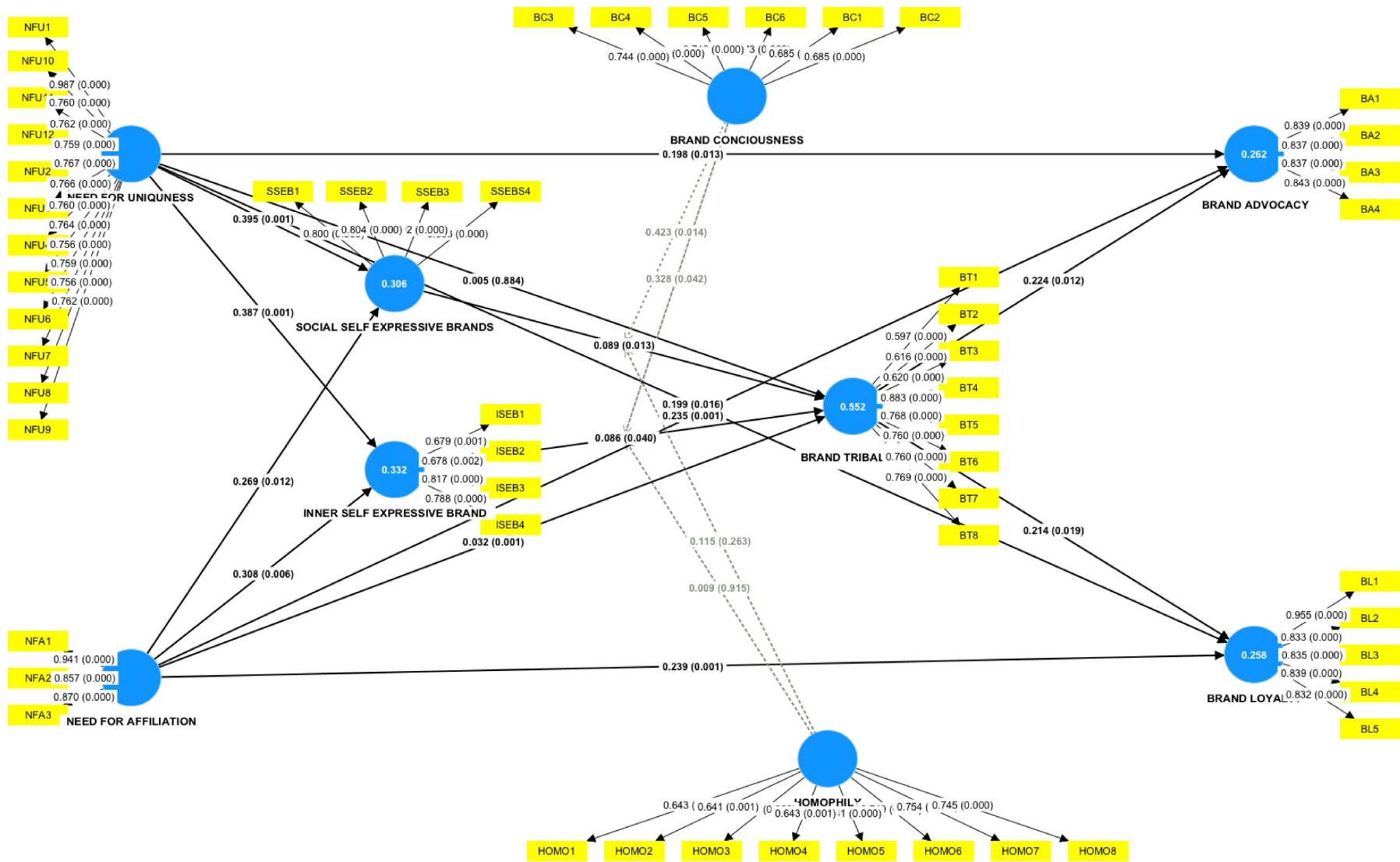
FIGURE 4.2: Structural Equation Model

4.7.1 Direct Paths

Direct paths are measured between Need for Uniqueness and Brand Advocacy, Need for Uniqueness and Brand Loyalty, Need for Affiliation and Brand Advocacy, Need for Affiliation and Brand Loyalty. Further paths are measured between Need for Uniqueness and Social Self Expressive brand, also with Need for Uniqueness with Inner Self Expressive Brands. Further the study has examined the Inner Self-Expressive Brands with Brand Tribalism, moreover the hypothesis also has been tested among Social Self-Expressive Brand with Brand Tribalism. Direct Paths also has been measured between Need for Uniqueness and Brand Tribalism, also with Need for Affiliation and Brand Tribalism.

Figure 4.2 represents the relationship among the predictors and predicted variables. After testing the hypothesis H1a i-e Need for Uniqueness positively and significantly impacts on Brand Advocacy. Statistically it is found significant as p-value = 0.013, t=2.496 along with β= 0.198, therefore hypothesis H1a has been accepted.

The relationship between Need for Uniqueness and Brand Loyalty showed in Figure 4.2 was tested via hypothesis H1b i-e Need for Uniqueness is positively and significantly impacts on Brand Loyalty. Statistically also found significant as p-value = 0.016, t=2.425 along with β= 0.199, therefore hypothesis H1c has been accepted.

Figure 4.2 represents the relationship between Need for Affiliation and Brand Advocacy was tested via H1c i-e Need for Affiliation is positively and significantly impacts on Brand Advocacy. Statistically it is found significant as p-value = 0.001, t=3.391 along with β= 0.235, therefore hypothesis H1a has been accepted.

The hypothesized path between Need for Affiliation and Brand loyalty was also regressed and found significant. After testing the hypothesis H1d i-e Need for Affiliation is positively and significantly impacts on Brand Loyalty. Statistically it is found significant as p-value = 0.001, t=3.349 along with = 0.239, therefore hypothesis H1a has been accepted.

The study has identified the following mediating paths as per figure 4.2. the first direct path among first mediator and Independent variable is between Need for

Uniqueness and Inner Self Expressive Brand. The hypothesized path between Need for Uniqueness and Inner Self Expressive Brand was also tested and found significant. After regressing the hypothesis H2a i-e Need for Uniqueness is positively and significantly impacts on Inner Self Expressive. Statistically it is found significant as p-value = 0.001, t=3.340 along with β= 0.395.

Second direct path among second mediator and first independent variable is between Need for Uniqueness and Social Self Expressive Brand. The hypothesized path between Need for Uniqueness and Social Self Expressive Brand was also tested and found significant. After regressing the hypothesis H2b i-e Need for Uniqueness is positively and significantly impacts on Social Self Expressive. Statistically it is found significant as p-value = 0.001, t=3.398 along with β= 0.387.

Another direct path among first mediator and second independent variable is between Need for Affiliation and Inner Self Expressive Brand. The hypothesized path between Need for Affiliation and Inner Self Expressive Brand was also tested and found significant. After regressing the hypothesis H2c i-e Need for Affiliation is positively and significantly impacts on Inner Self Expressive. Statistically it is found significant as p-value = 0.006, t=2.783 along with β= 0.308

Another direct path among first mediator and Independent variable is between Need for Affiliation and Social Self Expressive Brand. The hypothesized path between Need for Affiliation and Social Self Expressive Brand was also tested and found significant. After regressing the hypothesis H2d i-e Need for Uniqueness is positively and significantly impacts on Inner Self Expressive. Statistically it is found significant as p-value = 0.012, t=2.518 along with β= 0.269.

The direct path among Need for Uniqueness and Brand Tribalism was also tested. The hypothesized path between Need for Uniqueness and Brand Tribalism was found insignificant. After regressing the hypothesis H3a i-e Need for Uniqueness is positively and significantly related to Brand Tribalism. Statistically it is found insignificant as p-value = 0.884, t=0.146 along with β= -0.005.

The direct path among Need for Affiliation and Brand Tribalism was also tested. The hypothesized path between Need for Affiliation and Brand Tribalism was found significant. After regressing the hypothesis H3b i-e Need for Affiliation is

positively and significantly related to Brand Tribalism. Statistically it is found significant as p-value = 0.001, t=3.420 along with β= -0.032.

The direct path among Social Self Expressive Brand and Brand Tribalism was also tested. The hypothesized path between Social Self Expressive Brand and Brand Tribalism was found significant. After regressing the hypothesis H4a i-e Social Self Expressive Brand is positively and significantly related to Brand Tribalism. Statistically it is found significant as p-value = 0.013, t=2.493 along with β= 0.089.

The direct path among Inner Self Expressive Brand and Brand Tribalism was also tested. The hypothesized path between Inner Self Expressive Brand and Brand Tribalism was found significant. After regressing the hypothesis H4b i-e Inner Self Expressive Brand is positively and significantly related to Brand Tribalism. Statistically it is found significant as p-value = 0.040, t=2.056 along with β= 0.086.

After testing the hypothesis 4c i-e Brand Tribalism is positively and significantly related to Brand Advocacy. Statistically it is found significant as p-value = 0.012, t=2.514 along with β= 0.224, therefore hypothesis H4c has been accepted.

Figure 4.2 represents the relationship among the Brand Tribalism and Brand Loyalty variables. After testing the hypothesis H4d i-e Brand Tribalism is positively and significantly related to Brand Loyalty. Statistically it is found significant as p-value = 0.019, t=2.349 along with β= 0.214, therefore hypothesis H4d has been accepted.

The study has analysed the direct hypothetical paths in the research model. The variables included in the model are name as: The Psychographic Motives i.e the Need for Uniqueness and Need for Affiliation in relationship with Self-Expressive Brands that further leads to the formulation of Brand Tribe, that finally resonates the brand relationship and contributes towards the Band loyalty and Brand Advocacy. All these variables has been directly regressed.

The path Hypothesis, the coefficient value, t-value and significant values are shown in the table 4.21

TABLE 4.21: Direct Paths

Hyp	Paths	(β)	t-Value	p-Value
H1a	Need for Uniqueness -> Brand Advocacy	0.198	2.496	0.013
H1b	Need for Uniqueness -> Brand Loyalty	0.199	2.425	0.016
H1c	Need for Affiliation -> Brand Advocacy	0.235	3.391	0.001
H1d	Need for Affiliation -> Brand Loyalty	0.239	3.349	0.001
H2a	Need for Uniqueness -> Inner Self Expressive Brand	0.395	3.340	0.001
H2b	Need for Uniqueness -> Social Self-Expressive Brands	0.387	3.398	0.001
H2c	Need for Affiliation -> Inner Self Expressive Brand	0.308	2.783	0.006
H2d	Need for Affiliation-> Social Self-Expressive Brands	0.269	2.518	0.012
H3a	Need for Uniqueness -> Brand Tribalism	0.005	0.146	0.884
H3b	Need for Affiliation -> Brand Tribalism	0.032	3.42	0.001
H4a	Social Self-Expressive Brands -> Brand Tribalism	0.089	2.493	0.013
H4b	Inner Self Expressive Brand -> Brand Tribalism	0.086	2.056	0.040
H4c	Brand Tribalism -> Brand Advocacy	0.224	2.514	0.012
H4d	Brand Tribalism -> Brand Loyalty	0.214	2.349	0.019

4.7.2 Mediation Analysis

4.7.2.1 Sequential Mediation

The mediation has been identified in the study as per figure 2, the results first Sequential mediation path between Need for Uniqueness towards Social Self Expressive Brand and afterwards towards Brand Tribalism to Brand Advocacy has been observed and presented in the following table. Another Mediating path with between Need for Uniqueness towards Social Self Expressive Brand and then towards Brand Tribalism to Brand Loyalty has also been observed and presented in the following table as well. Another Sequential mediation path between Need for

Uniqueness towards Inner Self Expressive Brand and afterwards towards Brand Tribalism to Brand Advocacy has been observed and presented in the following table. Also the Mediating path of Need for Uniqueness towards Inner Self Expressive Brand and then towards Brand Tribalism to Brand Loyalty has also been observed and presented in the following table as well.

In the table 4.20 below, The Sequential path between Need for Uniqueness towards Social Self Expressive Brand and then towards Brand Tribalism to Brand Advocacy found significant. Also the indirect path between Need for Uniqueness towards Social Self Expressive Brand and then towards Brand Tribalism to Brand Loyalty also found significant, though path between Need for Uniqueness towards Inner Self Expressive Brand and then towards Brand Tribalism to Brand Loyalty found insignificant, hence according to the study it is found that no mediation finds in brand loyalty as far as inner self-expression is found. Based on the hypothesis i-e

H4e: Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motive (Need for Uniqueness) and Brand Resonance (Brand Loyalty and Brand Advocacy)

The Following Sequential paths has been regressed.

TABLE 4.22: Sequential Mediation Analysis

Paths	β	t-Value	p-Value	2.50%	97.5%	Decision
NFU->SSEB->BT ->BA	0.116	3.531	0.004	.036	.011	Supported
NFU->SSEB->BT ->BL	0.119	2.511	0.019	.157	.191	Supported
NFU->ISEB->BT ->BA	0.198	2.467	0.013	.026	.031	Supported
NFU->ISEB->BT ->BL	0.007	1.491	0.143	.011	-.122	Unsupported

The Sequential mediation also tested between Need for Affiliation towards Social Self Expressive Brand and afterwards towards Brand Tribalism to Brand Advocacy has been observed and presented in the following table. Another Mediating path with between Need for Affiliation towards Social Self Expressive Brand and then towards Brand Tribalism to Brand Loyalty has also been observed and presented

in the following table as well. Another Sequential mediation path between Need for Affiliation towards Inner Self Expressive Brand and afterwards towards Brand Tribalism to Brand Advocacy has been observed and presented in the following table. Also the Mediating path of Need for Affiliation towards Inner Self Expressive Brand and then towards Brand Tribalism to Brand Loyalty has also been observed and presented in the following table as well. Also in the table 4.21 below, the Sequential paths have been found significant with the Need for Affiliation towards Social Self Expressive Brand and then towards Brand Tribalism to Brand Loyalty and Brand Advocacy found significant. The sequential path between Need for Affiliation towards Inner Self Expressive Brand and then towards Brand Tribalism to Brand Advocacy found insignificant. Also the Sequential path between Need for Affiliation towards Inner Self Expressive Brand and then towards Brand Tribalism to Brand Loyalty and Brand Advocacy found insignificant, hence according to the study it is found that no mediation finds in brand loyalty as well as Brand advocacy prevails as far as inner self-expression is found. Based on the Hypothesis i-e

H4f: Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motive (Need for Uniqueness) and Brand Resonance (Brand Loyalty and Brand Advocacy).

The Following sequential paths has been regressed.

TABLE 4.23: Sequential Mediation Analysis

Paths	β	t-Value	p-Value	2.50%	97.5%	Decision
NFA->SSEB->BT->BA	0.035	3.735	0.003	.161	.199	Supported
NFA->SSEB->BT->BL	0.009	2.102	0.011	.189	.127	Supported
NFA->ISEB->BT->BA	0.036	1.462	0.143	.010	-.071	Unsupported
NFA->ISEB->BT->BL	0.021	1.290	0.189	.032	-.085	Unsupported

4.7.2.2 Indirect Mediation

The research model has also regressed some indirect mediation paths, that contributes towards some more detail rationale findings of the research model.

The following table represents the indirect paths.

TABLE 4.24: Indirect Effect

Hypothesis	β	t-value	p-value	2.50%	97.5%	Decision
NFU->ISEB->BT	0.033	2.900	0.048	.221	.111	Supported
NFU->SSEB->BT	0.042	2.065	0.039	.241	.132	Supported
NFA->ISEB->BT	-0.026	1.773	0.077	-.021	.032	Unsupport
NFA->SSEB->BT	0.035	2.200	0.028	.192	.174	Supported
SSEB->BT->BA	0.020	2.009	0.045	.164	.134	Supported
SSEB->BT->BL	-0.007	2.253	0.025	.129	.136	Supported
ISEB->BT->BA	0.044	2.194	0.029	.013	.151	Supported
ISEB->BT->BL	-0.018	1.659	0.098	.036	-.101	Unsupport

4.7.3 Moderation Analysis

Study has performed moderation analysis; two moderators has been identified in the hypothetical path. Research model has tested the moderation of two moderator variables namely Homophily and Brand Consciousness. Both variables has been tested between the path of Self Expressive Brands and Brand Tribalism.

The first moderation of Brand Consciousness was tested between Self Expressive Brands and Brand Tribalism and found significant. Its interaction term with both inner self and social self are found significant. both baseline moderation (moderation without interaction term) and direct effect found significant. Other moderator of the study was Homophily, the direct relationship of moderator found significant, though its interaction term with both inner self and social self found insignificant.

TABLE 4.25: Moderation Analysis

Paths	β	t-Value	p-Value	Decision
BC -> BT	0.216	3.142	0.002	Supported
BC x SSEB-> BT	0.423	2.467	0.014	Supported
BC x ISEB-> BT	0.328	2.037	0.042	Supported
HOMO -> BT	0.196	2.644	0.008	Supported
HOMOxSSEB-> BT	0.115	0.107	0.915	Unsupported
HOMOxISEB-> BT	0.009	1.121	0.263	Unsupported

The following graphs represents the moderation analysis of Brand Consciousness.
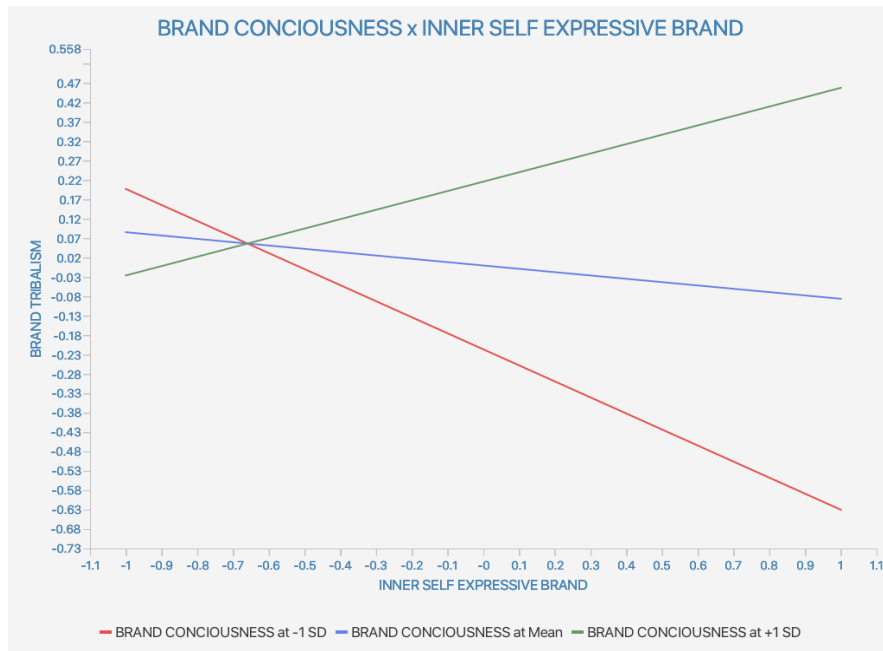
FIGURE 4.3: Moderation: Brand Consciousness with Inner Self Expressive Brand
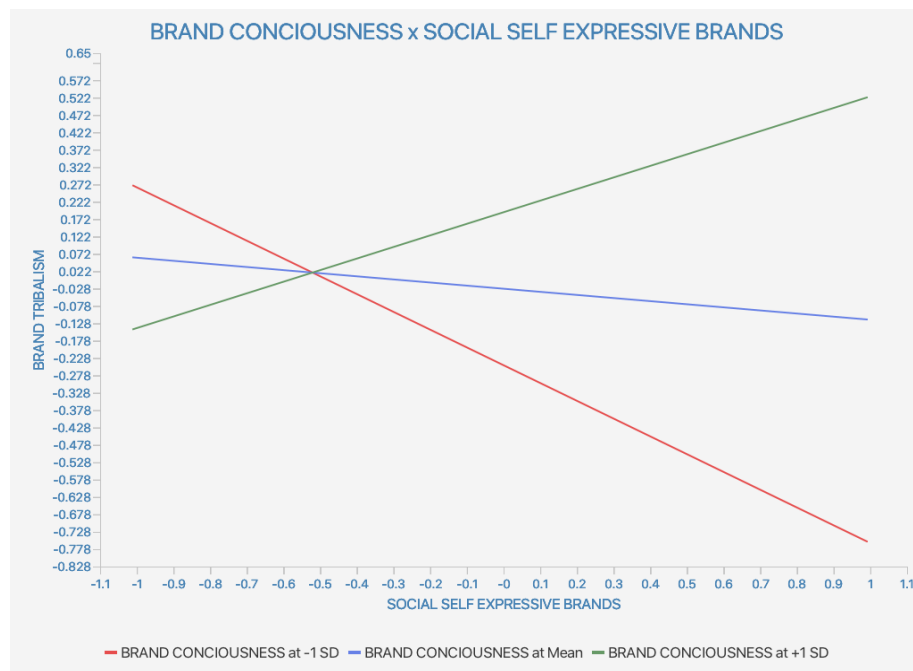
FIGURE 4.4: Moderation: Brand Consciousness with Social Self Expressive Brand

4.8 Summary of Hypotheses

Hypothesis	Statements	Results
H_{1a}	Need for Uniqueness positively and significantly impacts on Brand Advocacy.	**Accepted**
H_{1b}	Need for Uniqueness positively and significantly impacts on Brand Loyalty.	**Accepted**
H_{1c}	Need for Affiliation positively and significantly impacts on Brand Advocacy.	**Accepted**
H_{1d}	Need for Affiliation positively and significantly impacts on Brand Loyalty.	**Accepted**
H_{2a}	Need for Uniqueness is positively and significantly related to the Inner Self Expressive Brand.	**Accepted**
H_{2b}	Need for Uniqueness is positively and significantly related to the Social Self Expressive Brand.	**Accepted**
H_{2c}	Need for Affiliation is positively and significantly related to the Inner Self-Expressive Brand.	**Accepted**
H_{2d}	Need for Affiliation is positively and significantly related to the Social Self-Expressive Brand.	**Accepted**
H_{3a}	Need for Uniqueness is positively and significantly related to the Brand Tribalism.	**Rejected**
H_{3b}	Need for Affiliation is positively and significantly related to Brand Tribalism.	**Accepted**
H_{4a}	Inner Self-Expressive Brand is positively and significantly related to Brand Tribalism.	**Accepted**
H_{4b}	Social Self-Expressive Brand is positively and significantly related to the Brand Tribalism.	**Accepted**
H_{4c}	Brand Tribalism is positively and significantly related to the Brand Advocacy.	**Accepted**
H_{4d}	Brand Tribalism is positively and significantly related to the Brand Loyalty.	**Accepted**
H_{4e}	Self Expressive Band and Brand Tribalism mediates within Pychographic motive (Need for Uniqueness)	**Accepted**

and (Brand Advocacy and Brand Loyalty).

H$_{4f}$	Self Expressive Band and Brand Tribalism mediates within Pychographic motive (Need for Affiliattion) and (Brand Advocacy and Brand Loyalty).	**Accepted**
H$_{5a}$	Homophily significantly moderates the relationship of Inner Self-Expressive Brand and Brand Tribalism.	**Rejected**
H$_{5b}$	Homophily significantly moderates the relationship of Social Self-Expressive Brand and Brand Tribalism.	**Rejected**
H$_{6a}$	Brand consciousness w.r.t millennial significantly moderates the relationship of Inner Self-Expressive Brand and Brand Tribalism.	**Accepted**
H$_{6b}$	Brand Consciousness w.r.t millennial significantly moderates the relationship of Social Self-Expressive Brand and Brand Tribalism.	**Accepted**

4.9   Summary of Chapter

Chapter has presented statistical analysis of the study. At start of chapter Demographical characteristics has discussed, Further the results of normality for all variables has been presented and discussed, Further the Measurement model assessment was carried out and Reliability, Construct validity, Model fitness was analyzed. Also the structural Equational modeling was conducted in this chapter and its results discussed in next Chapter

Chapter 5

Discussion and Conclusion

This chapter comprises of a detail discussion of related, theorized relationships of the study variables included in the research model. All the research questions that were answered and detail discussion of all proposed hypothesis has been discussed. It also shed light on those proposed relationships which has not been supported empirically. Future implications, delimitations and conclusion of this dissertation has also been discussed.

5.1   Discussion

Research findings particularly explains Consumer Brand Relationship, by taking Brand Loyalty and Brand Advocacy as a measure of the Brand Resonance that ultimately achieved via personal and social levels. The research has addressed the brand relationship in context of Millennial generation of Pakistan who use clothing different brands. The research model has explained the consumers relationship with brand within the clothing industry of Pakistan. The novelty of research includes the inclusion of variables like Psychographic Motives i.e. the Need for Uniqueness and Need for Affiliation in relationship with Self-Expressive Brands that further leads to the formulation of Brand Tribe. The current study also tested the moderation of Homophily i-e common interest among consumers, and Moderation of Brand Consciousness among Millennial that strengthened the relationship of Self-Expressive Brands and Brand Tribalism, and finally resonates

the brand relationship and contributes towards the Band loyalty and Brand Advocacy. The study offers number of contributions towards the brand relationship research,

5.1.1 Research Question 1

What is the impact of Psychographic Motives (Need for Uniqueness and Need for Affiliation) on the Brand Resonance (Brand Loyalty and Brand Advocacy)?

The current study regarding brand relationship has answered this research question, and meet four objectives of the study under this research question, following hypothesis has been tested and discussed under this question.

H1a: Need for Uniqueness positively and significantly impacts on Brand Advocacy.

After regressing the Hypothesis (H1a) of this study it is found that consumers of clothing brands always keen in expressing the differentness, individuality, or unique identity that transforms and facilitate in creation of a personal style through the clothing brands consumers opted and experienced representing himself or herself. Furthermore, one of the psychological reasons for the need for such differentiation is conceptualized as the individuals' need for uniqueness (Snyder and Fromkin, 1977).

This uniqueness that consumer searched in wearing leads to the consumer brand relationships explained with the bond of consumers within the group relationship and advocate brands. This study tested that clothing brands has demonstrated a decent development rate over the forecasted period. Fashion is one of the critical factor in fashion wear and it continues evolving. It is becoming troublesome for an organization to set up itself in clothing fragment because of the quick changing design style as consumers opted and searched . While talking about clothing market, Brand Advocacy and brand acknowledgment are the vital ingredients in generating brand advocacy. In Pakistan, some of major clothing brands operating in clothing market are Khaadi, Nishat, Warda, Sana Safinaz, Almirah, Al- Karam, Gul-Ahmed, Satrangi, Maria B, TaanaBaana, Chen One and many more. This study findings suggest consumers of brands advocate about products, brands, and

experiences with each other specifically when we talk about clothing then it is of great importance.

H1b: Need for Uniqueness positively and significantly impacts on Brand Loyalty.

In this research the hypothesis (H1a) relationship between Need for Uniqueness and brand relationship i-e Band Loyalty was tested and found significant, as consumer need for uniqueness is designed and developed on the theory of uniqueness Snyder and Fromkin (1977). As per this theory, people find themselves different from the rest of the mass and seek themselves different in some perspectives. This research found that clothing brands serve as a vehicle or tool for communication and shared meanings within the social environment. They depict the need for uniqueness and articulates consumers Brand Loyalty and relationship. Fashion brands, as symbolic media of expression for consumers, can be used to explain the underlying principle of brand relationship and it is found that fashion and its brands are a mode of communication grounded in social context and informed meaning. People off set their norms by distinguishing themselves, through their choices they made and from what they wear and buy in apparels(Chu et al., 2022).

Therefore human motivates persuasively to see oneself distinct from others through self-definition and showed a loyal relationship with the clothing brands, for instance to purchase a shirt with unique and different logo or to wear something distinctive and meaningful to stand out form the masses (López et al., 2017). This research also attempts to define Brand Loyalty through the need for uniqueness with the help of the concept for brand self-expression. According to the study, when a brand in the clothing industry, offers distinct value for their product or service that differentiates the consumer from the rest of the community, the customer wants to increase their affiliation with the brand and build on their self-identity through it (So et al., 2017). An individual shows unique consumption behavior without destroying his or her sense of social integration, for instance consumer can create a unique personal style in their clothing like a leather jacket via customization within its stitching or by putting patches on it so that it looks more of a leather fighter pilot jacket. Therefore consumers always try to express the individuality and uniqueness that differs them from the mass. as consumer always wishes for unique product that magnifies the positivity.Nikhashemi and Delgado-Ballester

([2022](#)) suggest conceptually that the consumers need for uniqueness refers as the pursuit of unique features that differs one to others and can only be obtained via acquiring of a particular consumer good, utilization, and disposition of those goods and in result one's personal and social identity been enhanced.

Therefore, the need for uniqueness can be expressed as a variable behavior in exclusive group or a club ([Cho et al., 2022](#)). Brands are also unique and consumer consider brands differently from one another and uniquely expressed their self with the brand they prefer therefore consumers also expressed the consumption behavior in a manner that built their self ([Su and Reynolds, 2017](#)).

H1c: Need for Affiliation is positively and significantly impacts on Brand Advocacy.

Study has also find the impact of Need for Affiliation with Brand Advocacy, hypothesis was accepted and found significant. Study findings suggests that Need for Affiliation in experiencing and opting the branded clothing play a vital role and it became a part of one's style and preferences. Reflecting one's personal style is accomplished through the purchase of original, novel, or unique consumer goods or traveling with a unique style ([Lu et al., 2022](#)). In current study it was found that people opt brands and affiliate themselves at emotional and social levels, more over the study focus was on the Millennials and they are more brand oriented and in use of technology therefore they advocate their brand choices more often and stay loyal with their brands and continuously engage in advocating positive word of mouth.

H1d: Need for Affiliation is positively and significantly impacts on Brand Loyalty.

The final hypothesis that was tested under the research objectives is regarding another psychographic motive i-e Need for Affiliation, the term Need for Affiliation(N-Affi) was highlighted and explained as a belonging of someone to the particular social group, so an individual feel to be a part or a member of a group, who will seek different from other members that are more focused on their distinctive and unique characteristics. Furthermore NFA is a healthy and fruitful relationship with others, or being emotionally connected to that extent that the separation from someone considered intense. In this study it was found that

Pakistani Millennials who wear branded clothing favor those brands that match the expectation of the reference groups for the satisfaction of Need for Affiliation, this further proved that Millennials purchase those brands that truly differentiate themselves from others or to link with a reference group. Also, Chieng et al. (2022) studied Need for Affiliation as a personality trait that connects to people's desire for social interaction and their ability to gain social rewards from pleasant-sounding relationships.

5.1.2 Research Question 2

Does Self-Expressive Brands and Brand Tribalism mediate the Relationship of Psychographic Motives (Need for Uniqueness and Need for Affiliation) and Brand Resonance (Brand Loyalty and Brand Advocacy)?

Present study has also answered that how Millennials depicts their self-expression via formulation of brands, study has addressed separately addressed Inner and social self-concepts in this research question, further the tribal behavior of Millennials who use branded clothing has also been studied. Objective related to Self-Expressive Brands and Brand Tribalism discussed under this research question, following direct hypothesis paths has been tested and discussed underneath this research question.

H2a: Need for Uniqueness is positively and significantly related to the Inner Self-Expressive Brand.

The study found that the consumers who wear branded clothing of Pakistan feel connected with the brands that depicts consumer's self-concepts with the uniqueness and specific personal agenda that emotionally and cognitively connect consumer with the brand and their self (Bai et al., 2021). According to the self enhancement theory the strong self-concepts are the drivers of their self Song and Kim (2022); Reed (2002)(Epstein, 1973; hence according to this research consumers who use clothing brands amplifies the thier self and make it more relevant towards consumers to feel bonded with the brands, this also represents the true picture of their actual or ideal self-concepts. Study founds that the consumers

of clothing brands feel connected with the brands that comprehensively correlates with their self-oriented needs and built a positive self-concept through their preferences with in the brand(Schivinski et al., 2022).

Moreover this study found that the brand users are tied to the brands that helps in reflecting their ideal or actual self-concepts (Sayin and Gürhan-Canlı, 2015) they feel connected to the brands that truly defines their self-defined needs (Bhattacharjee et al., 2014) develops self-concepts via brands they select. (Eastman et al., 2021). According to Self-congruence theory a self-image can be expressed with the brands therefore consumer seeks that brands really reflect their self-concept (Erdoğmuş and Büdeyri-Turan, 2012), therefore brands are more of the projection and representation of the augmentation that the product has, and could be related in deeper aspect, self has been categorized in to certain categories one is the actual self-image that refers to one's real and actual qualities, whereas the ideal self-image is related to the futuristic or idealistic approach one like to be (Sirgy, 1985; Solomon, 2010).

H2b: Need for Uniqueness is positively and significantly related to the Social Self-Expressive Brand

In the research the hypothesis was tested and significant and accepted. The social self-concept is relatively a believe that how one self is been seen by others he or she is seen. Hence, consumers prefer brands that respect and enhancement their self-concepts referring to the symbolic phenomena of communication, displaying self-expression(Morgan and Townsend, 2022). Study finds showed that Millennials feel connected to those clothing brands that depicts either their personalities on their self-concepts for the hunt of specific personal goals, Brand self-connection is all about the sense of oneness that consumer built with the brands, resulting in establishing the cognitive and emotional bond with the brand and the self. The self-expressive brand also refers that how consumers create their social and inner selves Eastman et al. (2021). Hence the brand relationship is all about the fit within the consumers and the brands that relates to the individual self-expression of brand that aids themselves to connect with others.

The perception of consumer is the degree to which the specific brand amplifies the social self and inner self, therefore the enhancement of self-expression leads to

the consideration of the brands consumer will choose a brand according to their understanding to that truly reflect the relationship of one person to the other through the brand, as this brand relationship communicates the right image of the consumer, resulting in building a stronger consumer brand relationship (Aljarah et al., 2022). Consumers craft their self-images in a lyrical and imaginative manner so their impression on others get manage. So, it can say that the self-expression is one of the tool that use to express oneself uniquely among the social group and self-expressive brand usage defines, articulates and formulate a social connection that allows consumer members to have acceptance in the tribe Goncalves Filho et al. (2022).

H2c: Need for Affiliation is positively and significantly related to the Inner Self-Expressive Brand

In study the hypothesis regarding Need for affiliation with Inner Self Expressive brand was tested, hypothesis was accepted and significant, it is found the millennial who use branded clothing find powerful connection with in their self- concepts and the image that a particular brand carries, in result a concrete solid self-brand connection establishes Pathirana and Abeysekera (2021). This generates a certain level of emotional affiliation and a sense of fulfillment as well as this creates emotional relationship with brands that make them so powerful. Need for Affiliation enforces what exactly the brand stands for and what to expect by its consumption and above all what factors, features and attributes makes it better from competition. Study suggests that the millennials who preferred branded wear generate more expectations and feelings that force them to think when they see or hear the brand name, their emotional bonding gets more mature and relevant when a this Need of Affiliation endorses their Inner self concept. The subjective intangible feelings of a customer become objective and tangible in the form of inner self concept and the level of expectations will rise. The customer will start to perceive himself in the reference frame of their self-concepts, Research demonstrates that individuals use products to create and communicate their self-concepts(Smith et al., 2022; Bai et al., 2021).

Consumers can appropriate associations belonging to brands, such as user characteristics or personality traits, and incorporate them into their self-concepts. In

doing so, consumers form connections between brands and their self-concepts, referred to as Self-Expressive brands(Morgan and Townsend, 2022). Through a process of matching or pairing, consumers often select products and brands that are congruent with their self-images. This process is fostered by the wide availability of brands and the array of images that those brands represent Bai et al. (2021). As consumers discover fit between their self-concepts and brand images, they are able to make Self-Expressive brands.

H2d: Need for Affiliation is positively and significantly related to the Social Self-Expressive Brand

In study the hypothesis regarding Need for affiliation with Social Self Expressive brand was tested, hypothesis was accepted and significant, it is found the millennials who use branded clothing also wish to be a part of a group (i.e. his/her need for affiliation) as the reflection of his/her need for affiliation with other brand users that represents a strong brand relationship. study gives insight towards the social benefits for social affiliation these are (1) positive stimulation, this connection gives pleasant an effective and cognitive stimulant;(2) attention, or the potential to establish self-uniqueness and importance through great importance and acceptance in the group (3) social comparison, which can minimize uncertainty through self-relevant information; and (4) emotional connection (Holiday et al., 2021).

The use of a particular brand can operate to facilitate the portrayal of a representation positively associated by the consumer. A Self-Expressive brand then develops and can be used to satisfy psychological needs, reinforce identity and allow an individual to connect to others. Clothing brand consumers may be looking for products that provide a deeper value experience and ones that that they can tailor to their own lifestyles. Further study findings suggest that Self-Expressive brand (SEB) is a novel construct in the marketing literature. Defined as the extent to which a consumer integrates a brand into his or her self-concept (Kusumawati et al., 2022), SEB is posited as a strong aspect of consumers' construction of self-identities. SEB is distinct from prominent consumer "self" relevant constructs. SEB may potentially serve as a means of developing deeper and more meaningful ties with consumers. Connections made at the self-concept level are more meaningful and engaging and are likely to be long lasting.

The Psychographic motivators i-e Need for Uniqueness and Need for Affiliation has also been tested with Brand Tribalism that depicts the social aspect of the study, the basic rationale is how consumers Psychographic needs connects in the social group. Therefore following hypothesis has been formulated and tested.

H3a: Need for Uniqueness is positively and significantly related to the Brand Tribalism.

The hypothesis regarding Need for Uniqueness and Brand Tribalism has been tested and found insignificant. One of the prime rational regarding this is when people become a part of group, they may treated as a similar or common member, hence the element of uniqueness may no prevails with in the brand tribe. literature suggests that while people are attracted towards a brand because of the way its identity matches with their own, the same happened interpersonally, as people were more attracted to people that shared the same personality as them and helped develop a family-like bond. In this context, the study that the sense of similarity brought forward an idea of belonging to a group Cova et al. (2012). The regressed and tested hypothesis found insignificant because customers' want for distinctiveness derives from the principle of distinctiveness. In step with this idea, the need to see one's self as being exclusive from others is aroused and competes with motives in conditions that holds the trait of distinctiveness, meaning consumers of clothing brands may want to stay unique without being recognize themselves with the group. In other words they maintain their uniqueness with their own self concepts instead of a group.

H3b: Need for Affiliation is positively and significantly related to Brand Tribalism.

The findings of the study related to Need for Affiliation and Brand Tribalism suggests that people primarily affiliate themselves with the group.Bishop (2018) builds on the study by presenting the research that even though a brand tribe may be formed on the basis of a similar affiliation with a brand, the tribe is likely to shift in case of a brand that is self-expressive like Fashion and clothing. Further need for affiliation and within those relationships, people advocate and are vocal about their likes and dislikes; similarly when people form brand tribe, it is also for a need of affiliation and to gain access to an emotional connection that enables them to be vocal. Hence, discussion about a firm's products and services is automatically

inhibited into conversation providing the room for brand advocacy. The stated hypothesis has been tested and found significant. The respondents of the current study has displayed their preference for social contact or belongingness, and it was associated with consumer's tendency to derive social gratification as they affiliate themselves with the brand tribes.

H4a: Inner Self-Expressive brand is positively and significantly related to Brand Tribalism.

This study adds the novelty that consumers of clothing brands act as a brand tribes and brand tribalism is one of the sources that formulates the, identity, belongingness, a unity can be a society, community, group family, teams and even the nations(Bandara and Dissanayake, 2021). Past researches evidently showed that brand tribes have the positive inclination of a consumer towards a particular brand. This research elaborates that the common network of consumers who are connected by shared emotion with the heterogeneity; strong brand relationships built with in the groups as a brand tribes of clothing wear. The study further showed that Brand tribe enhances the brand relationship and connects consumers more thoughtfully that how they feel about the brand (Esmaeilpour, 2015). The term tribe is a connotation of folks composed of cultural and ethnic families. Sahlins (1961) presented the Segmentary theory that explain the unique behavior of tribe further the term tribe" exclusively play a different role in the development of social relationships therefore according to this theory the tribes have social and commonly related aspects; however, the segmentary nature of their lineage in association make tribes unique in terms of social relationships. In contemporary society, "what you wear" is not a simple communication tool between the wearer and the perceiver.

In the form of fashion, dress is rife with culturally defined meanings. These meanings are partially informed by the marketing environment, subject to the capitalist motivations of consumer adoption. Marketers use advertising to engage consumers, both as individuals and as a social group. In this way, consumers are in an active relationship with brands to communicate information salient to the individual identity. Advertising media can directly or indirectly impact the ascribed meaning of fashion styles. Thus, marketers can cause flux in the social environment as to

the latent appearance cues of fashion. These changes are inherent to the fashion system; a system based on evolving aesthetics and ultimately evolving shared meanings. This cycle defines the ongoing reinterpretation of brand meanings and the multiple influences for informing negotiated meanings. Brand tribes and consumer brand relationships both are meant for the harmony, that is necessary for value creation and its negotiation. Taute et al. (2017b) Consumer tribes are the people who devote themselves for a particular brand.

H4b: Social Self-Expressive brand is positively and significantly related to the Brand Tribalism.

In this manner, brands, products, are consider more for their social linking value instead of utilitarian or hedonic value therefore, brand community refer as the shared identities with a strong image (Eastman et al., 2021), further brand tribalism is more of an emotional exchange in dual manner, the fit within lifestyle, passion for life, reference group acceptance, social prominence, and collective memory (Pathirana and Abeysekera, 2021), brand tribes or communities has great significance in the literature and studied as their theoretical linkages (Fuschillo et al., 2022; ?); Further academicians' scholars focused more in the co creational value built by the members of the particular brand that enhance the strong bond of consumers with the brand as consumers showed emotional commitment expressed through their favorable action of consumer in the tribe, it is more effective than the conventional brand relationship (Wang et al., 2019). Hence the strengthen and empowered brand relationships through rites and rituals pf the brand tribe enables the personal expression in the tribe(Chatzipanagiotou et al., 2019). Consumers are continuously engage in building their self-concepts and behave uniquely through their high consciousness and brand consciousness (Zhang et al., 2022), as generation has a considerable size within societies of both advanced and emerging economies.

Millennial are new generational wave of trend setters (Yee et al., 2022) the most commonly referred taxonomy of birth years is the period. Therefore the Millennial are more concerned about the apparels and fashion products due to the influence of their personality on brand consciousness(Ko et al., 2016), also the Millennial generation poses the high self-esteem, also study findings suggested that consumers

has high public self-consciousness who influence others buying decisions via advocacy and opinions of their peers, this leads millennial consumers more brand related classified Millennial as the consumer age for study their behaviors the owing timelines found in some literature(Yoel et al., 2021; Kumgliang and Khamwon, 2022).

In the tribal perspective of brands, a brand is the centrally act as the consumer identity that lead towards relational membership or identification, therefore through brands consumers reflects the higher level of social classification, and brand tribes show different subgroups. Consumer values a specific brand and willing to share information with other likeminded consumers in a tribe, therefore the consumer may undergo a successive self-expressive brand tribe with which he or she connected (Taute et al., 2017a). The brand tribes also serve as the platform for consumers to share their experiences and values gain through brand, relationship, brand tribes may also enhance consumers' brand cognition and attitude, making consumer more brand related, who generate more favorable word of mouth through brand relationship. Particularly Wong and Hung (2023) suggests, the brand tribalism emerges when people have a need to be a part of any group this considerably because of the power of brand advocacy, in the tribe, consumers share and show their acquaintance with a brand and found themselves connected with the brand tribe through favorable advocacyKumgliang and Khamwon (2022).

H4c: Brand Tribalism is positively and significantly related to the Brand Advocacy.

H4d: Brand Tribalism is positively and significantly related to the Brand Loyalty.

Efforts carried out to build the loyalty relationship number of aspects in the literature like Service quality, perceived value, customer satisfaction and loyalty studied for decades in response to the emotional perspective, hence the debate still remain limited for consumers, focused more on the generational perspective. The findings of the study suggests that the brand tribes reflect the meaningfulness and relevancy within the members of that particular brand and a customer involvement along with the brand passion that depicts the loyalty that may exist, among the tribes and communities of brand specifically in clothing and fashion. The tribes and brand relationship are positive (Taute and Sierra, 2014) that further similar

networks. So whenever the group members are same in a group that influence similar users tend to consumer who use to interact more frequently and develop strong ties and relationships. Study further presented the Brand Loyalty element in Millennial regarding clothings they use, some of the theories found millennial more loyal generation these studies mostly outline the motivation of Millennial towards brands expressing social and tribal valuesHamilton and Hewer (2013) also more brand conscious and Prestigeseeking consumers tend to have strong long term repurchase behaviors toward a particular brand. Considering that young consumers are loyal to the brands, as which are in line and intact at their person level, that depicts their personality and values. The comprehension of the loyal relationship of consumers provides deliberate information for marketers to retain customers, that contributes more towards the image of the brand and gain competitive advantageLee and Lin (2022).

H4e: Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motives (Need for Uniqueness) and Brand Resonance (Brand Loyalty and Brand advocacy)

H4f: Self Expressive Brands and Brand Tribalism significantly mediates within the Psychographic Motives (Need for Affiliation) and Brand Resonance (Brand Loyalty and Brand Advocacy)

Further study also tested the sequential paths for mediations, it is found that several mediating hypothetical paths are significant while some of the paths found insignificant. In study it is found that in clothing industry consumer's need for uniqueness is important predictor of self expression that further leads to social behavior. It is find in study the consumers had favorable brand communication regarding clothing brands that enhances the brand acceptance and espousal (Keller, 2013). clothing brand consumers advocates and become referrals so they reduce the dissonance about the brand. The informal communication that within the evaluation of products/brands (Kusumawati et al., 2022). Self expression is considered to be an integral element in the literature defines that brands lovers love to share and exchange talks about the brands they use. Consumers express themselves more deeply with the brands. It is found that millennial Consumers are prone to finding uniqueness in brand because of obtaining significant customer

experience (user experience) and it has shaped their self concepts both socially and individually.Therefore It has been defined as millennial want for uniqueness and the trait of pursuing differentness relative to others through the purchase, usage, and disposition of clothing brands and for the purpose of developing and improving one's self-image and social picture.though, the sequential mediating paths of inner self expressive brand and brand tribalism between need for affiliation to brand loyalty and brand advocacy is found insignificant. In literature it is found that A customers' need for affiliation displays his/her preference for social contact or belongingness, and is associated with an individual's tendency to derive social gratification as rewards from harmonious relationships and a sense of communion with others but current study findings suggests that inner self expressive brand and brand tribalism do not contribute collectively.

5.1.3   Research Question 3

How does Homophily modify the Self-expressive Brands and Brand Tribalism relationship in formulation of brand resonance (Brand Loyalty and Brand Advocacy)?

The current study regarding brand resonance has answered this research question, and addressed one of the study's objectives under this research question, following hypothesis has been tested and discussed.

H5a: Homophily significantly modifies the relationship of Inner Self-Expressive Brand and Brand Tribalism.

H5b: Homophily significantly modifies the relationship of Social Self-Expressive Brand and Brand Tribalism.

The hypothesis related to the moderator variable (Homophily) was established and tested, Current findings suggested that consumers of clothing brands prefer brands that enhance self-concepts through self-expression) but not with the similar beliefs, values, social status, and interests within these consumers particularly via Homophily where brand users within network of brand tribes found likely to identify them within the group and exchange brand-related information, that elicit more positive responses through the relevant brand consumers with in the social

group. therefore the connection, strength, homophily, have a strong relationship among consumers with brand and social network connection, but the current study findings suggests that no social network that facilitates the generation of opinions and talks about brands, hence no significant information spread about clothing brands within the similar networks found. It is found in study no members of same group influence similar consumer who use to interact more frequently and develop strong ties and relationships (Barzily and Ackerman, 2018). Based on these empirical evidences and theoretical rationales, it could be found that the Homophily has not moderated the relationship between consumers, self-expressive brand and brand tribalism.

Although the theory of social interaction argued that social obligations are subject to social interaction among the group. The theory revealed a handful theoretical insight of various circumstances that yield the collaboration (Bai et al., 2021; Wu et al., 2014)argued that psychological needs to interact with likeminded people has contribution in the formation of Homophily, though current study findings suggests that Millennial are likely to less with similar people interact at higher rate as compare to dissimilar human beings and formed social structure. The common interest among individual fetch an intense need to interact more frequently.Therefore, phenomena may have not support the preposition that the Millennial to share individuals shared common grounds such needs, wants and life styleBudiman (2021).

5.1.4 Research Question 4

Does Brand Consciousness among Millennial Generation modify the relationship between Self-Expressive brand and Brand Tribalism?

Brand Consciousness moderation was carried among the Millennial Generation of Pakistan, the results of moderating variables found significant the following hypothesis were tested regarding Brand Consciousness among Millennial Generation modifies the relationship between Self -Expressive brand and Brand Tribalism.

H6a: Brand consciousness w.r.t millennial significantly modifies the relationship of inner self-expressive brand and brand tribalism.

H6b: Brand consciousness w.r.t millennial significantly modifies the relationship of social self-expressive brand and brand tribalism.

Study findings suggests that the consumers of clothing brand are brand conscious and more inclined towards the branded products, depicts their self-image, they associate themselves with status and prestige within high social class (Ozuem et al., 2021). In research it is found that millennial are more brand conscious and are immensely motivated towards the well-known brands. Consumers prefer well-known brands (Budiman, 2021)and brand conscious consumers use brands as symbol of prestige, honor, respect and status. Parallel to the functional attribute, brand also carries the symbolic value and considered as prime motivation for the consumers also brand conscious consumers tend to buy more of the luxury and branded products Zhang et al. (2022) consider that brand name depicts themselves as a high social class also brand conscious consumers are more towards the purchase of luxury products and millennial with high brand conscious have high intent for luxury fashion products (Yee et al., 2022). Consumes are continuously engage in building their self-concepts and behave uniquely through their high consciousness and brand consciousness Zhang et al. (2022), as generation has a considerable size within societies of both advanced and emerging economies,; millennial are new generational wave of trend setters Yee et al. (2022) the most commonly referred taxonomy of birth years is the period. Therefore the millennial are more concerned about the apparels and fashion products due to the influence of their personality on brand consciousnessKo et al. (2016), also the millennial generation poses the high self-esteem, also study findings suggested that consumers has high public self-consciousness who influence others buying decisions via advocacy and opinions of their peers, this leads millennial consumers more brand related classified millennial as the consumer age for study their behaviors the owing timelines found in some literatureYoel et al. (2021).

Hence generation is a group of folks that showed closeness in terms of their, habitation, age and have the similar experiences therefore the generational phenomena postulates that age is not only factor that impacts outlook but a constructive time frame also shape behavior patterns of the consumers, studies on millennial generation is more of the social element. explored millennial generation that is a

unique, emerging consumer niche, few researches carried out for the understanding of millennial attitudes and behaviors showed while consuming different tangibles and intangibles(Zhang et al., 2022).

In study its is found that through brand consciousness one could able to capture brand preferences and understand that how people commit themselves in getting information regarding the brands they are interested, like the millennial. Therefore, through brand consciousness consumers are inclined towards brand name, buy famous, well known and highly advertised products (Kautish et al., 2020). Millennial are brand conscious (Yoel et al., 2021), also it is found that the Millennial in Pakistan are more towards assortment of clothing brands with wide range of prestige. This generation is considered to be a most attractive segment for because of their power of spending.(Yoel et al., 2021). The Millennial of Pakistan are more towards the non functional side of the brands and they not only use the brand they are also conscious and via brands they represent themselves as an important member of the society.

5.2   Conclusion

The research particularly focus on Brand Relationship via Psychographic variables and Social factors in study it is found that consumers Psychographic Motives are the antecedents of consumers self-concepts. The need for uniqueness reflects the consumer social and inner self, as consumers always wants to stand out from the crowd and appear to be different and enhance their self-concepts, by doing so consumers conform themselves by observing other brand users and influence their choices through self-expressive brands. Therefore, this study reinforced the positive relationship of need for uniqueness and self-expressive brands. Hence, clothing brand consumers integrate a brand into his or her self-concept and need for uniqueness with self-concepts posited as a strong aspect of consumers' construction of self-identities. In study it is found that the need for uniqueness is a strong predictor of self-expressive brand, along with that need for uniqueness and self-expressive brand are more distinct from prominent consumer "self" relevant constructs. Self-Expressive brands may potentially serve as a means of developing

deeper and more meaningful ties with consumers. Connections made at the self-concept level in clothing brands are more meaningful and engaging and are likely to be long lasting in addressing the need for uniqueness.

This research demonstrates that consumers use apparels and clothing to create, and communicate their self-concepts. Consumers can have appropriate affiliation regarding to clothing brands, hence Need for Affiliation incorporate consumer wearing into their self-concepts. In doing so, consumers form connections between need for uniqueness and Need for Affiliation along with their self-concepts, referred to as a process of matching or pairing. Clothing consumers often select clothing brands that are congruent with their self. This process is fostered by the wide availability of brands and the array of images that those brands represent. As consumers discover fit between their self-concepts and brand images, they are able to make Self-Expressive brands. The Need for Affiliation is another Psychographic Motive that is found to be significant and has significant relationship with self-expressive brand. Consumers affiliation may also depict via brands they wear that reflects consumer self-concepts, this assertion is supported by the positive relationship between need of affiliation and self-expressive brands.

The findings of the study also comprehends that the consumer who prefer branded clothing and fashion wear, achieve the sense of belonging this suggests that consumers feel that they belong to a brand along with the social connection who are together because of the brand, further study finding leads this group behavior towards positive brand relationship, consumers share positive experiences and word of mouth about the brands they use and has the positive and loyal intent towards the brand. Consumers advocate brand and want to distinguish their identity by choosing brands that engage positive brand advocacy because it provides the self enhancement, over all study found that the psychographic motive need for uniqueness influence the consumer self-concept that further leads to the formulation of brand tribe though the Need for Affiliation is not found to be significant probably because affiliation may not enhance the consumer self-concept specifically via brand. Study also suggests that the self-expressive brands predict the brand tribe, people become member of group and express themselves through the brands they use, branded clothing and fashion branding are the means through which

consumer represent themselves in society. When consumers become a member of tribe, they engage in brand relationship and share information regarding the clothing brands they prefer and also stay loyal with the brand and participate their role in strengthening brand relationship. Hence brand tribes also serve as the platform for consumers of clothing to share their experiences and values gain through brand, relationship, brand tribes may also enhance consumers' brand cognition and attitude, making consumer more brand related, who generate more favorable word of mouth through brand relationship. In the tribal perspective of brands, a brand is the centrally act as the consumer identity that lead towards relational membership or identification, therefore through brands consumers reflects the higher level of social classification, and brand tribes show different subgroups. Consumer values a specific brand and willing to share information with other like-minded consumers in a tribe, therefore the consumer may undergo a successive self-expressive brand tribe with which he or she connected.

The brand tribalism emerges when people have a need to be a part of any group this considerably because of the power of brand advocacy, in the tribe, consumers share and show their acquaintance with a brand and found themselves connected with the brand tribe through favorable advocacy. Study findings suggests in clothing and textile industry brand tribes and consumer brand relationships both are meant for the harmony, that is necessary for value creation and its negotiation. Consumer tribes are the people who devote themselves for a particular brand. Further brand tribalism is more of an emotional exchange in dual manner that fit within lifestyle, passion for life, reference group acceptance, social prominence, and collective memory.

5.3 Delimitations and Future Recommendations

Though study has presented various new methodological, managerial and theoretical insights in marketing and brand relationship. The current study was carried out on millennial consumers of apparel industry who are considered to be more brand and fashion-conscious generation compared to other generations mainly because of the communication landscape but still study would be further carried out

in different industry contexts like, Perfumes, handbags, shoes and other fashion-related domains. Research regarding brand tribalism and homophily along with self-concepts and brand relation can further be tested in different industries or consumers like Bikers community, vintage car collectors, musical instruments (Guitars), photographers and video makers. Even the online gamers and consumers of sports brands like Wilson, Head, Nike, Adidas, Puma etc in different sports variants like tennis, squash, basketball and football.

Theoretically more variables can be added or tested with existing brand relationship model of the study, current study included psychographic motivators personal level brand relationship, further studies may use demographical variables to reflect the brand self-concept. Current study included self-expressive brands, Brand tribalism, homophily these variables may further tested with brand anthropomorphism, that refers to the individual ability to perceive inanimate objects as human like entities w.r.t Brand Loyalty, instead of testing the positive brand advocacy, future studies can be exercised on negative brand relationship by taking the brand relationship facet negative word of mouth communication, this will answer that why, when and how customers exit in its relationship with brand. Further online business industries and business models can be use for future analysis.

Current study is limited to the quantitative research methodology further research can be carry out by using the qualitative research approach. The Interviews, Focus Group and Open ended Questionnaires can be use in the future research. Moreover current study has used survey approach via questionnaire. with the same set of variable in theoretical framework study can be analyzed on secondary data.

5.4 Research Implications

According to the IFC (International Finance Corporation) world bank report Pakistan is the 9th largest exporter and 5th largest producer of the Cotton. The textile and clothing industry contributes 8.5 percent in country economy and adds 1-4th of the value added products. The clothing and fashion industry provides 40 percent of industrial workforce with the average share of 60 percent in exports. Banding and marketing the practices are the central function of any organization

and their central focus is on customer relationship. Therefore,study will helpful for brand managers and marketers, this dissertation aids them to comprehend the significance of consumer brand relationship. The current research work will able the companies to focus on creating the brand loyalty with the influence of brand tribes and since the brand loyalty is one of the main objectives for companies while formulating the brand relationship and marketers should know the significance of increasing brand loyalty in this new era. Study therefore also reveals that how brand tribes considerably act as a key component in creation of brand loyalty. Through this study companies will come to know how organizations and their brand managers could take advantage of a brand tribes that facilitate marketers in increasing the brand relationships. This in effect strengthens brand reputation in the market as now strong personal relationship can not single handily tackle the customer's brand loyalty consequently requiring more efforts in brand relationship.

This study is significantly important for marketers to understand the brand preferences and fashion i-e persuade by the consumers, Brand managers will able to formulate effective brand strategies in identification of brand consumer tribes, also the marketers of today's world may consider the fact that their prime assets are the customers who feel unique and affiliated with strong self-connection of a brand resulting in a greater loyalty and strong powerful brand advocacy. All this catered the most significant purpose of the marketing that is the customer relationship management.

This study has carried out with the spirit examining the brand relationship of the most attractive segment i.e. the Millennial consumers in building brand loyalty. Therefore, this leads to design and develop different marketing elements for Generation Y survey from consumers would guide marketers to make effective decision (Esmaeilpour, 2015), as primarily the target of research will be a guideline for a sustainable and sound market progress in clothing sector within a strong segment of Generation Y consumers that reflects the great significant market with an appropriate segment volume, (Kapferer and Michaut-Denizeau, 2020). Millennial consumers are also considered more brand and fashion-conscious generation compared to other generations mainly because of the communication landscape (Wilk et al., 2021).

5.5 Summary of Chapter

This Chapter has concluded the study. The research questions drawn from the problem statement has been discussed in detail, all the hypothesis under each research questions has been elaborated and results of all hypothesis has been discussed. It is found that brands are more psychological in nature and millennial consumers connect themselves with brand at both personal and social levels. Study findings suggests that consumers inner and social selves contributes towards the brand tribal behavior and together they resonate with the brand. Limitations and Future direction of the study has also been discussed. In the end of the chapter managerial implications of study at has been discussed.

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Appendix-A

Questionnaire

Dear Respondent,

I am a student of PhD (Marketing) from Capital University of Science & Technology (CUST) Islamabad, Pakistan and conducting research. The data collected through this questionnaire will be used for the academic purpose only which is a part of my Ph.D. program.

Your answer will be kept strictly confidential and will only be used for research purposes. Your name will not be mentioned anywhere on the document so kindly give an impartial opinion to make research successful.

You are requested consuming 20 minutes to fill this questionnaire. Your cooperation is highly appreciated. You can obtain the findings of this study in near future from official website of CUST through Ph.D. corner.

Regards

Haris Bin Khalid

Personal Information

Please encircle or tick the appropriate information below:

I. Gender	1. Male
	2. Female
II. Age	1. 18-22
	2. 23-27
	3. 27-31
	4. 31-35
	5. 36-41
III. Education	1. Intermediate
	2. Graduate
	3. Masters
IV. Clothing Brands you like	1. Junaid Jamshed (J.)
	2. Gul Ahmed
	3. Nishaat
	4. Bonanza
	5. Khadi
	6. Al-Karam
	7. Uniworth
	8. Chenone
	9. Outfitters
	10. Cambridge
	11. Royal Tag
	12. Dinners
	13. Charcoal
	14. Others _____

Psychological Attributes					
Please describe your personal views of the following statements as objectively as you can, by encircling number against each statement from the rating scale given below.					
Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Need for Uniqueness					
I often combine possessions in such a way that I create a personal image that cannot be duplicated.	1	2	3	4	5

I often try to find a more interesting version of run-of-the-mill products because I enjoy being original.	1	2	3	4	5
I actively seek to develop my personal uniqueness by buying special products or brands.	1	2	3	4	5
Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.	1	2	3	4	5
When it comes to the products I buy and the situations in which I use them, I have broken customs and rules.	1	2	3	4	5
I have often violated the understood rules of my social group regarding what to buy or own.	1	2	3	4	5
I have often gone against the understood rules of my social group regarding when and how certain products are properly used.	1	2	3	4	5
I enjoy challenging the prevailing taste of people I know by buying something they would not seem to accept.	1	2	3	4	5
When a product or brand I own becomes popular among the general population, I begin to use it less.	1	2	3	4	5
As a rule, I dislike products or brands that are customarily bought by everyone.	1	2	3	4	5
I often try to avoid products or brands that I know are bought by the general population	1	2	3	4	5
The more commonplace a product or brand is among the general population, the less interested I am in buying it.	1	2	3	4	5
I feel Sense of belonging with others group	1	2	3	4	5
I feel excited to affiliate with others in a group	1	2	3	4	5
I have Friendly relationship with others	1	2	3	4	5

Homophily

Brand users are mainly like me	1	2	3	4	5
Brand users are quite similar to me	1	2	3	4	5
Brand users think like me	1	2	3	4	5
Brand users behave like me	1	2	3	4	5
Brand users have the same social status as me	1	2	3	4	5
Brand users are from the same social class as me	1	2	3	4	5
Brand users are culturally similar to me	1	2	3	4	5
Brand users have an economic situation like mine	1	2	3	4	5

Self-Expressive Brand					
This brand symbolizes the kind of person I really am inside	1	2	3	4	5
This brand reflects my personality	1	2	3	4	5
This brand is an extension of my inner self	1	2	3	4	5
This brand mirrors the real me	1	2	3	4	5
This brand contributes to my image	1	2	3	4	5
This brand adds to the social "role" I play	1	2	3	4	5
This brand has a positive impact on what others think of me	1	2	3	4	5
This brand improves the way society views me	1	2	3	4	5
Brand Tribalism					
Compared with other brands, people who own or use (brand) share more than just the product or service use.	1	2	3	4	5
Owners or users of (brand) have a bond.	1	2	3	4	5
(Brand) owners or users are bound together.	1	2	3	4	5
People who own or use (brand) are unique from those owning or using other brands in the same market.	1	2	3	4	5
I identify uniquely with others who own or use (brand).	1	2	3	4	5
People who own or use (brand) differentiate themselves from non-owners or non-users of (brand). Defense of tribe	1	2	3	4	5
Whenever (brand) is put down, I react strongly.	1	2	3	4	5
I often disagree whenever someone prefers a competitive brand to (brand).	1	2	3	4	5
I won't own or use any competitor of (brand).	1	2	3	4	5
(Brand) fits me personally in a way no other brand will.	1	2	3	4	5
Owners or users of (brand) "get it"; non-owners or non-users not so much.	1	2	3	4	5
The friendships I have with other (brand) owners or users mean a lot to me.	1	2	3	4	5
If other (brand) owners or users planned something, I'd think of it as something "we" would do, rather than something "they" would do.	1	2	3	4	5
I see myself as part of the (brand) community.	1	2	3	4	5
When the opportunity presents itself, I refer to other owners or users of (brand) as "us" or "we".	1	2	3	4	5
I feel a sense of co-ownership with brand).	1	2	3	4	5

Brand Consciousness					
I pay attention to the brand names of the clothes I buy	1	2	3	4	5
Brand names tell me something about the quality of the clothing	1	2	3	4	5
Sometimes I am willing to pay more money for clothing because of its brand name	1	2	3	4	5
Brand name clothes that cost a lot of money are good quality	1	2	3	4	5
I pay attention to the brand names of most of the products I buy	1	2	3	4	5
Brand Advocacy					
I have recommended this brand to lots of people	1	2	3	4	5
I "talk up" this brand to my friends	1	2	3	4	5
I try to spread the good word about this brand	1	2	3	4	5
I give this brand tons of positive word of mouth advertising	1	2	3	4	5
Brand Loyalty					
I am committed to this brand	1	2	3	4	5
I pay more attention to this brand than to other brands	1	2	3	4	5
I am more interested in this particular brand than in other brands	1	2	3	4	5
It is very important for me to buy this brand rather than another brand	1	2	3	4	5
I always buy the same brand because I really like it	1	2	3	4	5
Thank you so much sparing your precious time.	1	2	3	4	5

Appendix-B

List of Brands

S.No	Brand Name	S.No	Brand Name
1	Aamir Adnan	222	Mehreen Syed
2	Aamir Baig	223	Mens Store
3	Abdul Samad	224	Milli and Madiha
4	Abhishehk Kochhar	225	Mina Hasan
5	Acacia Label	226	Mini Bindra
6	Adnan Pardesy	227	MiratulUroos
7	AeishaVarsey	228	Mirza Yano Clothing Co.
8	AfsheenMehboob	229	Misbah& Saba (Hijab)
9	AH&A	230	Misha Lakhani
10	Ahmad Bilal	231	Mohsin Ali
11	Ahsan Khan	232	Mohsin Naveed Ranjha
12	Ahsan Nazir	233	MominaTeli
13	Aijaaz Aslam	234	Mona Imran
14	Aisha Alam	235	Monia Farooqi
15	Aisha Imran	236	Monica Haute-Couture
16	Aisha Khadeeja	237	Monsoon
17	Aisha Khurram	238	Moon Textile
18	Akif Mahmood	239	Motifz
19	Al Karam	240	MRKD Atelier ByKhizer
20	Ali Fateh	241	Munib Nawaz
21	Ali Xeeshan	242	Muse
22	AlmirahAl-Zohaib Textile	243	Muzaffar Ali
23	Ambreen Bilal	244	Nabeel & Aqeel
24	Amina Hyatt	245	Nadia Chhotani
25	Amina Yasmeen	246	Nadia Hussain
26	Amir Adnan	247	Nadia Baig
27	Ammar Belal	248	Nadia Shafi
28	Ammar Belal	249	Nadya Mistry
29	Ammar Shahid	250	Naseej
30	Ammara Khan	251	Natasha Kamal

S.No	Brand Name	S.No	Brand Name
31	Amna Ajmal	252	Natasha Baig
32	Anamika Khanna	253	Nauman Arfeen
33	Anaya by Kiran Chaudhry	254	Naushemian
34	Andre Emilio	255	Nayna
35	Annus Abrar	256	Needle Impressions
36	Anum Siraj	257	Neelma Naveed
37	Arsalan &Yahseer	258	NeeloAllawalla
38	Arsalan Iqbal	259	NEXT
39	Arshamah's	260	Nickie Nina
40	Artimmix	261	Nida Azwer
41	Arung	262	Nida Azwer
42	Ashraf Valliani	263	Nida Khurram
43	Asian Institute of Fashion Design	264	Nilofer Shahid
44	Asifa& Nabeel	265	Nilofer Shahid
45	AsimJofa	266	Nimsay
46	Assiya	267	Nine West
47	Atelier AZZA	268	Nishat
48	Ather&Sabeen	269	Nishat
49	Ayesha &Somaya	270	Nomi Ansari
50	Ayesha Ellahi	271	Nomi Ansari
51	Ayesha F Hashwani	272	Noor E Ain
52	Ayesha Hassan	273	NZK
53	Ayesha Ibrahim	274	Obaid Sheikh
54	Ayesha Kamil	275	Offspring
55	Ayesha Taimur Masood	276	Omar Mansoor
56	Azim Khan	277	One by Ensemble
57	Aziz Ali	278	Orient Textile Mills
58	Bareeze	279	ORIGINS
59	Bata	280	Outfitters
60	BeechTree	281	PIFD
61	Carnival De Couture	282	Paul Textiles
62	Bisma Ahmed	283	Pehnou
63	Black & White Couture	284	Pepe Jeans
64	Block Seven	285	Pershe by KauserHumayun
65	BNS	286	Pink Chiffon
66	Body Focus	287	PINK Studios
67	Bonanza	288	QUIZ
68	Borjan	289	Rabani&Rakha
69	Braahtii	290	Rabia
70	Braahtii by Huma Nassr	291	RajBari
71	Breakout	292	Ramira
72	Bunto Kazmi	293	Rana Noman
73	Burhan Khan	294	Rang Ja
74	Bushra Aftab	295	Rani Emaan
75	Buteek	296	Rano's Heirlooms
76	Caanchi & Lugari	297	Reema Ahsan
77	Chamak	298	Rehan&Muzammil
78	Charizma	299	Rehana Saigol

S.No	Brand Name	S.No	Brand Name
79	CheenaChhapra	300	Republic
80	ChenOne	301	Republic Woman Wear
81	Chinyere	302	ReshamGhar
82	Coco	303	Rizwan Beyg
83	Crescent Lawn	304	Rizwanullah
84	Crimson	305	Rohit Bal
85	Cross Stitch	306	Rouge
86	CrossRoads	307	Rungrez
87	DPhilosophy	308	Saadia Mirza
88	D3	309	Saakh by Sabah
89	Daaman	310	Sadaf Amir
90	Damas	311	Sadaf Arshad
91	Datch	312	Sadaf Malaterre
92	Deena Rahman	313	Sadaf's
93	Deepak Perwani	314	Sadia Designer Lawn
94	Deepak Perwani	315	Sahar Atif
95	Dernier Cri	316	Saim Ali
96	DewDrops Couture	317	Saira Rizwan
97	Dhaagay	318	Saira Shakira
98	DIVA'NI	319	Salman Haye
99	DnF	320	Samar Mehdi
100	Ego	321	Samia&AzmayShahzada
101	ELAN	322	Sammy K
102	Elan	323	Samsara
103	Element Jeans	324	Sana Abbas
104	Emraan Rajput	325	Sana Barry
105	Enchanted Jewels by Saba Ghauri	326	Sana Rizwan Siddiqui
106	Envogue	327	Sana Safinaz
107	Eric Choong	328	Sana Safinaz
108	Ermeel	329	Sana Salman
109	Erum Khan	330	Sanam
110	Ethnic	331	Sanam Agha
111	Ethnic by Farhat Khan	332	SanamChaudhri
112	Fahad Hussayn	333	SaniaMaskatiya
113	Faiza Samee	334	Sapphire
114	Farah & Fatima	335	Sapphire
115	Farah Leghari	336	Sara Rohale Asghar
116	Farah Talib Aziz	337	Sara Taseer Shoaib
117	Faraz Manan	338	Sarah Gandapur
118	Farhan & Ambreen	339	Sarah Salman
119	Farhan and Ambreen	340	Satrangi
120	FarheenSurmawala	341	Satya Paul
121	Farichino	342	Sehar Ali
122	Fashion Exchange	343	Seher Tareen
123	Fashion Gives Back	344	Sehyr Anis
124	Fashion Pakistan Week 2010	345	SFK Bridals
125	Fatima Tauqir	346	Shafaq Habib
126	Fayez Agariah	347	Shahid Afridi

S.No	Brand Name	S.No	Brand Name
127	Feeha Jamshed	348	Shahnameh
128	Feminine Fence	349	Shaiyanne Malik
129	Ferozeh	350	Shakil Saigol
130	Firdous	351	Shamaeel Ansari
131	Firdous Lawn	352	Shamsha Hashwani
132	Fivestar Textile	353	Sharifah Kirana
133	Fiza Signature	354	Shariq Textiles
134	Fnk Asia	355	Shariq Textiles
135	Fouzal Hameed [FH]	356	Shazia
136	Fozia Hammad	357	Sheep
137	Generation	358	Shehla
138	Generations	359	Shehla Rehman
139	Goal Boutique	360	Shirin Hassan
140	Gohar Textiles	361	Shiza Hassan
141	GOLD by Reama Malik	362	SHNELA Chic Wear
142	Grandeur	363	Shubinak
143	Gul Ahmed	364	Sikka Studios
144	Gul Ahmed	365	SILK by Fawad Khan
145	Gulzeb Asif	366	Silversiz – The Silver Jewellery
146	Hajra Hayat	367	SNL by Sofia Naveed Lari
147	Hammad-Ur-Rehman	368	SNM
148	Harmony	369	So Kamal
149	Hasina Khanani	370	Sobia Nazir
150	Hassan Sheheryar Yasin	371	Sofia K
151	Hazree Wahid	372	SomalHalepoto
152	Hira Ali Studios	373	Sonia Azhar
153	Hira Lari	374	Sonya Batla
154	HKG by Hira Khan Ghauri	375	STONEAGE
155	Honey Waqar	376	Studio Nafay
156	Hoorain	377	Sublime By Sara
157	Hopscotch	378	Suffuse by Sana Yasir
158	House of zunn	379	Suffuse by Sana Yasir
159	HSY Hassan Sheheryar Yasin	380	SummayaDarr
160	Humayun Alamgir	381	Summiya Warsi
161	Image	382	Sundus Nawaz
162	Imbias	383	Syed Rizwanullah
163	Imran And Rabia	384	SyedaAmera
164	Insignia	385	TaanaBaana
165	Iqra Institute	386	Tabassum Mughal
166	Ismail Farid	387	Tabassum Mughal
167	ITTEHAD	388	Taiba
168	Jafferjees	389	TapuJaveri
169	Jagsara	390	Tayyab Bombal
170	Jahanara	391	Tazeen Hassan
171	Junaid Jamshed	392	Teejays
172	KamiarRokni	393	Teena By Hina Butt
173	Karma	394	Tena Durrani

S.No	Brand Name	S.No	Brand Name
174	Karma Princess	395	Tena Durrani
175	Kash Husain	396	Thomas Fernandes
176	Kayseria	397	Threads and Motifs
177	Kayseria	398	Thredz
178	Keepsakes	399	Trial N Error
179	Khaadi	400	Umar Sayeed
180	Khaadi	401	UN's Gems & Jewels
181	Khadija Karim	402	Unbeatable
182	Khadijas	403	Urban Culture
183	Khas	404	Uzma Babar
184	Kiran Fine Jewellery	405	UzmaSheraz
185	Komal Nasir	406	Vestir
186	Kosain Kazmi	407	Vlawn by Vaneeza Ahmed
187	Kuki Concept	408	Warda
188	L'atelier	409	Warda Prints
189	LABELS	410	Wardha Saleem
190	Lajwanti	411	Waseem Noor
191	Lajwanti	412	Wing Chair Pakistan
192	Lakhani	413	Xenab's Atelier
193	Lala Textiles	414	Xia Couture
194	Lawrencepur	415	YahsirWaheed
195	Layla Chatoor	416	Yasir Anees
196	Leisure Club	417	Yasir Saeed
197	Leisure Club	418	Yasmin Zaman
198	Levis	419	YBQ
199	Libas	420	Yoc'a
200	Lilac	421	Zaheer Abbas
201	Limelight	422	Zahra Ahmed
202	Limited Editions	423	Zahra Ahmed
203	LSM Fabrics	424	Zahra Saeed
204	Luckhu	425	Zaiena Haider
205	Madiha Gohar	426	Zainab Chottani
206	Madiha Ibrar	427	Zainab Chottani
207	Madiha Raza	428	Zainab Hasan
208	Maheen Karim	429	Zainab Sajid
209	Maheen Khan	430	Zainab Sajid
210	Mahgul for Nasreen Shaikh	431	Zanbeel
211	MahidKhawer	432	Zara Shahjahan
212	MahinErum	433	Zari Faisal
213	Mahin Hussain Accessories	434	Zarmina
214	Mahnoush	435	Zarmisha Dar
215	Manish Malhotra	436	Zeen
216	Maria B	437	Zeepara
217	Maria Sultana .	438	Zeniya Lawn
218	Maria's	439	ZeshanBariwala
219	Mausummery	440	Ziggi Menswear
220	Mausummery Lawn	441	ZoniaAnwaar
221	Mehdi	442	ZS Textiles