Journal for Business Education and Management
ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022


# ELEVATING CONSUMER'S AFFECTION HEADED FOR BRAND

**Arwa Siraj**
Research Scholar
Jinnah University for Women

**Dr. Syed Imran Zaman**
Assistant Professor
Jinnah University for Women

## Abstract

This study examines how consumers develop an attachment to a brand based on its perceived genuineness and how this attachment influences their purchase intentions and compulsive buying behavior. The study was conducted using a purposive sampling approach and self-headed survey applications filled by 115 individuals in Karachi, Pakistan. The study found that materialism is positively associated with impulsive purchasing and brand attachment and strongly influences obsessive-compulsive buying. Brand attachment has a significant relationship with compulsive buying, consumer outcomes, and social networking sites and affects consumer behavior. Customer engagement also has a significant relationship with obsessive-compulsive buying, brand loyalty, and customer trust and shows the multiple outcomes of brand attachment. The study also found that there is a strong link between utilitarian value and compulsive purchase. The research model used brand attachment and customer trust as mediating variables. However, the study has limitations, such as a limited sample size due to the COVID-19 situation and the use of convenience sampling. Future studies should consider using larger sample sizes, additional variables, and moderators in the research model to achieve more accurate results. Overall, this research emphasizes the critical role of brand attachment and customer trust as mediators in impulsive and obsessive-compulsive purchase behaviors and provides a holistic understanding of the interconnections between consumer behavior, brand attachment, customer trust, and other variables.

**Keywords:** Self-Congruence, Brand Attachment, Customer Trust, Utilitarian Value, Brand Loyalty

## Introduction

Consumers are constantly searching for genuine items from their favorite brands. Customer engagement is articulated as "a customer's subjective connotation to a brand as evidenced in perceptive, emotive, and behavioral acts separate from the purchase circumstance" (So et al., 2014, pp. 310–311; Li et al., 2020). Brand value is quite important within the market and the possible scenarios as a mediator. The connection between consumers and brands is measured by brand attachment (Hwang & Lee, 2019; Li et al., 2020). In terms of branded clothes, brand attachment (Dwivedi et al., 2019) is fashioned as a mediator within the interpreters or liberated factors and compulsive purchasing (which is understood as obsessive-compulsive and impulsive buying) (Lim, Cheah, cham, Ting, & Memon 2020). Employing brand attachment as a potential facilitator elucidates the extent to which self-congruity inclination influences brand attachment, which is hypothesized to influence pro-brand

This work is licensed under a Creative Commons Attribution 4.0 International License.

behavior on social media (i.e., liking, sharing, and commenting) (Rabbanee et al., 2020).

According to Evans, McKee, and Bratton (2010), today's consumer-brand engagement procedures have grown very strong and easy for businesses and customers. When current events preserve a brand's legitimacy, millennials are more connected to it in today's world. With freshly introduced model(s) or updated styles of goods in response to market needs, they do not stray from existing brands (Postrel, 2003; Rrabbanee et al., 2020). Consumers connected to a brand become more vocal, which means they begin to influence others based on their most recent perception of the brand (Arya et al., 2019).

In the context of marketing, compulsive behavior is defined as consumers' purchasing behaviors that are excessive, uncontrollable, and predictable (O'Guinn & Faber, 1989). (lim, cheah, cham, ting,& memon 2020). Consumers take the initiative to build brand communities if the brand is viewed as accurate (Bagozzi & Dholakia, 2006; Schouten & Alexander, 1995) (Arya et al.,2019).

According to Schmitt (2012), brand attachment manifests a consumer's connection to a brand (Arya et al., 2019). Attachment theory has been implemented to connote brand attachment, which corroborates that when people connect with an item, they acquire sentiments of commitment, investment, and willingness to make sacrifices (Hazan & Shaver, 1994). (p.tran, p.furner, & albinsson 2020).

Brand attachment has been expressed as the intensity of the connection that binds a brand to the self by marketing researchers, and its worth in establishing brand equity has been recognized (Park et al., 2010; Zhou et al., 2012; Rabbanee et al., 2020 ).

Certain flaws in this research need to be addressed. First, our study used a quantitative research approach. The present study used questionnaire questions to gauge client involvement. However, according to Bilroet et al. (2019), consumer interaction information may be gleaned from website content and social media posts (li et al., 2020).

Other characteristics, such as brand perception and brand trustworthiness, might be explored as dependent variables in a future study. Furthermore, The study investigated how the brand authenticity attribute is associated with consumers' feelings and fosters their attachment to a specific brand. However, customers' sentiments are prone to change over time. Future researchers will investigate the same link using a multi-dimensional and comparative study of the two companies to see how their authenticity checks differ as technology for branding and marketing evolves.

Other vital variables may be added to the determinants of brand attachment to improve the model's explanatory power. Compulsive purchasing, for example, may take many forms and is influenced by personal or societal factors such as personality and culture (Ungeret al., 2018; Ng & Lim, 2019; Lim et al., 2020).

According to Evans, McKee, and Bratton (2010), today's technology exchange between brands and consumers has become extremely influential and convenient for

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

both parties, and social media platforms have increased opportunities to engage customers in the curation, emergence, and collaboration processes (Evans et al., 2010). (Arya, Verma, Sethi,&agarwal,2019). Trudeau H. and Shobeiri (2016) indicated in their research that investigating consumers' consumer confront and brand attachment in relation to ready-to-wear items, where usage is more apparent, would be interesting and that the findings could vary from those for cosmetic products.

Gonzalez-Jimenez et al. (2019) investigated the impact of self-congruity on offsite brand perceptions in the absence of any mediating variables. Likewise, Hollenbeck and Kaikati (2012) have not applied mediators to give qualitative evidence for a connection between actual/ideal self-congruency inclination and online behaviors (Rabbanee et al., 2020).

Furthermore, previous research has shown that compulsive purchasing is caused by materialism, inconsistencies in one's self-image, the ideal self-buying motivation, inability to control, external desperation, or a lack of self-discipline (Pahlevan et al., 2018; Duroy et al., 2014; Pradhan et al., 2018). According to these results, shoppers (compulsive) are susceptible and absent of impulse control when shopping (Kukar-Kinney et al., 2016). (lim, cheah, chamting,& memon 2020).

According to Krugger's (1988) study, Obsessive consumers are more worried about their physical attributes than the general public and are more likely to have a positive look compared to their peers. Consumers who have an emotional tie to a brand or company have been proven to be more loyal to it (Hwang et al., 2019; Japutra et al., 2017).

Both academics and marketers continue to be interested in compulsive purchasing as a maladaptive behavior. However, the current study intended to look at the factors that drive compulsive purchasing, such as obsessive-compulsive and impulsive buying, and the mediation impact of brand attachment and consumer trust.

Pakistan's retail industry has been one of the fastest expanding, accounting for over 20% of the country's GDP. It is the country's third-biggest industry and the second-largest, representing 15% of the workforce. Approximately 2 million retailers work in Pakistan, including 0.8 million in the FMCG contemporary retail and general trade sectors. Pakistan's retail industry sales have almost doubled in the previous ten years. Pakistan has appealing potential for foreign investors and businesses because of its constant development. The retailing industry in Pakistan, which has a populace of 207 million people, is continually affecting the lives of ordinary people as the country's consumption grows. The wholesale and retail industry accounts for 34% of Pakistan's total service sector. In recent research, Planet Retail, a worldwide retail forecasting agency, estimated the nation's retail market size to be approximately $152 billion, with an average growth of 8%.

The study has worked on a holistic view, and no one worked on it. There are discussions in a paper on different topics. In the first paper, they discussed brand attachment, compulsive buying, and materialism, and in the second paper, they discussed customer engagement and brand loyalty. In the third paper, they discussed brand authenticity, consumer buying behavior, purchase intention, and online brand

communities, and in our base paper, they discussed brand attachment and motivation. The study collectively worked on each variable in our paper.

**Research Questions**

1. How do brands influence the buying behavior of consumers?
2. What is the buying behavior of the consumer?
3. What are the drivers of branding on consumer buying decisions?
4. How do consumers' purchase intentions affect brands?

**Research Objective**

The study aims to show how brands influence customers towards their products and how brands affect the purchase intention of their customers.

**Literature Review**

Materialism and Obsessive Behavior (Impulsive and Obsessive Buying Behavior) In the eyes of scholars and policymakers, materialism and CB research have risen in popularity as it has been shown that both affect buyer well-being and behavior (Roberts et al., 2003). Spending over one's necessities and means is CB (Mittal et al., 2008). Moreover, it has been designated a mental state when an individual loses purchase control. Decisions develop an uncontrollable need to overspend to relieve emotional distress despite negative repercussions (Dittmar, 2004). When compared to others, "those who accept materialistic ideals are narrated to have higher monetary anxieties and a stronger inclination toward CB" (Gararsdóttir & Dittmar, 2012, p. 471). Materialists, according to Belk (1995), are consumed with paying and feel envy of people who have more stuff, a claim backed up by Watson (2003). As a result, both consuming and private goods are related to each other, and this connection gradually communicates their social seniority and, therefore, boosts their satisfaction. The primary reason for CB behavior is today's consumer society, which celebrates materialism ( Belk, 1985). It is also said that materialism will drive people's purchasing behavior to boost personal self-esteem and fulfill their wants. As a result, materialists with CCs are more prone to display CB, regardless of their wealth. Gupta (2011) describes Indian customers as having strong materialistic inclinations, influencing their preference for multinational brands (Khare et al., 2012). In most research, materialism has been identified as a status in youth (Rindfleisch et al., 1997; Baker et al., 2013b; Richens & Chaplin, 2015). The socialization perspective and the psychological viewpoint are the two most common approaches to the occurrence of materialistic values (Kasser et al., 2004; Moschis, 2007a). The possession and purchase of cloth things to reach life objectives or desired states is materialism (Richins & Dawson, 1992). Materialism has piqued the attention of consumer psychology and marketing academics over the years owing to its substantial impact on consumer behavior (Ismail et al., 2018; Moschis, 2017). Materialistic value things above everything else, but they also seek external fulfillment by possessing more stuff, mainly branded goods, than anyone else (Dittmar et al., 1996). As a result, materialism has been linked to high engagement in fashion buying and privilege consumption (Hudders & Pandelaere,

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

2012; Kamal et al., 2013; Dev et al., 2018). As a result, materialism is probable to influence compulsive purchasing (both impulsive and obsessive-compulsive). Individuals who immensely value materials are expected to acquire diverse items to amplify and demonstrate their social outlook, rank, and supremacy. They are more prone to think impulsive purchases are a good idea (Tatzel, 2002) since such items make them ecstatic, and impulsively acquired products express self-identity (Featherstone, 1991; Dittmar et al., 1995). Impulsive expenditure is linked to materialism and is anticipated to be influenced by a consumer's contingent scenarios (Vohs & Faber, 2007) or temporary position (Rook & Fisher, 1995). (Richins and Dawson, 1992). Pleasure-seeking impulsive consumers prefer the immediate delight (utility) of impulsive buying over the disutility of the long-term consequences (Ramanathan and Menon; Ubel, 2009). As a result, it has been assumed that extremely materialistic have a "buy now, pay later" mentality when it comes to impulsive purchases to sustain their status and pursue hedonic aspirations. Furthermore, Materialism and IB are both influenced by cultural and economic factors (Pradipto et al., 2016; Kassim et al., 2016)

The subsequent hypotheses are proposed based on the mentioned literature.

- Obsessive-compulsive purchasing is positively influenced by materialism.
- Materialism has a favorable impact on impulsive purchases.

Hedonic, Utilitarian values and Compulsive Buying Behavior (Impulsive and Obsessive Buying Behavior)

Those with greater hedonic values cannot be happy with functional parts or utilitarian purchasing behaviors, but they may be satisfied with joyful and pleasurable ones (Wang et al., 2000). Enjoyment, inventiveness, fun, and pleasure are connected with hedonic values. (Holbrook and Hirschman, 1982; Batra and Ahtola, 1991; Babin et al, 1994). Individuals who possess extreme hedonic values, such as today's consumers, would rather spend their additional cash meeting the ever-increasing new purchase desires (Campbell, 1987). P (1992), An individual with hedonic value seeks joyfulness, and it is vital to set aside a reasonable amount of time for oneself (Caprara et al., 2006). Hedonic value has drawn the attention of numerous scholars since, During the buying process in a consumer society, it is assumed that individuals perceive pleasure and satisfaction as higher practical benefits of fabric things. Its correlations with various aspects are explored, including utilitarian ideals, brand awareness, receptiveness to promotion stimuli, novelty-seeking, and foreign brands investigated.

Consumers enjoy different kinds of rewards, i.e., utilitarian and hedonic benefits. Hedonic consumers are satisfied with emotional and hedonic qualities such as appearance, design, quality and price, while utilitarian purchasers are satisfied with the utilitarian worth of goods. (Wang et al., 2000). Hedonic shoppers are also considered to be innovation and diversity seekers. They have a proclivity to be the first to introduce new ideas (Leavitt & Walton, 1975). According to the study (Wang et al., 2000), Customers with greater hedonic values are more aware of marketing impacts while purchasing products and are more brand-oriented, which could mean they are more loyal to their favorite brands and concerned with the symbolic value of the product. According to Babin et al. (1994), almost all purchase behaviors mix utilitarian

and hedonic qualities. However, in recent years, normal shopping behavior of product ownership has been insufficient to explain purchasing patterns. According to studies, hedonic values no longer play the most crucial function. On the other hand, plaza managers strive to make their establishments more exciting and filled with joy and delight for customers. Compulsive purchasers who buy items with an irrepressible drive and do so repeatedly are also likely to be the most impacted by these pleasurable and entertaining buying experiences that might activate hedonic values.

The total value of a shopper's shopping experience is defined as the sum of their purchase behavior. However, the amalgamation of hedonic and utilitarian considerations the consumers purchasing values are derived (Babin et al., 1994). According to previous research, utilitarian value is a mission-driven activity (Batra & Ahtola, 1991; Babin & Darden, 1996). Customers who embrace utilitarian ideals are often task-oriented during the purchasing process (Machleit & Eroglu, 2000). On the contrary, hedonic values are a personal and individual activity (Yang & Lee, 2010). Hedonic customers expect a customized experience and search for enjoyment or eagerness throughout the shopping (Anderson et al., 2014; Ladhariet al., 2017). When customers enjoy themselves while shopping, they are more likely to make unexpected purchases (Horvath & Adguzel, 2018).

As a result, customers who purchase hedonic and utilitarian values have more obsessive purchasing behavior. The delineated hypotheses are put forth:

- Utilitarian value has a beneficial influence on impulsive purchases.
- Hedonic value influences impulsive purchases in a good way.
- Obsessive-compulsive purchasing is influenced by utilitarian value.
- Obsessive-compulsive purchasing is influenced by hedonic value.

**Mediating Role of Brand Name Attachment Towards Hedonic, Materialism and Utilitarian Value**

Materialism and compulsive shopping are linked (Reeves et al., 2012; Moschis, 2017). Materialism has been shown to influence compulsive purchasing and be a significant indicator of compulsive shopping (Yurchisin & Johnson, 2004; Dittmar, 2005; Ridgway et al., 2008). As a result, it offers a theoretical foundation for suggesting that brand attachment may moderate the link between materialism and obsessive behavior.

Conclusively, the following hypotheses are proposed:

- The affiliation amid materialism and impulsive buying is mediated by brand attachment.
- Materialism and obsessive-compulsive shopping are tied by brand affinity.

The association also mediates brand attachment between buyers' compulsive consumption behavior and purchasing values, such as hedonic and utilitarian.

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Consumers who observe a great intensity of utilitarian value during the purchasing process are more prone to engage in buying behavior (i.e., impulsive and obsessive-compulsive buying) due to their drive to get more value from their purchase (Kandampully et al., 2015). As a result, brand loyalty may help to facilitate the association amid utilitarian value and compulsive purchase. Horvath and Adguzel (2018) claimed that hedonic consumers have a solid inclination to shop excessively because they utilize their extra cash to satisfy their purchasing needs. Purchasers with incredible intensity of utilitarian value are more certainly enticed by marketing, culminating in uncontrollable purchasing, according to Wang et al. (2000).

Similarly, Kukar-Kinney et al. (2016) discovered a connection between hedonic value and compulsive purchasing. These data demonstrate that the more vigorous the brand relationship, the elevated the hedonic value and compulsive purchase linkage. However, it is unclear how much brand connection influences utilitarian and hedonic values and compulsive apparel shopping.

The following hypotheses are constructed to assay the mediation effect:

- Brand attachment mediates the relationship amid utilitarian value and impulsive purchase.

- The relationship between utilitarian value and compulsive purchase is mediated by brand attachment.

Self-Congruity (Actual and ideal Self-Congruity) and Compulsive Buying Behavior

American Psychiatric Association (2013, p. 234) corroborates compulsive behavior as "repetitive and deliberate" acts carried out "under particular norms or in a fairly stereotyped manner." Compulsive behavior is described in the marketing environment because excessive, uncontrollable, and predictable purchase habits exist among customers (O'Guinn & Faber, 1989). According to Faber and O'Guinn (1988), compulsive buying is linked to consumers' immediate desire in their purchasing behavior, which is at odds with their genuine want. To clarify, there are two forms of compulsive purchasing patterns: impulsive and obsessive (Ridgway et al., 2008). When a customer feels compelled to purchase something unexpectedly, impulse purchasing occurs (Fenton-O'Creevy et al., 2018). Impulsive purchasing is also known as a hasty choice since impulsive shoppers highly anticipate making unexpected and superficial purchases (Jones et al., 2003). Contrarily, Obsessive-compulsive purchasing is acknowledged as an emotional impulse to buy, followed by a buying preoccupation and recurring purchases to alleviate stress. (Ridgway et al., 2008).

The extent of consistency between a consumer's personality and the self-concept of a brand is notorious as self-congruence (Aaker, 1999; Sergey, 1982). Self-congruity towards brands may represent cognitive consistency theory, in which customers strive for consistency in their ideas and behaviors (Festinger, 1957), and it is often cited as a significant driver of consumer behaviors (Huber et al., 2018). According to self-congruence theory, each consumer preserves two types of self-congruence: real and ideal self (Scales & Bettman, 2003; Molar et al., 2011). Self-

congruence corresponds to the notion of self-motivation, in which consumers act consistently in support of their views (Lecky, 1945).

Consumers prioritize brands that reflect their personalities (Liu et al., 2012; Roy & Rabbanee, 2015). Self-congruity influences both pre- and post-purchase activity. Since it is a term that refers to a connection between a self-concept perspective and a brand (Sirgy, 1985, 2018), brand congruency with the exceptional and ideal selves has been the topic of studies relating self-congruity to pro-brand behavior that is comparable to this one. However, the social self has not been studied. Consumers may pick one or even both the specific and ideal selves while engaging in pro-brand SNS behaviors. "Most individuals modify their portrayed self in some motivated manner," they say (Hollenbeck & Kaikati, 2012, p. 403). They discovered situations when such social and self-orientations were at odds based on qualitative findings. Ideal self-congruity cared-for promote pro-brand behaviors or links with a brand did not emerge, while congruity orientations were in opposition in their research. When there is internal strife, refusing to associate with a brand may be a way to avoid controversy. As a result, when correlations between factual and idealized self-congruity and subsequent conduct were discovered, the outcomes were good (Malär et al., 2011). Brand attachment is not treated as a distinct, mediating entity by Hollenbeck and Kaikati (2012). They also do not take social self-congruity into account.

Consumers' emotional connection to a brand has been successfully developed using the notion of self-congruence (Japura et al., 2017; Huber et al., 2018). In a study of 600 automobile owners, it was discovered that quick self-verification (real self-congruence) and self-enhancement goals considerably boost consumers' bonding with their car brand (ideal self-congruence) (Kressmann et al., 2006). According to this study, self-congruence (i.e., the natural and inclined self) may positively influence customers' attachment to branded apparel. Consequently, it is speculated that any threefold self-congruity tendencies with a brand (ideal, inclined or interpersonal) may positively influence affection for the focal brand. As a result, the following hypotheses are formed:

- Self-congruence has a beneficial impact on Impulsive Purchasing.
- Obsessive-Compulsive Buying responds well to self-congruence.

**The mediating role of brand Attachment towards Self Congruence**
According to earlier research, brand attachment mediates the association between self (i.e., the actual and inclined oneself) and impulsive purchasing activity (Japutra et al., 2017, 2018). According to studies, having a solid brand connection increases the probability of purchasing, leading to compulsive purchasing (Horvath & Birgelen, 2015; Kaufmann et al., 2016). Brand connection helps customers generate self-authentication (actual self) and self-inclination incentives (ideal self) (Escalas & Bettman, 2003). This suggests that customers who have a strong emotional relationship with a brand that matches their real or inclined personality (Huang et al., 2017) seem to be more likely to make impulsive purchases (Kessous et al., 2015). The previous study has demonstrated that self-congruence indirectly influences consumer behavior (Nam et al., 2011; Roy & Rabbanee, 2015). Consequently, in the context of branded clothing, the link between self-congruence (i.e., the authentic and desired self) and

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Compulsive shopping habits (i.e., obsessive-compulsive and impulse buying) are mediated by brand attachment.

As a consequence, the following options have been suggested:

- The amid connotations of self-congruence and impulsive purchase are mediated by brand attachment.
- Brand attachment mediates the association between self and compulsive purchasing.

**Effects of brand Attachment on Social Networking Behavior (like, share, comment)**

Checking out a company's Facebook page, for example, is a powerful indicator of brand fame and has proven to improve sales and commitment (Hennig-Thurau et al., 2015; Kumar et al., 2016; Swain et al., 2017). Swani and Milne (2017) present a digital communication model that recognizes that customers engage in word-of-mouth for a number of reasons (Lovett et al., 2013). When a consumer "loves" a product on Facebook, the page's likes expand, which has proven to boost revenue (Lee et al., 2015, page number). Consumers may even "circulate" the following brand with their friends and family by publishing photos or tales that include the brand (Belk, 2014; Kabadayi & Price, 2014). Customers may also "respond" to a product's Facebook page, which is accessible to their friends and anybody who visits the website (Kabadayi & Price, 2014, page number). All of these are available to a tiny circle of acquaintances on the sender's timeline. Actions like commenting, liking, and sharing are used to gauge the involvement of consumers (van Doorn et al., 2010; Gummerus et al., 2012). Users may feel like they are part of a broader community after connecting with a digital presence via acts like these (Zhou et al., 2012). When a customer develops a deep emotional tie to a brand or service, he or she anticipates encouraging it via ostentatious demonstrations and endorsements (Elbedweihy et al., 2016; Park et al., 2010; Thomson et al., 2005; Zhou et al., 2012). Positive consumer outcomes have been associated with brand attachment, including higher intention to buy, readiness to pay a higher price, and eagerness to advocate the brand to their network (Thomson et al., 2005; Jiménez & Voss, 2014). However, Japutra et al. (2017, 2018) revealed that brand loyalty negatively. It is proposed as follows:

- On social media, brand attachment positively impacts sharing and commenting.

**Motivation (hedonic, utilitarian, social) and Brand Attachment**
Although brand positioning has been a top focus for marketers for some years, there has been little study on the impact of mobile engagement on customer views of brands. Consumers are increasingly reliant on portable devices for day-to-day tasks, and indeed, the content they acquire on these gadgets directly influences their attitudes (Choi, 2018). BMAs, in which a brand owner distributes an application that performs on people's accounts, have become a more tangible way for consumers and companies to communicate (Peng et al., 2014). Consumers use mobile computing for a number of reasons, and they choose, adopt, and stay to use mobile apps for a number of reasons as well. Some portable device actions are activity or utilitarian, while others are hedonistic or done just for enjoyment (Furner et al., 2015). Despite adopting the

gratification and purposes paradigms, social motivations have gotten less attention in the BMA environment (Alnawas & Aburub, 2016) to investigate hedonic and utilitarian incentives.

Utilitarian incentives emphasize solving problems and everyday requirements. The technology acceptance model onboarded in information systems research states that willingness to use technology is based on opinions regarding effectiveness and perceived usefulness (Davis, 1989). Utilitarian incentives may influence active learning (Gerlich et al., 2015). The present investigation, which intends that utilitarian encouragement for user activity will augment feelings and thoughts of name bond formation via a preferable emotional outburst to anticipation, is coherent with preceding findings, which have reported a significant connotation amid utilitarian motivations like control, simplicity, time savings, reliability, and trying to avoid having to converse with sellers or service personnel and brand attachment (Li & Fang,2019). For instance, data from an extensive study of consumers who had bought a functional item (e.g., a battery of a car) found that when buyers' assessments of the product's functional capabilities are positive, they experience stronger brand connections (Belaid & Behi, 2011). Consumers with utilitarian goals find value when their demands are met without any nuisance. Consequently, sentiments of work efficiency and usefulness have improved the influence of important decisions. Suppose consumers' utilitarian objectives and their expectations for value are satisfied. In that case, they will yield a more favorable brand image, including emotions of devotion, investment, and readiness to make sacrifices, all of which are part of brand attachment.

Hedonic consumers pursue pleasure, fulfillment, or escape from boredom or anxiety (Hirschman & Holbrook, 1982). Joji and Ashwin (2012) claim that Hedonic value perceptions aim to act as an intermediary in their experience of self by reducing self-attributions. They employ hedonic value to mediate between personality (the consumer's impression of congruence amid their own identity and the imagined brand) and emotional brand connection. Consumers' logical appraisal of a product's attributes that fit a specific demand is impeded when hedonic impulses influence purchasing. This is partly because the price/performance trade-off is not as stringent or fair as when utilitarian motives drive purchases (Zinko et al., 2020). Customers are more likely to be pleased in these situations than to do a complete examination of the benefits and drawbacks of different things (Schwartz et al., 2002). Therefore, hedonic value-driven purchases are primarily based on feelings and a subjective evaluation of preferences. According to a study, hedonic motivations for inducting and using BMAs seek self-status, including satisfaction and the pursuit of happiness (Lin et al., 2014). Because brand attachment is powered by passion and pleasure, which are the main drivers of hedonic motivation, The study expects determination to greatly influence brand attachment when the objective is hedonic rather than utilitarian.

So, The study expects greater brand attachment to be associated with greater levels of hedonic drive. A mindset that originates an activity to influence the state of another person is referred to as social motivation (Batson, 1996). Interaction with material or other users is a characteristic of social-centric BMAs. User-generated content creation, labeling, sharing, rating, and commenting are all examples of content interaction (Zhao & Belaué, 2015). Online discussion, watching others' activity, and enticing contact from external social networks are examples of users' social interactions (Zhao & Balagué, 2015). Conformity motivation is one kind of social

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

drive, and it may be defined as a "desire to stand out from the crowd by owning and using things and brands" (Labrecque et al.,2011, p. 458). As a result, conforming and social influence may impact customers' interactions with companies and, as a result, their purchasing choices (Bearden et al., 1989). The urge to connect socially with a brand, defined as the consumer's perception of establishing personal and intimate contact with a screen personality (i.e., a brand), is considered a social motive to use a BMA (Garlic et al., 2015; Labrecque, 2014). Social touch is employed in most BMAs to communicate brand messaging and build and maintain connections (Horton & Richard Wohl, 1956; Zhao & Balagué, 2015), although it typically only provides one-sided communication (as of after brand to client). Social-centric mobile applications are designed to "enhance the feeling of intimacy with clients, Boost brand involvement by cultivating a loyal client base, or encourage consumers to share positive company portrayals with their social networks" (Zhao & Balagué, 2015, p. 309). As a result, The study came to the following conclusion:

- Brand Attachment and Motivation are associated in a significant manner.

**Brand Attachment's Outcome (Continues Intention, Purchase Intention, WOM)**

Researchers in mobile computing have better knowledge of the elements that influence consumers' future intentions to utilize mobile apps. According to evidence, around 62 percent of BMAs are removed by consumers within a short amount of time after being downloaded (Nielsen, 2011). Furthermore, the typical Smartphone has 40 applications, yet merely 16 of them are used on an average level (Urban & Sultan, 2015). BMA developers place a premium on user retention and desire to return (Husson et al., 2013). Several scholars have looked at the factors that influence BMA continuation intentions. Racherla et al. (2012) looked into the multilayered chains of verdicts that customers demand when engaging with BMAs, emphasizing the role of an individual, widget, and task requirements in affecting behavioral intention, preconceptions of interactivity, and eventually purchase decision, WOM, trust, and alacrity to spend for the apps.

Others look to the brand-consumer connection to explain why people want to keep doing what they are doing. Fang (2017) looked at consumer-brand contact in client-server apps and discovered evidence for the liaison in consumer-brand interactions. And continuation intentions, but not so much for repurchase decisions. For users of the My Starbucks app, satisfaction and connection to a BMA have been linked to a desire to keep using it (Li & Fang, 2019). According to these researchers, consumers' prior experiences with just an application (in some instances, views of utility; in others, pleasure or engagement) impact their desire to keep using it. In addition, In several contexts, including banks, the link between brand attachment and retaining intention has been shown (Levy & Hino, 2016), e-commerce (Rezaei & Valaei, 2017), and mobile computing (Li & Fang, 2019; Hew et al., 2017). The study predicts that the sentiments of love, intimacy, and keenness, which comprise brand attachment, induce satisfaction and lead consumers to continue using the BMA based on these results.

A consumer's stated desire to acquire a good or service is reflected in their purchase intention (King et al., 2014). In traditional commerce, purchasing intent has been studied extensively (Chang & Wildt, 1994), and in e-commerce (Furner et al.,

2014), buy intention in a highly mobile computing scenario has received comparatively less attention. Yu-jen Su (2009) looked at several factors that influence online buy intent, which is defined as the willingness to make a transaction using a mobile device. They discovered that various factors influenced mobile shopping intention, such as mobile conceptions of ease of use, anxiety, usefulness, and self-efficacy. The study believes that this link is maintained in a highly mobile setting because Kaufmann et al. (2016) discovered that brand attachment increases the likelihood of purchasing branded th. In specific research, in-app purchase intention was combined with continued intention to indicate BMA customer loyalty (Fang, 2019; Tseng & Lee, 2018). The study predicts that customers who have encountered brand affiliation will trust the firm and wish to remain with it, based on studies establishing the relationship with brand adherence and intent and the latest m-commerce research on in-app purchase decisions. Customers are expected to overcome buying barriers as their trust levels improve, while a desire to support the brand will enhance interest in purchasing branded goods.

Consumers want to reduce their confusion about product durability and quality, in addition to getting their demands addressed by items. WOM is one way to reduce uncertainty in a highly competitive buying environment, with the aspiration of learning a lot about the product's or service's effectiveness. WOM information is frequently more valuable and relied upon by potential customers than brand marketing (Chung & Darke, 2006). Numerous surveys have examined the impact of experience elements on fulfillment, and quality perceptions are among the most crucial WOM intents. They are commonly mentioned across various goods and services categories (Anderson, 1998; Maxham, 2001; Wirtz & Chew, 2002). During a BMA setting, Keller (2007) related WOM to brand features, while Verkijika and De Wet (2019) accommodated WOM to ease of use and good feelings. The study believes that brand connection, particularly commitment feelings, will encourage BMA consumers to tell people about their excellent BMA experiences and online surveys, based on research in conventional commerce that has established evidence for brand attachment and WOM affiliation. Because attachment is a component of commitment, Harrison-Walker (2001) observed that persons who feel more committed are more successful at transmitting positive WOM.

**Customer Engagement and Brand Loyalty**

According to social exchange theory, customer engagement entails reciprocal interactions between consumers and categories of customers (Hollebeek, 2011). Customer engagement is distinct from participation and involvement in that it entails purchasers' interaction and understanding of a particular brand (Brodie et al., 2013). These emotive encounters are not just purchased exchanges (Van Doorn et al., 2010) or traditional transactions (Wei et al., 2013); they help consumers become brand ambassadors.

In tourism research, consumer involvement has been positioned as an intricate variable. (Harrigan et al., 2017), Nevertheless, there are no uniform customer engagement dimensions or measurement methods (Hollebeek, 2011; Zhang et al., 2018). There are five sub-dimensions of consumer participation in the tourism realm, according to So et al. (2014): identification, attentiveness, interaction, absorption, and vigor. Harrigan et al. (2017) tweaked So et al.'s (2014) dimensions and developed a

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Three-dimensional consumer engagement scale: identification, interaction, and absorption. Identification is the intensity to which customers believe themselves related to a brand. Absorption is a pleasurable situation in which a client enthusiastically concentrates on becoming associated with a brand. Consumers engage in online and physical brand activities and contact other customers beyond the purchase transaction, which is referred to as interaction. The study uses Harrigan et al.'s (2017) understanding of those aspects in this investigation. Customer engagement in this research refers to regular interactions between consumers and customers' cognitive (e.g., absorption), affective (e.g., identification), and behavioral (e.g., engagement) commitment to the tourist social media brand increased. Buyers loyal to a brand have good feelings about it and are more inclined to purchase that so often (Fullerton, 2003). The viability and accomplishment of marketing plans and research are dependent on brand loyalty (Chaudhuri& Holbrook, 2001). Brand loyalty comprises two parts: behavior and attitude (Jacoby &Kyner, 1973). Behavioral loyalty refers to a customer's willingness to buy a product repeatedly. Cosso-Silva et al. (2015) define attitude loyalty as a customer's favorable attitude toward a brand. Consumers with a high degree of attitude loyalty are more inclined to advise particular branded items to their networks and relatives. Customers loyal to a brand have a deep bond with it and are more inclined to repurchase (Kandampully et al., 2015; Eri&Pranievi, 2018). They also become brand evangelists and advocates. In the tourist business, loyalty to brands is also critical for increasing a firm's market percentage and long-term viability (Yoo&Bai, 2012). As a result, many marketers devise and execute loyalty programs to attract new consumers and keep current ones. Consumer faithfulness is critical for the growth of a brand and long-term success. The previous study has looked at the impact of consumer interaction on brand loyalty. Consumers who participate in brand communities on social media are more likely to feel highly valued (Brodie et al., 2013). Customers who are engaged are devoted to the tourist brand, according to So et al. (2016a). Consumers with a high degree of involvement, according to Dwivedi (2015), elicit significant loyalty to the tourism brand. Customer involvement may now be a good motivator of brand loyalty (Harrigan et al., 2017). The research, as mentioned earlier, either looked at the link between consumer involvement and brand loyalty (Harrigan et al., 2017; So et al., 2016a) or employed descriptive design (Brodie et al., 2013; Harrigan et al., 2017). However, just one quantitative research method (Harrigan et al., 2017) has looked at the consumer engagement-brand loyalty link in the tourist social media sector, implying that future research may look at this in other countries.

As a consequence, this research tries to fill a knowledge gap and proposes the following hypothesis:

- Customers who engage with tourism businesses on social networks are more loyal.

**Consumer Behavior and Brand Authenticity**

When a brand is viewed as genuine, customers make an effort to form personal networks (Bagozzi & Dholakia, 2006; Schouten &McAlexander, 1995). Authentic companies, without a doubt, capture customers' needs. They do it in such a way that they connect customers and form a social network. Without the affirmation of others, it is impossible to target particular customers for identity formation. These onscreen societies promote the concept that they are focused on the brand and are trying to settle the numerous beliefs and desires that unite real brand owners (Leigh et al., 2006).

Previous researchers developed the notion of branded societies to highlight the existence of various brand branches and categories, brand heritage, and various communities for varied purposes that eventually evolved into offline and online private label societies (Muiz&O'Guinn, 2001; Muiz&Schau, 2005), such societies portraying the brand amid a tiny class (Muiz&O'Guinn, 2001; Muiz&Schau, 2005), such societies portraying the brand within a tiny group (Bagozzi&Dholakia, 2006), online forums supported by a good network (Adjei, 2006), and communities portraying the brand within a small group (Schouten et al., 2007). Johnson, Thomson, and Jeffrey (2015) elaborated that a long-time magnitude appraises the customers' desire to join the community. Even customers who have become devoted to a brand are becoming more brand vocal, implying that purchasers begin to influence others based on their most recent engagement with the brand or what they have learned within certain brand societies.

On the contrary, this concentrated behavior encourages customers to find avenues to reach out to the company to spend more. Prior studies have demonstrated that brand authenticity positively promotes brand reactions (Napoli et al., 2014; Morhart et al., 2015), reflecting the inspiring value contributed to authenticity. Brands that seem to have a genuine image have a greater symbolic and emotional affinity. Orth, Limon, and Rose (2010) linked emotional responses to brand attachment. In contrast, Park et al. (2006) interconnected it to self-connections, or an individual's prior knowledge and long-term aspirations, which are tried to cash by the company in return for customers well before bond formation (Joy & Dholakia, 1991; Oswald, 1999) or marketability handed down from one‘s peers (Moore-Shay & Lutz, 1998; Oswald, 1999). Mikulincer et al. (2001) found a link between customer self-concept and the decision to connect with a brand. According to academics Park et al. (2006) and Malär et al. (2011), brand attachment is the product of organizations' self-validation of customers. Carlston (1992) observed that the amount of connections people have with a brand is highly related to their emotional commitment to the brand, another indicator of trust. This shows that a client's emotional connection to a brand is stimulated by their level of trust (Mikulincer, 1998). Consumers are also driven by a sense of trustworthiness (Park et al., 2006). Trust built on a company's dedication to excellence and integrity also helps it identify itself as real, improving brand attachment. According to Rempel et al. (2001), these expectations instill in consumers the belief that the brand would remain customer-focused in every possible circumstance of apparent ambiguity. Ballantyne et al. (2006), Holt (2002), and Stark (2002) employed cultural, positive value, and uniqueness to characterize authenticity in their studies. Uniqueness, historical linkages, cultural foundation, antiquities from manufacturing, authority, lineage, and legacy, relationship with the area, aesthetic standards, method of production, and proof and truth are some of the other elements taken into consideration by authenticity (Beverland, 2006; Groves, 2001). According to Beverland and Farrelly (2010), brand authenticity is based on individual assessments of specific authenticity factors rather than the brand's core characteristics. Bruhn et al. (2012) used the four constructs of continuity, dependability, naturalness, and originality to assess brand authenticity. These structures are developed and expanded upon throughout our research.

As a result, The study anticipates:

- Consumer Behavior and Authenticity have a strong link.

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

**Brand Attachment's Mediating Role**

Customers are emotionally tied to a brand or product (Jahn et al., 2012), which includes brand-self association and brand significance (Park et al., 2010), indicates that they are emotionally attracted to a brand (Veloutsou, 2015; Loureiro et al., 2017). Individuals who have a cognitive and emotional connection to a brand have a brand-self relationship (Escalas&Bettman, 2003). The strength of the link between the brand and, as a result, the customer is a sign of brand status (Parket al., 2010). Customers form emotional attachments to tourism-related entities such as travel agents and tour expeditors (Yen et al., 2018). Customers may build ties with social media companies. Brand attachment through social media, on the other hand, has gotten less recognition (Wang et al., 2016), notably among tourist social media enterprises. Consequently, brand attachment refers to visitors' psychological connection to social media firms in this study. Bergel et al. (2019) looked at how emotional attitudes affect consumer engagement and loyalty. Many studies observed that affective attitude influences consumer engagement and loyalty. Customer engagement promotes brand loyalty by altering the quality of brand connections with retail service organizations, according to So et al. (2016b). Jahn and Kunz (2014) found that brand affinity mediates the link between consumer involvement (i.e., customer participation) and brand loyalty in a study of Facebook fan pages. Customers who engage in the brand's online community develop strong emotional bonds with it (Brodie et al., 2013; Hollebeek et al., 2014). Self-brand collection (i.e., the dimension of brand attachment) increases with customer engagement (Harrigan et al., 2018; Park et al., 2010). According to the research above, consumers who join online social media groups are more likely to create mental connections with the brand/community. Customer involvement, in other words, boosts brand loyalty. A person who has a strong emotional connection to an item has more good recollections of it than someone who has a vague sense of belongingness (Collins, 1996). High brand attachment leads to joyful consuming experiences, which leads to good brand appraisal and motivation to establish brand bonding (Belaid&Behi, 2011). (Mikulincer, Hirschberger, Nachmias, &Gillath, 2001). Consumers' good opinions of the brand are evoked through happy recollections and engagement. As a result, the increase in behavioral commitment to brand attachment indicates brand loyalty (Levy & Hino, 2016). Consequently, brand attachment boosts consumer retention (Jahn& Kunz, 2014). As a result, consumer interaction promotes brand loyalty by increasing brand attachment. Furthermore, a prior study has shown that brand name attachment has a moderating effect (Li et al., 2019; Zhang et al., 2013). As a result, the following is the hypothesized relationship:

- The connectivity between consumer involvement and brand loyalty is mediated by brand attachment.

**Customer Trust has a moderating effect.**

Customer trust is essential for fostering relationships between the client and the service provider. Customers establish committed connections with the brand due to their trust (So et al., 2016b). According to social exchange theory, clients are more likely to interact with service providers they value (Cheng et al., 2017). Customer involvement improves the customer's and repair provider's good and reciprocal exchange interactions, strengthening their trust relationships (Sashi, 2012). Customer involvement may boost customer confidence (Brodie et al., 2013). Customers who

participate actively are more likely to have a reliable connection with suppliers (Vivek et al., 2012). As a result, consumer involvement improves customer confidence (So et al., 2014). Customers who engage with tourist social networking sites are likely to create a trusting connection with the platform. Scholars have explored the link between customer trustworthiness and brand loyalty. According to Veloutsou (2015), client trust improves brand loyalty. According to Huang (2017), brand loyalty is more likely to develop among people who trust a brand. Customer loyalty is linked to customer trust (Palacios-Florencio et al., 2018). As a result of the primary data, consumer trust strengthens brand loyalty. As a result, consumer interaction boosts customer trust and, as a result, brand loyalty. Furthermore, Consumer trust has been proven to mediate the relationship between customer and brand results (Huang, 2017; Palacios-Florencio et al., 2018).

As a consequence, the following hypothetical connection is recommended:

- Consumer trust mediates the relationship between customer interaction and brand loyalty.

## Research Methodology

### Research Model

In this paper, the study created an integrated complicated conceptual model after combining the variables of different research papers to investigate the link between those variables holistically, as shown in Figure 1. It analyses the impact of all independent variables (materialism, utilitarian value, hedonic value, brand authenticity, motivation, customer engagement, self-congruity) on the mediator (brand attachment) and their dependent variables (consumer outcomes, impulsive buying behavior, compulsive-buying behavior, brand loyalty, social networking behaviors and consumer behaviors. Furthermore, it also analyzes the customer engagement contact on another mediator (customer trust) and their dependent variable (brand loyalty). In Figure 1, customer involvement has a direct influence on brand loyalty. This model also shows the direct relationship between (materialism, utilitarian value, hedonic value and self-congruity) on impulsive buying behavior and obsessive-compulsive buying behavior.

### Data Collection and Instrumentation

The measurement scales were adapted from previous literature with modifications for the context of branded mobile apps. All of the measures in the initial research used a five-point Likert scale, with one indicating "strongly disagree" and five indicating "strongly agree." Items for motivation were made with the help of the internet. Bhattacherjee (2001) facilitated the continuation intention, Yoo et al. (2000) facilitated the purchase intention, while Tseng and Lee presented the WOM (2018). Continuance intention, purchase intention, and word-of-mouth intention are the constructs of consumer outcomes mentioned in the conceptual model of previous research. In the current study, there were items for constructs of outcomes. That is why The study has considered and taken items from those constructs for the variable, i.e., outcomes. In previous research, Harrigan et al. (2017) proposed eleven items to measure customer engagement in previous research. Four questions for customer trust

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Were measured and developed by Sun and Lin (2010). Four criteria were employed to assess brand loyalty (Zeithaml et al., 1996). As a result, these things were obtained for the research. Every question was graded on a 5-point Likert scale from 1 to 5, ranging from highly disagree to agree highly. As mentioned earlier, the questionnaire has previously been assessed using a five-point scale (Cheng et al., 2017; Malär et al., 2011; Samala et al., 2019; Touni et al., 2020). All of the items for the measuring scales were derived from earlier research that used a seven-point Likert scale. According to Park et al. (2010), the total brand attachment was functioning using two sub-dimensions (2010), each of which was assessed by three questions and was adopted from research by Dwivedi (2014), Stok burger-Sauer et al. (2012), and Han et al. (2010). Items for brand attachment were taken from those two subdimensions for this research. Then, eight items from Richins' Material Values Scale were used to measure three sub-dimensions of materialism: success, centrality, and happiness (MVS). Items from sub-dimensions of materialism and materialism are used in our research. Six questions derived from Babin et al.'s (1994) research were used to assess utilitarian and hedonic values. The study used products with utilitarian and hedonic values to conduct our investigation. Finally, the obsessive-compulsive and impulsive purchasing items were assessed using three and two items modified from Ridgway et al. (2008). The study borrowed these things for impulsive and obsessive-compulsive buying.

Malär et al. (2011) and Sirgy et al. (2012) provided items for the Actual ideal self-congruity measures (1997). For the assessment of Social self-congruity, items were derived from Sirgy et al. (1997) and Carroll and Ahuvia (2006). Our study defined self-congruity as the actual, ideal, and social self. Consumers' social networking behaviors, such as liking and sharing intents, were examined using items from Yi et al. (2006) and Lee and Ma (2012). Commenting intentions were adapted from Yi et al. (2006) and Lee and Ma (2012). For our study, self-congruity and SNS behaviors were borrowed from existing research. In previous research, consumer behavior was measured using a seven-point Likert scale for brand authenticity items. There were items for constructs like (reliability, naturalness, originality and continuity) of variable(brand authenticity). Those items are borrowed for the variable (brand authenticity) for our study because reliability, naturalness, originality and continuity were mentioned as constructs of brand authenticity in a conceptual model. The study has also borrowed constructs (brand vocal, brand loyal, purchase intention) and used those items for their primary variable, i.e., consumer behavior. In our research, The study used a 5-point Likert scale, i.e., highly disagree to agree, where one is considered highly disagree, and five as highly agree to measure all items. See the Appendix for the items.

The study used a convenience sampling approach and digitally disseminated survey forms in Karachi, Pakistan, to collect quantitative data for analysis. The study applied a quantitative evaluation because It used statistical approaches after gathering quantifiable data since the outcomes of these techniques may be readily extrapolated. Each item from the sample size has an equal chance of being included in the samples in random sampling. Units from the population are selected for convenience sampling based on their ease of availability and accessibility. As a result, the study utilized a convenience sampling strategy since It gathered data from participants who were easily accessible at the time. The study took information from those whom It was able to approach quickly. Although it is not a very robust form of sampling, due to some limitations and COVID-19, everybody was not readily available, so The study had to

approach people. The study could easily be accessed. A total of 115 respondents participated, and the study chose all of those because it was done completely by everyone. The study's ultimate sample size was 115 people. According to Raza and Hanif (2013), Comrey and Lee (2013), Raza, Jawaid, and Hassan (2015), and Sharif and Raza (2017), a sample size of 50 is regarded wrong, 300 is considered acceptable, 500 is considered very good, and a sample size of 1000 is considered the best sample size for factor analysis. So, for 95% accuracy, The study needed 384 sample sizes. For 90% accuracy, The study needed 96 sample sizes, but due to COVID-19 and lockdown issues, The study had to restrict our sample size to 115. So, according to the central tendency method, the sample size shows that the accuracy or significance would be 90% due to some limitations, which is acceptable for this research.

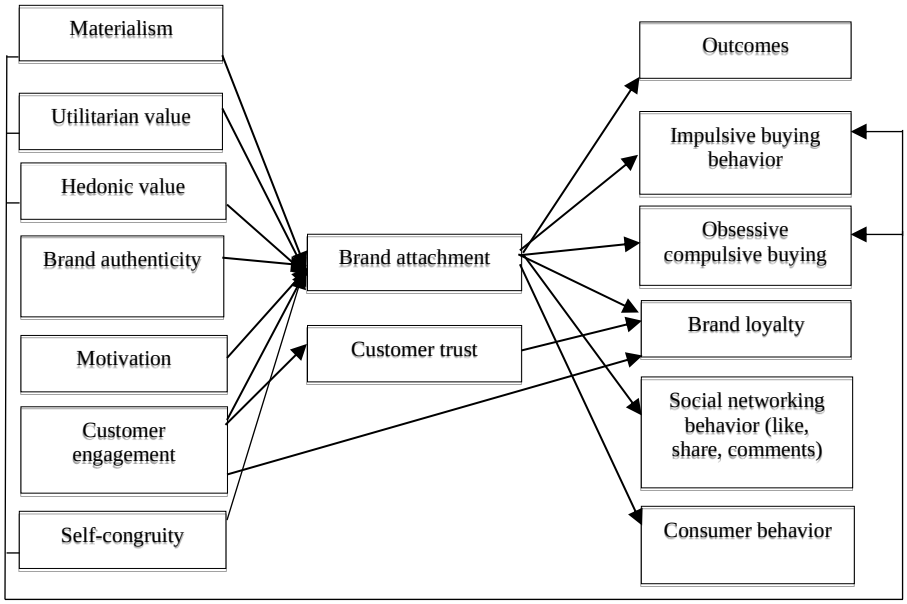



Figure 1 Conceptual model

**Demographics**

Following the collection of surveys, the demographic scrutiny revealed the following information, shown in Table 1. Considering the respondents' demographic characteristics, the table shows that 25.20 percent were male and 74.80 percent were female. Regarding age groupings, 76.50 percent of participants were from the ages of 15 to 25, 13.90 percent were from 26 to 35, 8.70 percent were from the ages of 36 to 45, and 0.90 percent were beyond 45. When the respondents' educational levels were examined, it was discovered that 53.90 percent of them were graduates, 13% had done a master's, 0.90% had a Ph.D., and the remaining 32.20% belonged to other fields of study. Finally, the marital status shows that 76.50% of respondents were single, while 23.50% were married.

**Table 1:** Respondent's profile (N=115)

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

| Demographics | Frequency | Percentile |
|---|---|---|
| Gender | | |
| Male | 86 | 25.20% |
| Female | 29 | 74.80% |
| Age | | |
| 15-25 | 88 | 76.50% |
| 25-35 | 16 | 13.90% |
| 35-45 | 10 | 8.70% |
| more than 45 | 1 | 0.90% |
| Marital status | | |
| Single | 88 | 76.50% |
| Married | 27 | 23.50% |
| Education level | | |
| Graduate | 62 | 53.90% |
| Masters | 15 | 13% |
| PhD | 1 | 0.90% |
| others | 37 | 32.20% |

## Ethical Considerations

First and foremost, it was ensured that academicians had established confidence and credibility with applicants prior to the data collection technique. Second, the study considers the unique requirements of vulnerable residents; as a result, The study kept their identities hidden. Furthermore, the study preserves persons' identities, roles, and situations in studies and initiatives. Finally, the study mentioned the sources as well as earlier literature investigations.

## Data Analysis and Results

The collected survey forms were analyzed by incorporating structural equation modeling (SEM). SEM is a statistical method that employs facts and analytical data to assist in testing the validity of a hypothesis, as stated by Ringle, Wende, and Will (2005). The hypothetical model is evaluated in this research utilizing a variance-based technique that leverages the partial least squares method (PLS). PLS-SEM is employed in our research for the following reasons: First, it is regarded as the most accurate or best approach for measuring multidimensional or intricate frameworks. As a result, The study used this research to examine the measurement and structural model (Hair, Ringle, & Sarstedt, 2011; Henseler et al., 2015). Second, it may be utilized to assess the framework accurately. Wold (1975, 1980) and Joreskog and Wold (1982) established the partial least square (PLS) approach, which specifies the connection between latent variables. A latent variable (LV) is an unseen or hidden construct accountable for tying other assessed constructs together (Aibinu & Al-Lawati, 2010). Smart PLS can operate with unknown factors and infer measurement inaccuracy by enhancing hidden constructs (Chin, 1998).

## Measurement Model

In this study, construct reliability and validity, individual item reliability, convergent validity, and discriminate validity have been measured to assess the capability of the model.

**Table 2:** Measurement model results

| | loadings | Cronbach's alpha | Composite reliability | Average variance |
|---|---|---|---|---|
| BAI | 0.767 | 0.759 | 0.862 | 0.676 |
| | 0.848 | | | |
| | 0.849 | | | |
| BAY | 0.822 | 0.791 | 0.875 | 0.7 |
| | 0.867 | | | |
| | 0.82 | | | |
| BL | 0.806 | 0.801 | 0.882 | 0.714 |
| | 0.878 | | | |
| | 0.849 | | | |
| CB | 0.826 | 0.766 | 0.865 | 0.681 |
| | 0.84 | | | |
| | 0.809 | | | |
| CE | 0.824 | 0.766 | 0.866 | 0.683 |
| | 0.883 | | | |
| | 0.768 | | | |
| CT | 0.792 | 0.753 | 0.858 | 0.668 |
| | 0.794 | | | |
| | 0.864 | | | |
| HV | 0.815 | 0.69 | 0.826 | 0.615 |
| | 0.849 | | | |
| | 0.678 | | | |
| IB | 0.865 | 0.655 | 0.853 | 0.743 |
| | 0.859 | | | |
| MX1 | 0.679 | 0.682 | 0.824 | 0.611 |
| | 0.806 | | | |
| | 0.851 | | | |
| MA | 0.886 | 0.801 | 0.88 | 0.711 |
| | 0.889 | | | |
| | 0.746 | | | |
| OCB | 0.796 | 0.717 | 0.841 | 0.638 |
| | 0.776 | | | |
| | 0.824 | | | |
| O | 0.861 | 0.547 | 0.814 | 0.687 |
| | 0.795 | | | |
| SC | 0.883 | 0.851 | 0.909 | 0.77 |
| | 0.881 | | | |
| | 0.867 | | | |
| SN | 0.816 | 0.795 | 0.88 | 0.709 |
| | 0.867 | | | |
| | 0.842 | | | |
| UV | 0.873 | 0.708 | 0.834 | 0.633 |
| | 0.874 | | | |
| | 0.61 | | | |

Abbreviations: BAI, brand attachment; BAY, brand authenticity; BL, brand loyalty; CB, consumer behavior; CE, customer engagement; CT, customer trust; HV, hedonic value; IB, impulsive buying behavior; MX, materialism; MA, motivation; OCB, obsessive-compulsive buying; O, outcomes; SC, self-congruity; SN, social networking behavior; UV, utilitarian value.

All of the variables in Table 2 have a Cronbach's alpha value greater than 0.5, signifying that they match Hair et al. (2011) suggested threshold. According to him,

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

the Cronbach alpha value must be more than 0.5. The criterion for composite dependability is the individual dependability criteria developed by Churchill Jr (1979). Each weight must be greater than 0.5, according to the standard. Table 2 shows that all of the particular reliability requirements for all variables have been fulfilled; consequently, the instrument's reliability for examining the study's variables has been proven. The average variance extract was used to examine convergent validity (AVE). According to Fornell and Larcker, each factor should have a minimum value of 0.50. (1981). The Average extracted values in Table 2 are all more than 0.50, suggesting that the research instrument is convergently valid.

TABLE 3 Fornell- Larcker criterian

| | BAI | BAY | BL | CB | CE | CT | HV | IB | MX | MA | OCB | O | SC | SN | UV |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BAI | **0.822** | | | | | | | | | | | | | | |
| BAY | 0.629 | **0.837** | | | | | | | | | | | | | |
| BL | 0.348 | 0.37 | **0.845** | | | | | | | | | | | | |
| CB | 0.714 | 0.608 | 0.378 | **0.825** | | | | | | | | | | | |
| CE | 0.607 | 0.538 | 0.539 | 0.571 | **0.826** | | | | | | | | | | |
| CT | 0.487 | 0.491 | 0.518 | 0.535 | 0.631 | **0.817** | | | | | | | | | |
| HV | 0.475 | 0.462 | 0.53 | 0.405 | 0.628 | 0.655 | **0.784** | | | | | | | | |
| IB | 0.323 | 0.215 | 0.293 | 0.363 | 0.336 | 0.18 | 0.3 | **0.862** | | | | | | | |
| MX | 0.577 | 0.5 | 0.458 | 0.548 | 0.631 | 0.549 | 0.569 | 0.518 | **0.782** | | | | | | |
| MA | 0.431 | 0.459 | 0.297 | 0.298 | 0.443 | 0.506 | 0.331 | 0.14 | 0.469 | **0.843** | | | | | |
| OCB | 0.558 | 0.298 | 0.408 | 0.502 | 0.501 | 0.291 | 0.347 | 0.673 | 0.566 | 0.302 | **0.799** | | | | |
| O | 0.528 | 0.552 | 0.515 | 0.445 | 0.61 | 0.513 | 0.563 | 0.407 | 0.603 | 0.485 | 0.45 | **0.829** | | | |
| SC | 0.318 | 0.426 | 0.34 | 0.352 | 0.507 | 0.284 | 0.288 | 0.334 | 0.496 | 0.247 | 0.418 | 0.425 | **0.877** | | |
| SN | 0.422 | 0.476 | 0.597 | 0.464 | 0.589 | 0.484 | 0.437 | 0.404 | 0.551 | 0.402 | 0.517 | 0.464 | 0.496 | **0.842** | |
| UV | 0.51 | 0.447 | 0.28 | 0.528 | 0.501 | 0.482 | 0.458 | 0.302 | 0.421 | 0.366 | 0.464 | 0.401 | 0.223 | 0.301 | **0.795** |

Abbreviations: BAI, brand attachment; BAY, brand authenticity; BL, brand loyalty; CB, consumer behavior; CE, customer engagement; CT, customer trust; HV, hedonic value; IB, impulsive buying behavior; MX, materialism; MA, motivation; OCB, obsessive-compulsive buying; O, outcomes; SC, self-congruity; SN, social networking behavior; UV, utilitarian value.

The discriminative validity has been assessed using cross-loading analysis and AVE, as shown in table 3. The values of the square root of AVE in diagonal form match Fornell and Larcker's criterion (1981). The AVE values should be higher than the correlations of the factors, as they propose.

**TABLE 4** loadings and cross loadings

| | BAI | BAY | BL | CB | CE | CT | HV | IB | MX | MA | OCB | O | SC | SN | UV |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BAI1** | **0.767** | 0.569 | 0.415 | 0.559 | 0.576 | 0.473 | 0.425 | 0.211 | 0.448 | 0.346 | 0.391 | 0.485 | 0.28 | 0.34 | 0.381 |
| **BAI2** | **0.848** | 0.467 | 0.217 | 0.575 | 0.457 | 0.347 | 0.415 | 0.383 | 0.541 | 0.406 | 0.579 | 0.421 | 0.286 | 0.39 | 0.478 |
| **BAI3** | **0.849** | 0.514 | 0.222 | 0.628 | 0.461 | 0.379 | 0.325 | 0.191 | 0.428 | 0.306 | 0.395 | 0.393 | 0.215 | 0.305 | 0.392 |
| **BAY1** | 0.459 | **0.822** | 0.241 | 0.475 | 0.438 | 0.42 | 0.411 | 0.07 | 0.429 | 0.41 | 0.19 | 0.428 | 0.382 | 0.408 | 0.431 |
| **BAY2** | 0.642 | **0.867** | 0.396 | 0.599 | 0.514 | 0.449 | 0.384 | 0.274 | 0.42 | 0.394 | 0.318 | 0.525 | 0.389 | 0.433 | 0.343 |
| **BAY3** | 0.433 | **0.82** | 0.257 | 0.42 | 0.375 | 0.35 | 0.372 | 0.161 | 0.411 | 0.347 | 0.213 | 0.41 | 0.287 | 0.341 | 0.365 |
| **BL1** | 0.186 | 0.205 | **0.806** | 0.174 | 0.343 | 0.404 | 0.376 | 0.218 | 0.328 | 0.228 | 0.274 | 0.327 | 0.267 | 0.455 | 0.146 |
| **BL2** | 0.274 | 0.315 | **0.878** | 0.33 | 0.487 | 0.436 | 0.471 | 0.252 | 0.372 | 0.199 | 0.406 | 0.471 | 0.352 | 0.519 | 0.181 |
| **BL3** | 0.396 | 0.394 | **0.849** | 0.422 | 0.514 | 0.468 | 0.483 | 0.266 | 0.45 | 0.319 | 0.334 | 0.487 | 0.244 | 0.533 | 0.359 |
| **CB1** | 0.572 | 0.521 | 0.216 | **0.826** | 0.446 | 0.386 | 0.234 | 0.142 | 0.335 | 0.221 | 0.308 | 0.277 | 0.155 | 0.283 | 0.511 |
| **CB2** | 0.611 | 0.493 | 0.362 | **0.84** | 0.535 | 0.474 | 0.406 | 0.413 | 0.553 | 0.267 | 0.487 | 0.402 | 0.375 | 0.444 | 0.364 |
| **CB3** | 0.584 | 0.493 | 0.353 | **0.809** | 0.428 | 0.462 | 0.357 | 0.335 | 0.462 | 0.248 | 0.441 | 0.42 | 0.334 | 0.416 | 0.436 |
| **CE1** | 0.443 | 0.391 | 0.402 | 0.495 | **0.824** | 0.5 | 0.461 | 0.447 | 0.6 | 0.313 | 0.513 | 0.418 | 0.473 | 0.552 | 0.369 |
| **CE2** | 0.501 | 0.417 | 0.542 | 0.471 | **0.883** | 0.549 | 0.544 | 0.283 | 0.546 | 0.334 | 0.463 | 0.566 | 0.482 | 0.551 | 0.527 |
| **CE3** | 0.557 | 0.525 | 0.38 | 0.451 | **0.768** | 0.512 | 0.547 | 0.116 | 0.422 | 0.451 | 0.271 | 0.517 | 0.303 | 0.358 | 0.334 |
| **CT1** | 0.418 | 0.34 | 0.37 | 0.44 | 0.514 | **0.792** | 0.537 | 0.262 | 0.514 | 0.443 | 0.301 | 0.449 | 0.288 | 0.446 | 0.339 |
| **CT2** | 0.419 | 0.379 | 0.381 | 0.384 | 0.427 | **0.794** | 0.487 | 0.041 | 0.424 | 0.42 | 0.165 | 0.394 | 0.102 | 0.346 | 0.35 |
| **CT3** | 0.37 | 0.472 | 0.504 | 0.479 | 0.588 | **0.864** | 0.575 | 0.133 | 0.418 | 0.389 | 0.243 | 0.418 | 0.284 | 0.395 | 0.475 |
| **HV1** | 0.459 | 0.474 | 0.316 | 0.446 | 0.478 | 0.584 | **0.815** | 0.222 | 0.548 | 0.376 | 0.284 | 0.477 | 0.225 | 0.373 | 0.412 |
| **HV2** | 0.39 | 0.335 | 0.533 | 0.274 | 0.582 | 0.468 | **0.849** | 0.289 | 0.431 | 0.194 | 0.298 | 0.478 | 0.187 | 0.313 | 0.321 |
| **HV3** | 0.232 | 0.249 | 0.412 | 0.201 | 0.406 | 0.5 | **0.678** | 0.186 | 0.334 | 0.192 | 0.227 | 0.353 | 0.299 | 0.361 | 0.352 |
| **IB1** | 0.25 | 0.173 | 0.229 | 0.364 | 0.371 | 0.215 | 0.22 | **0.865** | 0.454 | 0.111 | 0.566 | 0.332 | 0.253 | 0.361 | 0.273 |
| **IB2** | 0.307 | 0.199 | 0.276 | 0.261 | 0.206 | 0.094 | 0.298 | **0.859** | 0.439 | 0.131 | 0.596 | 0.371 | 0.322 | 0.335 | 0.248 |
| **MA1** | 0.429 | 0.441 | 0.298 | 0.314 | 0.423 | 0.449 | 0.278 | 0.161 | 0.425 | **0.886** | 0.312 | 0.4 | 0.228 | 0.413 | 0.282 |
| **MA2** | 0.384 | 0.358 | 0.222 | 0.256 | 0.379 | 0.393 | 0.239 | 0.136 | 0.396 | **0.889** | 0.28 | 0.428 | 0.224 | 0.291 | 0.33 |
| **MA3** | 0.237 | 0.361 | 0.226 | 0.147 | 0.3 | 0.469 | 0.365 | 0.02 | 0.367 | **0.746** | 0.128 | 0.421 | 0.158 | 0.306 | 0.345 |
| **MX1** | 0.422 | 0.488 | 0.332 | 0.328 | 0.425 | 0.52 | 0.554 | 0.334 | **0.679** | 0.502 | 0.32 | 0.493 | 0.266 | 0.284 | 0.444 |
| **MX2** | 0.323 | 0.328 | 0.477 | 0.389 | 0.538 | 0.385 | 0.463 | 0.398 | **0.806** | 0.291 | 0.465 | 0.455 | 0.443 | 0.511 | 0.284 |
| **MX3** | 0.578 | 0.38 | 0.294 | 0.537 | 0.516 | 0.409 | 0.366 | 0.467 | **0.851** | 0.339 | 0.52 | 0.478 | 0.437 | 0.481 | 0.291 |
| **O1** | 0.474 | 0.385 | 0.466 | 0.365 | 0.483 | 0.363 | 0.468 | 0.348 | 0.439 | 0.321 | 0.391 | **0.861** | 0.28 | 0.336 | 0.304 |
| **O2** | 0.397 | 0.547 | 0.382 | 0.376 | 0.535 | 0.502 | 0.467 | 0.327 | 0.575 | 0.501 | 0.355 | **0.795** | 0.441 | 0.444 | 0.367 |
| **OCB1** | 0.384 | 0.109 | 0.28 | 0.345 | 0.322 | 0.16 | 0.24 | 0.564 | 0.447 | 0.173 | **0.796** | 0.34 | 0.333 | 0.356 | 0.36 |
| **OCB2** | 0.355 | 0.255 | 0.322 | 0.35 | 0.318 | 0.134 | 0.204 | 0.611 | 0.404 | 0.176 | **0.776** | 0.31 | 0.355 | 0.404 | 0.378 |
| **OCB3** | 0.576 | 0.335 | 0.371 | 0.492 | 0.537 | 0.378 | 0.37 | 0.457 | 0.5 | 0.356 | **0.824** | 0.42 | 0.318 | 0.471 | 0.375 |
| **SC1** | 0.319 | 0.367 | 0.311 | 0.376 | 0.388 | 0.258 | 0.267 | 0.357 | 0.547 | 0.181 | 0.386 | 0.389 | **0.883** | 0.439 | 0.212 |
| **SC2** | 0.257 | 0.345 | 0.264 | 0.277 | 0.46 | 0.194 | 0.184 | 0.263 | 0.408 | 0.228 | 0.315 | 0.367 | **0.881** | 0.427 | 0.157 |
| **SN1** | 0.33 | 0.342 | 0.495 | 0.316 | 0.422 | 0.343 | 0.321 | 0.338 | 0.411 | 0.36 | 0.415 | 0.333 | 0.375 | **0.816** | 0.26 |
| **SN2** | 0.341 | 0.436 | 0.464 | 0.417 | 0.542 | 0.385 | 0.349 | 0.357 | 0.498 | 0.357 | 0.482 | 0.434 | 0.435 | **0.867** | 0.192 |
| **SN3** | 0.39 | 0.419 | 0.543 | 0.431 | 0.518 | 0.482 | 0.425 | 0.327 | 0.479 | 0.305 | 0.411 | 0.401 | 0.438 | **0.842** | 0.302 |
| **UV1** | 0.492 | 0.449 | 0.286 | 0.454 | 0.437 | 0.392 | 0.412 | 0.252 | 0.447 | 0.341 | 0.396 | 0.407 | 0.277 | 0.345 | **0.873** |
| **UV2** | 0.428 | 0.305 | 0.243 | 0.426 | 0.442 | 0.459 | 0.405 | 0.309 | 0.369 | 0.317 | 0.435 | 0.289 | 0.156 | 0.225 | **0.874** |
| **UV3** | 0.258 | 0.322 | 0.099 | 0.4 | 0.3 | 0.276 | 0.247 | 0.118 | 0.11 | 0.19 | 0.245 | 0.252 | 0.059 | 0.106 | **0.61** |
| **SC3** | 0.254 | 0.408 | 0.316 | 0.259 | 0.498 | 0.289 | 0.3 | 0.245 | 0.433 | 0.247 | 0.393 | 0.361 | **0.867** | 0.439 | 0.213 |

Note: All self-loading are significant (bold)

Abbreviations: BAI, brand attachment; BAY, brand authenticity; BL, brand loyalty; CB, consumer behavior; CE, customer engagement; CT, customer trust; HV, hedonic value; IB, impulsive buying behavior; MX, materialism; MA, motivation; OCB, obsessive-compulsive buying; O, outcomes; SC, self-congruity; SN, social networking behavior; UV, utilitarian value.

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Because the discrepancy in cross-loadings is more significant than the 0.1 indicated by Gefen and Straub (2005), specific items of each element are weighted higher in their relevant concept than other constructs in Table 4, indicating discriminant validity.

**TABLE 5** Heterotrait-Monotrait Ratio (HTMT)

| | BAI | BAY | BL | CB | CE | CT | HV | IB | MAX | MA | OCB | O | SC | SN | UV |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BAI | | | | | | | | | | | | | | | |
| BAY | 0.786 | | | | | | | | | | | | | | |
| BL | 0.431 | 0.435 | | | | | | | | | | | | | |
| CB | 0.937 | 0.763 | 0.464 | | | | | | | | | | | | |
| CE | 0.794 | 0.677 | 0.671 | 0.746 | | | | | | | | | | | |
| CT | 0.65 | 0.621 | 0.654 | 0.698 | 0.819 | | | | | | | | | | |
| HV | 0.63 | 0.611 | 0.714 | 0.535 | 0.852 | 0.91 | | | | | | | | | |
| IB | 0.452 | 0.278 | 0.401 | 0.507 | 0.48 | 0.252 | 0.44 | | | | | | | | |
| MX | 0.78 | 0.696 | 0.63 | 0.736 | 0.876 | 0.786 | 0.841 | 0.76 | | | | | | | |
| MA | 0.528 | 0.575 | 0.364 | 0.36 | 0.555 | 0.671 | 0.459 | 0.18 | 0.654 | | | | | | |
| OCB | 0.738 | 0.372 | 0.529 | 0.666 | 0.665 | 0.377 | 0.478 | 0.99 | 0.79 | 0.363 | | | | | |
| O | 0.812 | 0.84 | 0.76 | 0.688 | 0.942 | 0.814 | 0.907 | 0.68 | 1.01 | 0.758 | 0.71 | | | | |
| SC | 0.39 | 0.511 | 0.409 | 0.426 | 0.633 | 0.34 | 0.39 | 0.44 | 0.638 | 0.295 | 0.533 | 0.635 | | | |
| SN | 0.538 | 0.59 | 0.741 | 0.588 | 0.753 | 0.618 | 0.594 | 0.56 | 0.735 | 0.501 | 0.681 | 0.71 | 0.6 | | |
| UV | 0.67 | 0.61 | 0.357 | 0.731 | 0.666 | 0.637 | 0.638 | 0.42 | 0.583 | 0.487 | 0.634 | 0.645 | 0.262 | 0.373 | 0 |

Abbreviations: BAI, brand attachment; BAY, brand authenticity; BL, brand loyalty; CB, consumer behavior; CE, customer engagement; CT, customer trust; HV, hedonic value; IB, impulsive buying behavior; MX, materialism; MA, motivation; OCB, obsessive-compulsive buying; O, outcomes; SC, self-congruity; SN, social networking behavior; UV, utilitarian value.

Finally, table 5 displays the Heterotrait–Monotrait correlation ratio (HTMT). The validity of the HTMT has been confirmed if the values are less than 0.85, as suggested by Henseler et al. (2015). As a result, the measurement model has validated the convergent validity and discriminant validity, and it can now be utilized to identify the structural model.

## Structural Model

The structural model was examined to get the results by checking the standardized routes. Each route corresponds to the theory being examined or verified in this study. The conclusions and results of the route analysis are as follows:

**FIGURE 2** Results of path analysis

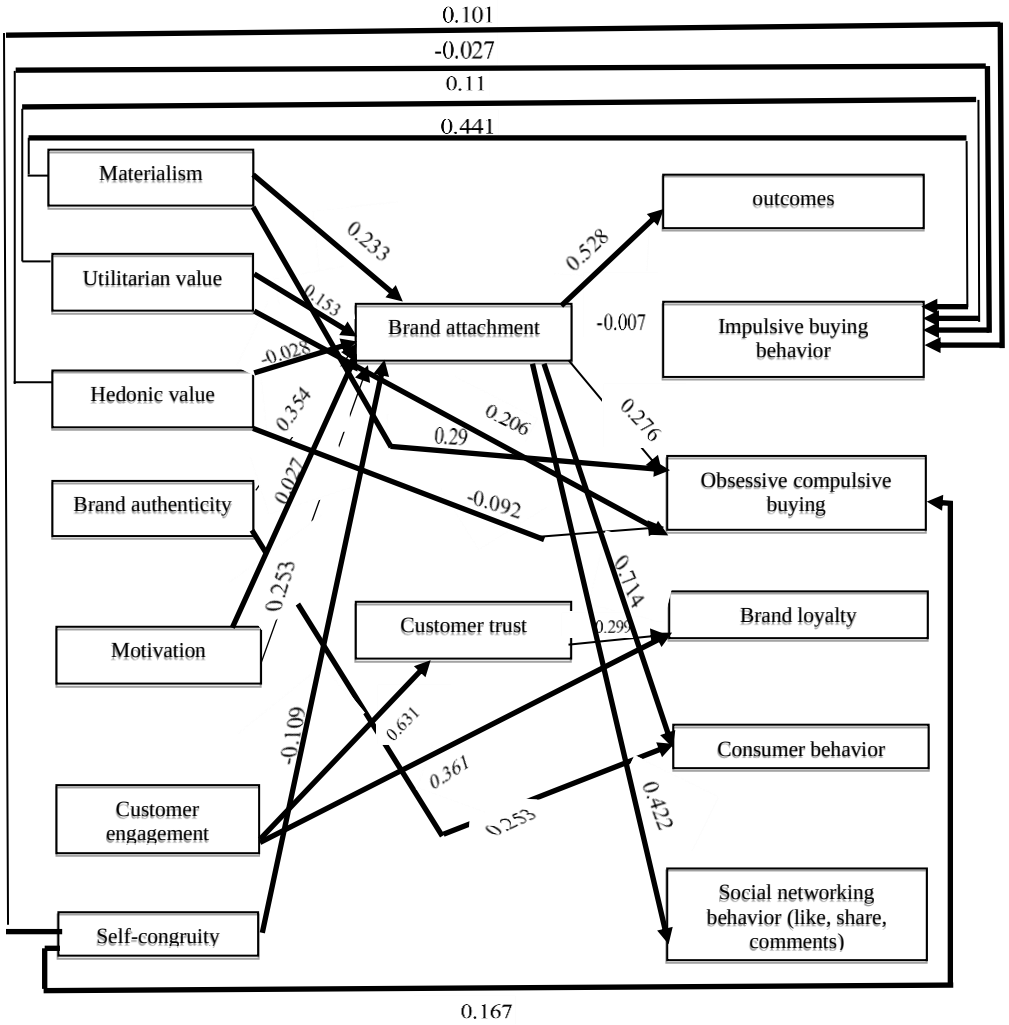



**TABLE 6** Results of path analysis

| Hypotheses | Regression path | Effect type | SRW | P VALUE | Remarks |
|---|---|---|---|---|---|
| H1 | MX->IB | Absolute effect | 0.441 | 0.00 | Validated |
| H2 | UV->IB | Absolute effect | 0.11 | 0.246 | not validated |
| H3 | HV->IB | Absolute effect | -0.027 | 0.792 | not validated |
| H4 | SC->IB | Absolute effect | 0.101 | 0.359 | not validated |
| H5 | MX->OCB | Absolute effect | 0.29 | 0.007 | validated |
| H6 | UV->OCB | Absolute effect | 0.206 | 0.020 | validated |
| H7 | HV->OCB | Absolute effect | -0.092 | 0.349 | not validated |

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

| | | | | | |
|---|---|---|---|---|---|
| H8 | SC->OCB | Absolute effect | 0.167 | 0.071 | not validated |
| H9 | MX->BAI | Absolute effect | 0.233 | 0.023 | validated |
| H10 | UV->BAI | Absolute effect | 0.153 | 0.091 | not validated |
| H11 | HV->BAI | Absolute effect | -0.028 | 0.788 | not validated |
| H12 | SC->BAI | Absolute effect | -0.109 | 0.277 | not validated |
| H13 | BAI->IB | Absolute effect | -0.007 | 0.946 | not validated |
| H14 | BAI->OCB | Absolute effect | 0.276 | 0.005 | validated |
| H15 | BAY->BAI | Absolute effect | 0.354 | 0.00 | validated |
| H16 | BAI->CB | Absolute effect | 0.714 | 0.00 | validated |
| H17 | MA->BAI | Absolute effect | 0.027 | 0.751 | not validated |
| H18 | BAI->O | Absolute effect | 0.528 | 0.00 | validated |
| H19 | CE->BL | Absolute effect | 0.361 | 0.009 | validated |
| H20 | CE->CT | Absolute effect | 0.631 | 0.00 | validated |
| H21 | CT->BL | Absolute effect | 0.299 | 0.01 | validated |
| H22 | CE->BAI | Absolute effect | 0.253 | 0.037 | validated |
| H23 | BAY>CB | Absolute effect | 0.253 | 0.001 | validated |
| H24 | SC->BAI | Absolute effect | -0.109 | 0.277 | not validated |
| H25 | BAI->SN | Absolute effect | 0.422 | 0.00 | validated |

Abbreviations: BAI, brand attachment; BAY, brand authenticity; BL, brand loyalty; CB, consumer behavior; CE, customer engagement; CT, customer trust; HV, hedonic value; IB, impulsive buying behavior; MX, materialism; MA, motivation; OCB, obsessive-compulsive buying; O, outcomes; SC, self-congruity; SN, social networking behavior; UV, utilitarian value.

(Sig P<0.05)

## Discussion

Table 6 depicts the path analysis results. The direct effect has 25 hypotheses. Twelve hypotheses are the mediation analysis illustrated in Table 7 out of 37 hypotheses. The outcome of the analysis shows that 15 hypotheses show a significant relationship. However, 22 are unsupported.

The H1 **(MX→IB)** shows a substantial connotation amid Materialism and Impulsive buying behavior (B=0.441, P=0.000). The H2 **(UV→IB)** portrays the insignificant implications of utilitarian value on Impulsive buying behavior (B=0.110, P=0.246). The H3 **(HV→IB)** depicts the insignificant association between hedonic value and impulsive buying behavior (B=-0.027, P=0.792). H4 **(SC→IB)** has an insignificant impact between self-congruity and impulsive buying behavior (B=0.101, P=0.359). H5 **(MX→OCB)** has shown the significant impact of materialism on obsessive-compulsive buying (B=0.29, P=0.007). H6 **(UV→OCB)** shows us the significant relationship between utilitarian values and obsessive-compulsive buying (B=0.206, P=0.020). H7 **(HV→OCB)** shows the insignificant impact of hedonic value on obsessive-compulsive buying behavior (B=-0.092, P=0.349). H8 **(SC→OCB)**

portrays an insignificant impact of self-congruity on obsessive-compulsive buying behavior (B=0.167, P=0.071). H9 **(MX→BAI)** shows the significant impact between materialism and brand attachment (B=0.233, P=0.023). H10 **(UV→BAI)** depicts an insignificant relationship between utilitarian value and brand attachment (B=0.153, P=0.091). H11 **(HV→BAI)** does not significantly impact Hedonic value and Brand attachment (B=-0.028, P=0.788). H12 **(SC→BAI)** has an insignificant association between self-congruity and brand attachment (B=-0.109, P=0.277). H13 **(BAI→IB)** has no significant impact on brand attachment and impulsive buying behavior (B=-0.007, P=0.946) H14 (BAI→OCB) shows a significant relationship between brand attachment and obsessive-compulsive buying behavior (B=0.276, P=0.005). H15 **(BAY→BAI)** shows significant connotations of brand authenticity on brand attachment (B=0.354, P=0.000). **H16 (BAI→CB)** shows a significant relationship between brand attachment and consumer behavior (B=0.714, P=0.000). H17 **(MA→BAI)** shows no substantial relationship between motivation and brand attachment (B=0.027, P=0.751). H18 **(BAI→O)** depicts the significant relationship between brand attachment and consumer outcomes (B=0.528, P=0.000). H19 **(CE→BL)** shows a significant relationship between consumer engagement and brand loyalty (B=0.361, P=0.009). H20 **(CE→CT)** significantly impacts consumer engagement on customer trust (B=0.631, P=0.000). H21 **(CT→BL)** portrays a substantial connotation amid customer trust and brand loyalty (B=0.299, P=0.010). H22 **(CE→BAI)** shows that substantial connotations exist amid customer engagement and brand attachment (B=0.253, P=0.037). H23 (**BAY→CB)** shows a significant association between brand authenticity and consumer behavior (B=0.253, P=0.001). H24 (**SC→BAI)** gives us the idea that there is no significant impact on self-congruity and brand attachment (B=-0.109, P=0.277). H25 (**BAI→SN)** depicts that significant connotations exist amid brand attachment and social networking behaviors (like, share and comment) (B=0.422, P=0.000).

**TABLE 7** Mediation analysis

| Hypotheses | Regression path | Effect type | P-VALUE | Remarks | |
|---|---|---|---|---|---|
| H26 | CE->BAI->BL | Indirect effect | 0.912 | insignificant mediation | not supported |
| H27 | CE->CT->BL | Indirect effect | 0.015 | insignificant mediation | supported |
| H28 | HV->BAI->IB | Indirect effect | 0.986 | insignificant mediation | not supported |
| H29 | MX->BAI->IB | Indirect effect | 0.95 | insignificant mediation | not supported |
| H30 | SC->BAI->IB | Indirect effect | 0.957 | insignificant mediation | not supported |
| H31 | UV->BAI->IB | Indirect effect | 0.954 | insignificant mediation | not supported |
| H32 | HV->BAI->OCB | Indirect effect | 0.81 | insignificant mediation | not supported |
| H33 | MX->BAI->OCB | Indirect effect | 0.103 | insignificant mediation | not supported |
| H34 | SC->BAI->OCB | Indirect effect | 0.32 | insignificant mediation | not supported |
| H35 | UV->BAI->OCB | Indirect effect | 0.167 | insignificant mediation | not supported |
| H36 | MA->BAI->O | Indirect effect | 0.762 | insignificant mediation | not supported |
| H37 | SC->BAI->SN | Indirect effect | 0.284 | insignificant mediation | not supported |

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Abbreviations: BAI, brand attachment; BAY, brand authenticity; BL, brand loyalty; CB, consumer behavior; CE, customer engagement; CT, customer trust; HV, hedonic value; IB, impulsive buying behavior; MX, materialism; MA, motivation; OCB, obsessive-compulsive buying; O, outcomes; SC, self-congruity; SN, social networking behavior; UV, utilitarian value.

(Sig P<0.05)

**Mediation Analysis**

Finally, the partial mediation hypotheses from H26 to H37 were investigated as the mediation role of independent variables was shown to influence the association.

The minor link between these mediating interactions is shown by H26 **(CE>BAI>BL).** (P=0.912). However, the direct path hypothesis **(CE>BL)** reveals that there is a strong link between customer participation and retention (B=0.361, P=0.009), indicating that the absolute relation in the context of Pakistan is compelling. As a result, the greater a brand's degree of consumer involvement, the higher its level of brand loyalty. As a result, it is shown that the organization must concentrate on its brands in order for customers to interact with them.

H27 **(CE>CT>BL)** depicts a substantial association of consumer engagement and customer retention (P=0.015) that is mediated by consumer trust. Consumer trust is crucial in establishing and sustaining a relationship amid a customer and a product/service provider. Customers' trust in the brand allows them to sustain long-term relationships with it (So et al., 2016b). Customers that have a high degree of confidence in the firm are more likely to create strong ties. According to social exchange theory, customers are more inclined to engage with producers they trust (Cheng, Chen, Yen, & Teng, 2017). By building positive and reciprocal trade ties, customer engagement improves trust between consumers and product/service suppliers (Sashi, 2012). Customer involvement may increase customer trust (Brodie et al., 2013). Customers who are highly engaged are more likely to maintain a trusting relationship with the vendors (Vivek, Beatty, & Morgan, 2012). If The study look at the direct impact **(CE>BL),** The study can see that there is a substantial connection amid consumer engagement and customer retention (B=0.361, P=0.009). In Pakistan, both direct and indirect effects are adequate. Loyal customers have a strong link with the brand and are more inclined to make repeat purchases than customers who have a low level of loyalty (Kandampully, Zhang, &Bilgihan, 2015; Eri & Pranievi, 2018). H28 **(HV>BAI>IB)** (p=0.986) reveals that the association between Hedonic value and impulsive purchase behavior is minor and that brand attachment mediates the relationship. However, in a direct link, it is minor, indicating that both are useless in the Pakistani setting **(HV>IB)**. The negligible mediation connection among the variables is shown by H29 **(MX>BAI>IB)** (P=0.95). When the indirect impact is compared to the direct effect **(MX>IB)**, the direct effect is more effective since it is substantial. H30 **(SC>BAI>IB)** shows a weak link between self-congruity and impulsive purchasing behavior, which is demonstrated by brand attachment. (P=0.957). If The study look at the direct impact **(SC>IB)**, it is similarly tiny, indicating that both absolute and insignificant effects are ineffective in the context of Pakistan. H31 **(UV>BAI>IB)** depicts an insignificant connection of utilitarian value and impulsive purchase (P=0.954), which is mediated by brand attachment. The direct

impact (UV>IB) is likewise tiny, indicating that both are useless. H32 **(HV>BAI>OCB)** likewise shows no association amid hedonic value and obsessive-compulsive shopping. (P=0.81). Compared to the direct effect **(HV>OCB)**, it reveals a negligible connection, indicating that both the direct and indirect effects are ineffective. H33 **(MX>BAI>OCB)** also shows an insignificant connection between materialism and obsessive-compulsive purchasing behavior (P=0.103), which is mediated by brand attachment. However, there is a vital link in direct impact, i.e. **(MX>OCB).** As a result, the immediate impact is successful. H34 **(SC>BAI>OCB)**, which similarly has an insignificant relationship between self-congruity and obsessive-compulsive purchasing (P=0.320) mediated by brand attachment. The negligible link is also seen in the direct impact **(SC>OCB)**. As a result, neither is adequate. The insubstantial association for both Brand attachment mediates utilitarian value, and obsessive-compulsive purchase behavior (P=0.167) is shown in H35 **(UV>BAI>OCB)**. However, **(UV>OCB)** has a significant and influential relationship. H36 **(MA>BAI>O)** also shows that brand attachment (P=0.762) mediates the insubstantial association between motivation and outcomes. **(MA>O)** has no direct effect on the body. The negligible link of self-congruity and social networking behaviors caused by brand attachment (P=0.284) is shown by H37 **(SC>BAI>SN).** If The study look at the direct connection **(SC>SN**), The study can see no meaningful relationship.

## Conclusion And Implications

### Conclusion

Reviewed the literature of previous research and found different factors that have a relationship with dependent factors mediated by customer trust and brand attachment. Previous studies have focused on different variables having different constructs. In this research, The study combined all of those independent and dependent variables, and The study did not consider the constructs but only the main variables and worked as a holistic view by justifying with different theories. Consumers are the people who play an essential role in the organization. If companies focus correctly and provide better products and quality than others, they will become loyal to the brands. The data have been collected from 115 people who were available in this COVID-19 situation. The data was collected through a questionnaire, and the PLS-SEM technique was employed for the data assessment, which is the best approach for the more complex model. There are 37 hypotheses, from which 25 hypotheses have a direct effect and 12 hypotheses have an indirect effect. Fifteen hypotheses are accepted from the overall hypotheses, while 22 are rejected. According to our results, materialism has a significant association with impulsive purchase behavior. Furthermore, consumerism has a strong influence on obsessive-compulsive shopping. There is also a link between utilitarian worth and obsessive-compulsive purchasing. Materialism has a significant association with brand attachment, according to the findings. There is a significant association between brand authenticity and brand attachment. The substantial connection was also reflected by brand attachment and obsessive-compulsive purchasing. The absolute effect result also reveals a significant relationship between brand attachment and consumer behavior. Further (BA→O) has a significant relationship. Customer engagement and brand loyalty also show a meaningful relationship in our results. Customer engagement and customer trust are inextricably linked. The outcomes of the analysis show that customer trust and brand

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

loyalty have substantial connotations. Customer engagement and brand attachment also have a significant impact on our results. Brand authenticity also has a significant impact on consumer behavior. Lastly, brand attachment has a significant relationship with social networking behaviors (likes, comments and shares). Although all of the above hypotheses had a positive relationship in previous research papers. As The study has combined all these variables and through survey, The study learned that in Karachi, Pakistan, only these hypotheses have a significant impact (table 6). The rest of the hypotheses are unsupported or insignificant in the Pakistani context.

In Table 7, the mediation analysis results show that only one hypothesis has a significant mediating relationship, and the rest of the hypotheses have insignificant mediating relationships. Like, Customer trust is mediated by brand loyalty, which has a significant relationship with customer engagement. The above mediation analysis suggests that consumers are attracted more towards those brands they love and those that focus highly on quality, whether a product or service provider. Customer trust is built when companies are highly focused on putting their customers first, taking feedback from them, and offering what they exactly want. Customer engagement is the relationship between brands and a customer, and those customers who are highly engaged with brands purchase more, create good word of mouth and show more loyalty. The study is backed by some theories given in the literature review.

## Theoretical Contributions

This study made substantial contributions to the theoretical paradigms by revealing how brands influence customers toward their products and how brands affect the purchase intention of their customers. For this purpose, attachment theory, cognitive consistency theory, self-congruence theory, self-enhancement theory, and social exchange theory have been considered. This study comprehends and extends attachment theory's horizon by incorporating the diverse and dispersed independent factors of consumer attachment and demonstrating the relationship towards brand attachment. These are materialism, utilitarian value, hedonic value, and self-congruity. However, materialism and utilitarian value have a direct impact on brand attachment. Moreover, obsessive-compulsive buying, brand authenticity, consumer behavior, consumer outcome, consumer engagement, self-congruity, and social networking behavior are highly substantial vital elements that contribute to attachment theory because these factors impact the likelihood of consumers purchasing intention. The aforementioned vital elements demonstrated and headed to the attachment theory as the novel contribution because the amalgamated vital variables have been eminent and validated by employing the PLS-SEM model.

The present study also plays a pivotal role in adding value to the cognitive consistency and self-congruence theories. In this study, the cognitive consistency theory and self-congruence theory are interwoven and complement each other in defining and predicting consumer behavior based on their values, thoughts, intentions, and beliefs. Subsequently, the study hypothesized the essential and liberated vital factors, such as materialism, hedonic value, utilitarianism, value, self-congruity, motivation towards brand attachment, and impulsive and obsessive-compulsive buying behavior of the consumer. In this way, the study has added value to the theory by establishing a comprehensive model. However, in the proposed model, materialism is the most influential factor in impulsive and obsessive-compulsive buying, leading to

brand attachment. Utilitarian value has only effects on obsessive-compulsive buying. Whereas hedonic value, self-congruity, and motivation are the least substantial elements influencing consumer attitudes toward brand attachment. Consumer engagement enhances brand loyalty and consumer trust. Inclusively, the entire intricate proposed framework has been grounded and added value to the aforementioned theories.

**Practical Implications**

The present study has revealed the rigorous process of consumer attachment towards the brand. Consequently, based on the insightful results, this study indicates the considerable areas the industry and governing body should concentrate on for the improvement of overall industry performance. As stated earlier, the retail industry of Pakistan has been prioritized for this study. The practical suggestions for the respective case industry have been presented. The policymakers of the governing body could take the necessary steps to promote branding at the domestic level. For instance, the government educates and provides financial assistance to small and medium-level enterprises to turn their unbranded products into quality and authentic branded products, which may significantly enhance consumer confidence towards their home country's branded products and prefer to purchase domestic products. Then, the demand for local branded products will increase, leading to an increment in local brands' production and industrialization. The boost in industrialization could trigger employment opportunities and reduce spending on foreign currency to import branded products from foreign countries. Then, the government could recover the balance of trade significantly. Meanwhile, the policymakers may reduce the export duties to encourage the exports of local branded products and tap the potential international consumer market of retail products. However, within the industry, the small, medium, or large scale enterprises get equal opportunity to introduce themselves as a brand nationally and internationally, and the consumer would have an abundance of choices in branded products according to their needs and wants.

**Managerial Implications**

Managerial implication is the practical approach of management to adapt the change for organizational development and overall growth to stand out in the market and sustain its competitive edge. For this reason, the present study has a handful of recommendations for marketing managers. Though the study has proposed a detailed and intricate model of consumer attachment towards the brand, 17 hypotheses have been accepted in which materialism is highly significant in influencing brand attachment and impulsive and obsessive-compulsive buying. So, in this way, the managers could make decisions to increase consumer engagement towards the brand by offering customized products, providing recent information regarding new products to the customers via social media or direct email, and taking surveys frequently, but the surveys should take less time, and so on. Once the consumer engagement amplifies, there is more likelihood of increasing brand loyalty and consumer trust. This will ultimately enhance the consumer attachment to the brand and impulsive and obsessive-compulsive buying. The increase in brand loyalty and consumer trust would significantly enlarge the market share, an organization's inevitable objective. Therefore, managers should boost consumer engagement towards their brands to create consumer brand attachment.

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

## References

Lim,X.Cheah,J.Cham,T.Ting,H.andMemon,M.(2019),"Compulsivebuyingofbrandedapparel,its antecedents,andthemediatingroleofbrandattachment",AsiaPacificJournalofMarketingandLogistics,32(7), 7 ,Available on:https://www.emerald.com/insight/content/doi/10.1108/APJML-03-20190126/full/HTML, retrieved on 26th April 2021.

Rabbanee,F.Spence,M.andRoy,R.(2020),"Factorsaffectingconsumerengagementononlinesocialnetworks:self-congruity,brandattachmentandself-extensiontendency," EuropeanJournalofMarketing, Vol.54No.6, 3, Availableon: https://www.emerald.com/insight/content/doi/10.1108/EJM-03-2018-0221/full/html, retrieved on: 26th April 2021.

Li,M.Teng, H. and Chen,C.(2020),"Unlocking the customer relationship: The TherolesofbrandattachmentandcustomertrustJournalofHospitalityandTourismManagement,Vol.44,pp.4, Available on: https://www.sciencedirect.com/science/article/abs/pii/S1447677020301686, retrieved on : 26th April 2021.

Arya,V.Verma,H.Sethi, D., R.(2019). "BrandAuthenticityandBrandAttachment:HowOnlineCommunitiesBuiltonSocialNetworkingVehiclesModeratetheConsumers'BrandAttachment",IIMKozhikodeSociety&ManagementReview,Vol.8No.2,pp.6, Available on: https://journals.sagepub.com/doi/abs/10.1177/2277975219825508?journalCode=ksma, retrieved on : 26th April 2021.

Tran,T.Furner,C.andAlbinsson,P.(2020),"Understandingdriversandoutcomesofbrandattachmentinmobilebrandedapps",JournalofConsumerMarketing,Vol.38No.1,pp.2, Available on:https://www.emerald.com/insight/content/doi/10.1108/JCM-02-2020-3657/full/html?skipTracking=true, retrieved on : 26th April 2021.

Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences for customer participation in small group brand communities. International Journal of Research in Marketing, 23(1), 45–61.

Bilro, R. G., Loureiro, M. C., & Guerreiro, J. (2019). Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. Journal of Hospitality Marketing & Management, 28(2), 147–171

Duroy, D., Gorse, P. and Lejoyeux, M. (2014). "Characteristics of online compulsive buying in Parisian students", Addictive Behaviors, Vol. 39 No. 12, 1827-1830.

Dwivedi, A., Johnson, L.W., Wilkie, D.C. and De Araujo-Gil, L. (2019). "Consumer emotional brand attachment with social media brands and social media brand equity," European Journal of Marketing. Vol. 53 No. 6, 1176-1204.

Evans, D., McKee, J., & Bratton, S. (2010). Social media and customer engagement. In D. Evans & S. Bratton (Eds.), Social media marketing: The next generation of business engagement (pp. 3–21). Hoboken, NJ: John Wiley & Sons.

Gonzalez-Jimenez, H., Fastoso, F. and Fukukawa, K. (2019). "How independence and interdependence moderate the self-congruity effect on brand attitude: a study of east and west", Journal of Business Research, Vol. 103, 293-300.

Hollenbeck, C.R. and Kaikati, A.M. (2012). "Consumers' use of brands to reflect their actual and ideal selves on Facebook," International Journal of Research in Marketing, Vol. 29 No. 4, 395–405.

Hwang, J., & Lee, J. (2019). A strategy for enhancing senior tourists' well-being perception: Focusing on the experience economy. Journal of Travel & Tourism Marketing, 36(3), 314–329

Hazan, C. & Shaver, P.R. (1994). "Attachment as an organizational framework for research on close relationships," Psychological Inquiry, Vol. 5 No. 1, 1–22.

Hwang, E., Baloglu, S. and Tanford, S. (2019). "Building loyalty through reward programs: the influence of perceptions of fairness and brand attachment," International Journal of Hospitality Management, Vol. 76, 19-28

Japutra, A., Ekinci, Y. and Simkin, L. (2017). "Self-congruence, brand attachment and compulsive buying", Journal of Business Research, Vol. 99, 456–463.

Krueger, D.W. (1988). "On compulsive shopping and spending: a psychodynamic inquiry", American Journal of Psychotherapy, Vol. 42 No. 4, 574-584.

Ng, S.I. and Lim, X.J. (2019). "Are Hofstede's and Schwartz's values frameworks equally predictive across contexts?" Revista Brasileira de Gest~ao de Negocios, Vol. 21 No. 1, 33-47.

O'Guinn, T.C. and Faber, R.J. (1989). "Compulsive buying: a phenomenological exploration", Journal of Consumer Research, Vol. 16 No. 2, 147-157

Postrel, V. (2003). The substance of style: How the rise of aesthetic value is remaking commerce, culture and consciousness. New York, NY: HarperCollins

Park, C., MacInnis, D.J., Priester, J., Eisingerich, A.B. and Iacobucci, D. (2010). "Brand attachment and brand attitude strength: conceptual and empirical differentiation of two critical brand equity drivers", Journal of Marketing, Vol. 74 No. 6, 1–17.

Pahlevan Sharif, S. and Yeoh, K.K. (2018). "Excessive social networking sites use and online compulsive buying in young adults: the mediating role of money attitude", Young Consumers, Vol. 19 No. 3, 310–327.

Pradhan, D., Israel, D. and Jena, A.K. (2018), "Materialism and compulsive buying behavior: the role of consumer credit card use and impulse buying", Asia Pacific Journal of Marketing and Logistics, Vol. 30 No. 5, 1239-1258.

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Schouten, J. W., & McAlexander, J. H. (1995). Subcultures of consumption: An ethnography of the new bikers. Journal of Consumer Research, 22(1), 43–61.

Schmitt, B. (2012). The consumer psychology of brands. Journal of Consumer Psychology, 22(1), 7–17

Trudeau H., S., & Shobeiri, S. (2016). The relative impacts of experiential and transformational benefits on consumer–brand relationship. Journal of Product & Brand Management, Vol. 25(6), 586–599.

Unger, A., Lyu, H. and Zimbardo, P.G. (2018), "How Compulsive buying is influenced by time perspective—cross-cultural evidence from Germany, Ukraine, and China", International Journal of Mental Health and Addiction, Vol. 16 No. 3, 1-20.

Zhou, Z., Zhang, Q., Su, C. and Zhou, N. (2012), "How do brand communities generate brand relationships? Intermediate mechanisms", Journal of Business Research, Vol. 65 No. 7, 890-895.

gjfgqArya, V., Verma, H., Sethi, D., & Agarwal, R. (2019). Brand authenticity and brand attachment: How online communities built on social networking vehicles moderate the consumers' brand attachment. IIM Kozhikode Society & Management Review, 8(2), 87-103.

Tran, T. P., Furner, C. P., & Albinsson, P. A. (2020). Understanding drivers and outcomes of brand attachment in mobile branded apps. Journal of Consumer Marketing.

Rabbanee, F. K., Roy, R., & Spence, M. T. (2020). Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. European Journal of Marketing.

Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. Journal of Hospitality and Tourism Management, 44, 184-192.

Lim, X. J., Cheah, J. H., Cham, T. H., Ting, H., & Memon, M. A. (2020). Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment. Asia Pacific Journal of Marketing and Logistics.

Kasser, Ryan, Couchman, &Kennon, (2004). Moschis,2007a"Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment"Vol.32No.7, pp25, American Psychological Association, Washington, DC

Available on: https://www.emerald.com/insight/content/doi/10

Richins, M.L. and Dawson, S. (1992) Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment "Vol. 32 No. 7, pp 22

Available on: https://www.emerald.com/insight/content/doi/101108/JCM-02-2020-3657/full/html?skipTracking=true,

Ismailetal.,2018; Moschis,2017). “Impact of perceived social media marketing

activities on brand and value consciousness: roles of usage, materialism and conspicuous consumption,” International Journal of Internet Marketing and Advertising, Vol. 12 No. 3, pp 18

Dittmar, H., Beattie, J. and Friese, S. (1996), “Objects, decision considerations and self-image in men’s and women’s impulse purchases”, Acta Psychological, Vol. 93 No. 1, pp 18

Dev, M., Podoshen, J.S. and Shahzad, M. (2018), “An exploratory comparison of materialism and conspicuous consumption in Pakistan”, Journal of International Consumer Marketing, Vol. 30No. 5, 4

Kamal, S., Chu, S.C. and Pedram, M. (2013), “Materialism, attitudes, and social media usage and their impact on purchase intention of luxury fashion goods among American and Arab young generations”, Journal of Interactive Advertising, Vol. 13 No. 1, 4

Dittmar, H., Beattie, J. and Friese, S. (1996), “Objects, decision considerations and self-image in men’s and women’s impulse purchases”, Acta Psychological, Vol. 93 No. 1, pp 18

Wang, C.L., Chen, Z.X., Chan, A.K. and Zheng, Z.C. (2000), “The influence of hedonic values on consumer behaviors: an empirical investigation in China”, Journal of Global Marketing, Vol. 14, No. 1-2, pp 6

Hirschman, E.C. and Holbrook, M.B. (1982), “Hedonic consumption: emerging concepts, methods and propositions”, Journal of Marketing, Vol. 46 No. 3, 3

Campbell, D. T., & Fiske, D. (1959). Convergent and discriminant validation multitrait–multimethod matrix. Psychological Bulletin, 56, pp 7

Babin, B.J., Darden, W.R. and Griffin, M. (1994), “Work and/or fun: measuring hedonic and utilitarian shopping value”, Journal of Consumer Research, Vol. 20 No. 4, 4

Batra, R. and Ahtola, O.T. (1991), “Measuring the hedonic and utilitarian sources of consumer attitudes”, Marketing Letters, Vol. 2 No. 2, 4

Machleit, K.A. and Eroglu, S.A. (2000), “Describing and measuring emotional response to shopping experience”, Journal of Business Research, Vol. 49 No. 2,

Yang, K. and Lee, H.J. (2010). “Gender differences in using mobile data services: utilitarian and hedonic value approaches,” Journal of Research in Interactive Marketing, Vol. 4 No. 2, pp 24

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Ladhari, R., Souiden, N. and Dufour, B. (2017). "The role of emotions in utilitarian service settings: the effects of emotional satisfaction on product perception and behavioral intentions", Journal of Retailing and Consumer Services, Vol. 34, pp 5

Anderson, K.C., Knight, D.K., Pookulangara, S. and Josiam, B. (2014), "Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: a Facebook perspective", Journal of Retailing and Consumer Services, Vol. 21 No. 5, 4

Horvath, C. and Adıguzel, F. (2018), € "Shopping enjoyment to the extreme: hedonic shopping motivations and compulsive buying in developed and emerging markets", Journal of Business Research, Vol. 86,19

Moschis, G.P. (2017). "Research frontiers on the dark side of consumer behavior: the case of materialism and compulsive buying," Journal of Marketing Management, Vol. 33 No. 15–16, 21

Dittmar, H. (2005). "Compulsive buying–a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors", British Journal of Psychology, Vol. 96 No. 4, 6

Ridgway et al. (2008). Compulsive buying of branded apparel, its antecedents, and the

mediating role of brand attachment https://www.emerald.com/insight/1355-5855.htm pp 6

Kandampully, J., Zhang, T. and Bilgihan, A. (2015), "Customer loyalty: a review and future directions with a special focus on the hospitality industry", International Journal of Contemporary Hospitality Management, Vol. 27 No. 3, pp 6

Kukar-Kinney, M., Scheinbaum, A.C. and Schaefers, T. (2016). "Compulsive buying in online daily deal settings: an investigation of motivations and contextual elements", Journal of Business Research, Vol. 69 No. 2,2

American Psychiatric Association (2013). Diagnostic and Statistical Manual of Mental Disorders (DSM-5®), 5th ed., American Psychiatric Pub, Washington, DC, pp 2

O'Guinn, T.C. and Faber, R.J. (1989). "Compulsive buying: a phenomenological exploration", Journal of Consumer Research, Vol. 16 No. 2, pp 2

Ridgway, N.M., Kukar-Kinney, M. and Monroe, K.B. (2008), "An expanded conceptualization and a new measure of compulsive buying", Journal of Consumer Research, Vol. 35 No. 4, pp 2

Fenton-O'Creevy, M., Dibb, S. and Furnham, A. (2018). "Antecedents and consequences of chronic impulsive buying: Can impulsive buying be understood as dysfunctional self-regulation?", Psychology and Marketing, Vol. 35 No. 3,3

Jones, M.A., Reynolds, K.E., Weun, S. and Beatty, S.E. (2003). "The product-specific nature of impulse buying tendency," Journal of Business Research, Vol. 56 No. 7, pp 3

Aaker, J.L. (1999). "The malleable self: the role of self-expression in persuasion", Journal of Marketing Research, Vol. 36 No. 1, pp 3

Huber, F., Eisele, A. and Meyer, F. (2018). "The role of actual, ideal, and ought self-congruence in the consumption of hedonic versus utilitarian brands", Psychology and Marketing, Vol. 35 No. 1,3

Escalas, J.E. and Bettman, J.R. (2003), "You are what they eat: the influence of reference groups on consumers' connections to brands", Journal of Consumer Psychology, Vol. 13 No. 3, pp 3

Sedikides, C. and Strube, M.J. (1997), "Self-evaluation: to thine own self be good, to thine own self be sure, to thine own self be true, and to thine own self be better", In Advances in Experimental Social Psychology, Vol. 29,4

Dittmar, H. (2005), "Compulsive buying–a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors", British Journal of Psychology, Vol. 96 No. 4,4

Verplanken, B. and Sato, A. (2011). "The psychology of impulse buying: an integrative self-regulation approach", Journal of Consumer Policy, Vol. 34 No. 2, pp 4

Liu, C. & Hogg, M.K. (2018). "Using attachment theory to understand consumers' tensions between their sense of self and goal-pursuits in relationships," Journal of Business Research, Vol. 92, 4

Kukar-Kinney, M., Scheinbaum, A.C. and Schaefers, T. (2016). "Compulsive buying in online daily deal settings: an investigation of motivations and contextual elements", Journal of Business Research, Vol. 69 No. 2, pp 5

Malar, L., Krohmer, H., Hoyer, W.D. and Nyffenegger, B. (2011), "Emotional brand attachment and brand personality: the relative importance of the actual and the ideal self", Journal of Marketing, Vol. 75 No. 4,7

Hollenbeck, C.R. and Kaikati, A.M. (2012). "Consumers' use of brands to reflect their actual and ideal selves on Facebook," International Journal of Research in Marketing, Vol. 29 No. 4, pp 1

Kressmann, F., Sirgy, M.J., Herrmann, A., Huber, F., Huber, S. and Lee, D.J. (2006). "Direct and indirect effects of self-image congruence on brand loyalty", Journal of Business Research, Vol. 59 No. 9,5

Huber, F., Eisele, A. and Meyer, F. (2018). "The role of actual, ideal, and ought self-congruence in the consumption of hedonic versus utilitarian brands", Psychology and Marketing, Vol. 35 No. 1, pp 3

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Horvath, C. and Birgelen, M.V. (2015), "The role of brands in the behavior and purchase decisions of compulsive versus non-compulsive buyers", European Journal of Marketing, Vol. 49 No. 1–2, pp 5

Huang, Z., Zhang, C. and Hu, J. (2017). "Destination brand personality and destination brand attachment – the involvement of self-congruence", Journal of Travel and Tourism Marketing, Vol. 34 No. 9,5

Kessous, A., Roux, E. and Chandon, J.L. (2015), "Consumer–brand relationships: a contrast of nostalgic and non-nostalgic brands", Psychology and Marketing, Vol. 32 No. 2, pp 6.

Hennig-Thurau, T., Wiertz, C. and Feldhaus, F. (2015). "Does Twitter matter? The impact of microblogging word of mouth on consumers' adoption of new movies", Journal of the Academy of Marketing Science, Vol. 43 No. 3, 7

Swani, K. and Milne, G.R. (2017). "Evaluating Facebook brand content popularity for service versus goods offerings", Journal of Business Research, Vol. 79, pp 7

Lovett, M.J., Peres, R. and Shachar, R. (2013). "On brands and word of mouth", Journal of Marketing Research, Vol. 50 No. 4, 7

Elbedweihy, A.M., Jayawardhena, C., Elsharnouby, M.H. and Elsharnouby, T.H. (2016). "Customer relationship building: the role of brand attractiveness and consumer–brand identification," Journal of Business Research, Vol. 69 No. 8, 8

Japutra, A., Ekinci, Y. and Simkin, L. (2017). "Self-congruence, brand attachment and compulsive buying", Journal of Business Research, Vol. 99, 8

Japutra, A., Ekinci, Y., Simkin, L. and Nguyen, B. (2018). "The role of ideal self-congruence and Brand attachment in consumers' negative behavior: compulsive buying and external trash-talking", European Journal of Marketing, Vol. 52 Nos 3/4, pp 8

Jiménez, F.R. and Voss, K.E. (2014). "An alternative approach to the measurement of emotional attachment," Psychology and Marketing, Vol. 31 No. 5, pp 8

Peng, K.-F., Chen, Y. and Wen, K.-W. (2014), "brand relationship, consumption values and branded app adoption", Industrial Management & Data Systems, Vol. 114 No. 8,2

Furner, C.P., Racherla, P. and Babb, J.S. (2015). "What The study know and do not know about mobile app usage and stickiness: a research agenda", International Journal of EServices and Mobile Applications ( IJESMA), Vol. 7 No. 3, pp 3

Alnawas, I. and Aburub, F. (2016). "The effect of benefits generated from interacting with branded mobile apps on consumer satisfaction and purchase intentions," Journal of Retailing and Consumer Services, Vol. 31, pp 3

Li, C.-Y. and Fang, Y.-H. (2019). “Predicting continuance intention toward mobile branded apps through satisfaction and attachment”, Telematics and Informatics, Vol. 43, p. 2

Hirschman, E.C. and Holbrook, M.B. (1982). “Hedonic consumption: emerging concepts, methods and propositions”, Journal of Marketing, Vol. 46 No. 3, 3

Batson, C.D. (1996). “Some disorderly thoughts about social motivation,” Psychological Inquiry, Vol. 7 No. 3, 3

Labrecque, L.I., Krishen, A.S. and Grzeskowiak, S. (2011). “Exploring social motivations for brand loyalty: conformity versus escapism,” Journal of Brand Management, Vol. 18 No. 7, 4

Horton, D. and Richard Wohl, R. (1956). “Mass communication and para-social interaction: Observations on intimacy at a distance,” Psychiatry, Vol. 19 No. 3, pp 3

Nielsen (2011), “Mobile apps beat the mobile web among US Android smartphone users”. pp 4

Racherla, P. Furner, C. and Babb, J. (2012). “Conceptualizing the implications of mobile app usage and stickiness: a research agenda”, Available at SSRN 2187056.pp 4

Li, C.-Y. and Fang, Y.-H. (2019). “Predicting continuance intention toward mobile branded apps through satisfaction and attachment”, Telematics and Informatics, Vol. 43, pp 5

Rezaei, S. and Valaei, N. (2017). “branding in a multichannel retail environment”, Information Technology& People, Vol. 30 No. 4. Pp 4.

Kaufmann, H.R., Petrovici, D.A., Gonçalves Filho, C. and Ayres, A. (2016). “Identifying moderators of brand attachment for driving customer purchase intention of original vs counterfeits of luxury brands”, Journal of Business Research, Vol. 69 No. 12, 4

Chung, C.M. and Darke, P.R. (2006), “The consumer as advocate: self-relevance, culture, and word-of-mouth”, Marketing Letters, Vol. 17 No. 4, pp 4

Harrison-Walker, L.J. (2001). “The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents”, Journal of Service Research, Vol. 4 No. 1, pp 4

Wei, W., Miao, L., & Huang, Z. J. (2013). Customer engagement behaviors and hotel responses. International Journal of Hospitality Management, 33, 316–330. https://doi. org/10.1016/j.ijhm.2012.10.002. pp 3

Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. Journal of Marketing Management, 27(7/8), 1–23. https://doi.org/10.1080/0267257X.2010.500132.pp 2

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. Tourism Management, 59, 597–609. https://doi.org/10.1016/j. Truman.2016.09.015 pp 2

Jacoby, J., & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. Journal of Marketing Research, 10(1), 1–9. https://doi.org/10.1177/002224377301000101.

Cossío-Silva, F. J., Revilla-Camacho, M.Á., Vega-Vázquez, M., & Palacios-Florencio, B.(2015). Value co-creation and customer loyalty. Journal of Business Research, 69(5),1621–1625. https://doi.org/10.1016/j.jbusres.2015.10.028 pp 2

Yoo, M., & Bai, B. (2012). Customer loyalty marketing research: A comparative approach between hospitality and business journals. International Journal of Hospitality Management, 33, 166–177. https://doi.org/10.1016/j.ijhm.2012.07.009. Pp 2

Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. Tourism Management, 59, 597–609. https://doi.org/10.1016/j. Truman.2016.09.015 pp 4

Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. D. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. Journal of Business Research, 66(1), 105–114. https://doi.org/10.1016/j.jbusres.2011.07.029. Pp 3

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. Journal of Marketing Theory and Practice, 20(2), 122–146. https://doi.org/10.2753/MTP1069-6679200201.pp 6

Veloutsou, C. (2015). Brand evaluation, satisfaction and trust as predictors of brand loyalty: The mediator-moderator effect of brand relationships. Journal of Consumer Marketing, 32(6), 405–421. https://doi.org/10.1108/JCM-02-2014-0878.pp 6

Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: Mediators of brand love

and trust. Management Decision, 55(5), 915–934. https://doi.org/10.1108/ MD-10-2015-0465. pp 2

Cheng, J. C., Chen, C. Y., Yen, C. H., & Teng, H. Y. (2017). Building customer satisfaction with tour leaders: The roles of customer trust, justice perception, and cooperation in group package tours. Asia Pacific Journal of Tourism Research, 22(4), 395–407.https://doi.org/10.1080/10941665.2016.1271816 pp 3

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. Journal of Marketing Theory and Practice, 20(2), 122–146. https://doi.org/10.2753/MTP1069-667920020 pp 3

Palacios-Florencio, B., del Junco, J. G., Castellanos-Verdugo, M., & Rosa-Díaz, I. M.(2018). Trust as mediator of corporate social responsibility, image and loyalty in the hotel sector. Journal of Sustainable Tourism, 26(7), 1273–1289. https://doi.org/10.1080/09669582.2018.1447944. Pp 2

Jahn, B., & Kunz, W. H. (2014). A brand like a The influence of customer engagement with social media brand pages on brand relationships and loyalty intentions. Available at: https://doi.org/10.2139/ssrn.2413909.pp 5

Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. D. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. Journal of Business Research, 66(1), 105–114. https://doi.org/10.1016/j.jbusres.2011.07.029 pp 4

Bhattacherjee, A. (2001). "Understanding information systems continuance: an expectation-confirmation model", MIS Quarterly, Vol. 25 No. 3, 351-370.

Tran, T. Furner, C. and Albinsson, P. (2020). "Understanding drivers and outcomes of brand attachment in mobile branded apps", Journal of Consumer Marketing, Vol. 38 No. 1, 6, Available on: https://www.emerald.com/insight/content/doi/10.1108/JCM-02-2020-3657/full/html?skipTracking=true, retrieved on: 26th April 2021.

Tran, T. Furner, C. and Albinsson, P. (2020). "Understanding drivers and outcomes of brand attachment in mobile branded apps," Journal of Consumer Marketing, Vol. 38 No. 1, 5, Available on: https://www.emerald.com/insight/content/doi/10.1108/JCM-02-2020-3657/full/html?skipTracking=true, retrieved on: 26th April 2021.

Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. Tourism Management, 59, 597–609. https://doi.org/10.1016/j.tourman.2016.09.015.

Sun, P. C., & Lin, C. M. (2010). Building customer trust and loyalty: An empirical study in a retailing context. Service Industries Journal, 30(9), 1439–1455. https://doi.org/10.1080/02642060802621478.

Zeithaml, V., Berry, L., & Parasuraman, A. (1996). The behavioral consequences of service quality. Journal of Marketing, 60(2), 31–46. https://doi.org/10.1177/002224299606000203.

Cheng, J. C., Chen, C. Y., Yen, C. H., & Teng, H. Y. (2017). Building customer satisfaction with tour leaders: The roles of customer trust, justice perception, and cooperation in group package tours. Asia Pacific Journal of Tourism Research, 22(4), 395–407.https://doi.org/10.1080/10941665.2016.1271816.

Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. Journal of Marketing, 75(4), 35–52. https://doi.org/10.1509/jmkg.75.4.35.

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Samala, N., Singh, S., Nukhu, R., & Khetarpal, M. (2019). Investigating the role of participation and customer engagement with tourism brands (CETB) on social media. Academy of Marketing Studies Journal, 23(1), 1–16.

Touni, R., Kim, W. G., Choi, H. M., & Ali, M. A. (2020). Antecedents and an outcome of customer engagement with the hotel brand community on Facebook. Journal of Hospitality & Tourism Research, 44(2), 278–299. https://doi.org/10.1177/1096348019895555.

Li, M. Teng, H. and Chen, C. (2020). "Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust", Journal of Hospitality and Tourism Management, Vol. 44, 4, Available on: https://www.sciencedirect.com/science/article/abs/pii/S1447677020301686, retrieved on 26th April 2021.

Lim, X. Cheah, J. Cham, T. Ting, H. & Memon, M. (2019). "Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment", Asia Pacific Journal of Marketing and Logistics, Vol. 32 No. 7, 8, Available on: https://www.emerald.com/insight/content/doi/10.1108/APJML-03-20190126/full/html, retrieved on: 26th April 2021.

Dwivedi, A. (2014). "Self-brand connection with service brands: examining relationships with performance satisfaction, perceived value, and brand relationship quality", Services Marketing Quarterly, Vol. 35 No. 1, 37–53.

Stokburger-Sauer, N., Ratneshwar, S. and Sen, S. (2012). "Drivers of consumer-brand identification", International Journal of Research in Marketing, Vol. 29 No. 4, 406–418.

Han, Y.J., Nunes, J.C. and Drèze, X. (2010), "Signaling status with luxury goods: the role of brand prominence", Journal of Marketing, Vol. 74 No. 4, 15–30.

Ridgway, N.M., Kukar-Kinney, M. and Monroe, K.B. (2008). "An expanded conceptualization and a new measure of compulsive buying", Journal of Consumer Research, Vol. 35 No. 4, 622–639.

Babin, B.J., Darden, W.R. and Griffin, M. (1994). "Work and/or fun: measuring hedonic and utilitarian shopping value", Journal of Consumer Research, Vol. 20 No. 4, 644–656.

Richins, M.L. (2004). "The material values scale: measurement properties and development of a short form", Journal of Consumer Research, Vol. 31 No. 1, 209–219.

Lim, X. Cheah, J. Cham, T. Ting, H. and Memon, M. (2019). "Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment", Asia Pacific Journal of Marketing and Logistics, Vol. 32 No. 7, 7, Available on: https://www.emerald.com/insight/content/doi/10.1108/APJML-03-20190126/full/html, retrieved on: 26th April 2021.

Lim, X. Cheah, J. Cham, T. Ting, H. and Memon, M. (2019). "Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment", Asia Pacific Journal of Marketing and Logistics, Vol. 32 No. 7, 25, Available on: https://www.emerald.com/insight/content/doi/10.1108/APJML-03-20190126/full/html, retrieved on: 26th April 2021.

Malär, L., Krohmer, H., Hoyer, W.D. and Nyffenegger, B. (2011). "Emotional brand attachment and brand personality: the relative importance of the actual and the ideal self", Journal of Marketing, Vol. 75 No. 4, 35–52.

Sirgy, M.J., Grewal, D., Mangleburg, T.F., Park, J., Chon, K., Claiborne, C.B., Johar, J.S. and Berkman, H. (1997). "Assessing the predictive validity of two methods of measuring self-image congruence", Journal of the Academy of Marketing Science, Vol. 25 No. 3, 229–241.

Carroll, B.A. and Ahuvia, A.C. (2006). "Some antecedents and outcomes of brand love", Marketing Letters, Vol. 17 No. 2, 79–89.

Yi, M.Y., Jackson, J.D., Park, J.S. and Probst, J.C. (2006). "Understanding information technology acceptance by individual professionals: Toward an integrative view", Information and Management, Vol. 43 No. 3, 350-363.

Lee, C.S. and Ma, L. (2012). "News sharing in social media: the effect of gratifications and prior experience", Computers in Human Behavior, Vol. 28 No. 2, 331–339.

Rabbanee, F. Spence, M. and Roy, R. (2020). "Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency", European Journal of Marketing, Vol. 54 No. 6, 11, Available on: https://www.emerald.com/insight/content/doi/10.1108/EJM-03-2018-0221/full/html, retrieved on: 26th April 2021.

Rabbanee, F. Spence, M. and Roy, R. (2020). "Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency", European Journal of Marketing, Vol. 54 No. 6, 12, Available on: https://www.emerald.com/insight/content/doi/10.1108/EJM-03-2018-0221/full/html, retrieved on: 26th April 2021.

Arya, V. Verma, H. Sethi, D. and Agarwal, R. (2019). "Brand Authenticity and Brand Attachment: How Online Communities Built on Social Networking Vehicles Moderate the Consumers' Brand Attachment", IIM Kozhikode Society & Management Review, Vol. 8 No. 2, 13–14, Available on: https://journals.sagepub.com/doi/abs/10.1177/2277975219825508?journalCode=ksma, retrieved on: 26th April 2021.

Raza, S. A., & Hanif, N. (2013). Factors affecting Internet banking adoption among internal and external customers: A case of Pakistan. International Journal of Electronic Finance, 7(1), 82–96.

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

Raza, S. A., Jawaid, S. T., & Hassan, A. (2015). Internet banking and customer satisfaction in Pakistan. Qualitative Research in Financial Markets, 7(1), 24–36.

Comrey, A. L., & Lee, H. B. (2013). A first course in factor analysis. Mortimer Street, London: Psychology Press.

Sharif, A., & Raza, S. A. (2017). The influence of hedonic motivation, self-efficacy, trust and habit on adoption of internet banking: A case of developing country. International Journal of Electronic Customer Relationship Management, 11(1), 1–22.

Khaskheli A, Jiang Y, Raza SA, Qureshi MA, Khan KA, Salam J. Do CSR activities increase organizational citizenship behavior among employees? Mediating role of affective commitment and job satisfaction. Corp Soc Responsib Environ Manag. Pp 6, 2020;1–15. https://doi.org/10.1002/csr.2013.

Ringle, C. M., Wende, S., & Will, A. (2005). SmartPLS 2.0 M3 Beta. Berlin, Heidelberg: Springer.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. Journal of the Academy of Marketing Science, 43(1), 115–135.

Khaskheli A, Jiang Y, Raza SA, Qureshi MA, Khan KA, Salam J. Do CSR activities increase organizational citizenship behavior among employees? Mediating role of affective commitment and job satisfaction. Corp Soc Responsib Environ Manag. 2020;1–15. https://doi.org/10.1002/csr.2013.

Wold, H. (1975). Modeling in complex situations with soft information, Paper presented at Third World Congress of Econometric Society (pp. 21–26), Toronto, Canada.

Wold, H. (1980). Model construction and evaluation when theoretical knowledge is scarce. In J. Kmenta & J. B. Ramsey (Eds.), Evaluation of econometric models (pp. 47–74). Cambridge, MA: Academic Press.

Joreskog, K. G., & Wold, H. O. (1982). Systems under indirect observation: Causality, structure, prediction (Vol. 139). Amsterdam, the Netherlands: North Holland.

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. Modern Methods for Business Research, 295(2), 295–336.

Aibinu, A. A., & Al-Lawati, A. M. (2010). Using the PLS-SEM technique to model construction organizations' willingness to participate in e-bidding. Automation in Construction, 19(6), 714–724.

Straub, D. W. (1989). Validating instruments in MIS research. MIS Quarterly, 13, 147–169.

Churchill, G. A., Jr. (1979). A paradigm for developing better measures of marketing constructs. Journal of Marketing Research, 16(1), 64–73.

Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. Journal of Marketing Research, 18(3), 382–388.

Gefen, D., & Straub, D. (2005). A practical guide to factorial validity using PLS-graph: Tutorial and annotated example. Communications of the Association for Information Systems, 16(1), 5.

Khaskheli A, Jiang Y, Raza SA, Qureshi MA, Khan KA, Salam J. Do CSR activities increase organizational citizenship behavior among employees? Mediating role of affective commitment and job satisfaction. Corp Soc Responsib Environ Manag. 2020;pp 9,https://doi.org/10.1002/csr.2013.

So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016b). Enhancing customer relationships with retail service brands: The role of customer engagement. Journal of Service Management, 27(2), 170–193. https://doi.org/10.1108/JOSM-05-2015-0176.

Cheng, J. C., Chen, C. Y., Yen, C. H.,& Teng, H. Y. (2017). Building customer satisfaction with tour leaders: The roles of customer trust, justice perception, and cooperation in group package tours. Asia Pacific Journal of Tourism Research, 22(4), 395–407. https://doi.org/10.1080/10941665.2016.1271816.

Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. Management Decision, 50(2), 253–272. https://doi.org/10.1108/00251741211203551.

Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. D. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. Journal of Business Research, 66(1), 105–114. https://doi.org/10.1016/j.jbusres.2011.07.029.

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. Journal of Marketing Theory and Practice, 20(2), 122–146. https://doi.org/10.2753/MTP1069-6679200201.

Kandampully,J., Zhang, T., & Bilgihan, A. (2015). Customer loyalty: A review and future directions with a special focus on the hospitality industry. International Journal of Contemporary Hospitality Management, 27(3), 379–414. https://doi.org/10.1108/IJCHM-03-2014-0151.

Šerić, M., & Praničević, D. G. (2018). Consumer-generated reviews on social media and brand relationship outcomes in the fast-food chain industry. Journal of Hospitality Marketing & Management, 27(2), 218–238. https://doi.org/10.1080/19368623.2017.1340219.

ISSN (Print): 2790-7848 ISSN (Online): 2790-7856
Volume 2, Issue 1, Page 73-118, June 30, 2022

# APPENDIX

| ITEMS | SDA | DA | N | SA | A |
|---|---|---|---|---|---|
| Self-Congruity: | | | | | |
| Nike's personality is a reflection of how I view myself. | | | | | |
| People who favour Nike have a similar self-image to me. | | | | | |
| Nike users are seen in the same light that I am. | | | | | |
| Impulsive buying | | | | | |
| I purchase branded clothing, which I do not require. | | | | | |
| I'm a big fan of buying branded clothing on the spur of the moment. | | | | | |
| Obsessive-compulsive buying | | | | | |
| My wardrobe is brimming with unused NIKE shopping bags. | | | | | |
| Others might think I'm addicted to Nike-branded clothing. | | | | | |
| Most of my life revolves around purchasing Nike-branded clothing. | | | | | |
| Materialism | | | | | |
| I like owning branded clothing that impresses others. | | | | | |
| I respect those who possess pricey branded clothing. | | | | | |
| I'd be happy if I could afford to purchase more branded clothing. | | | | | |
| Utilitarian Value | | | | | |
| When it came to purchasing branded apparel, I got exactly what I desired. | | | | | |
| I discovered exactly the brand I wanted when shopping for branded clothing. | | | | | |
| I merely purchase branded clothing that I actually need. | | | | | |
| Hedonic Value | | | | | |
| I appreciate wearing the branded clothing I purchase. | | | | | |
| The branded clothing I purchase is enjoyable to wear. | | | | | |
| I like the branded clothing I purchase. | | | | | |
| Brand attachment (Mediator) | | | | | |
| This branded gear gives me a great feeling of belonging. | | | | | |
| I only purchase branded clothing when I go shopping. | | | | | |
| When it comes to clothing, I like to purchase foreign brands. | | | | | |
| Social Networking Behaviors on Facebook (like, comment, share) | | | | | |
| On the postings on the product description, I'll hit "like." | | | | | |
| I'm going to provide the product description articles. | | | | | |
| I'm going to leave a remark on the product description postings. | | | | | |
| SELF EXTENSION TENDENCY (moderator) | | | | | |
| My favourite items are seen as an extension of me. | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| The significant belongings in my life define a part of me. My favourite possessions are a vital indicator of who I am. | | | | | |
| My favourite items are seen as an extension of me. | | | | | |
| Consumer Engagement | | | | | |
| 1. It seems like a personal attack when someone dislikes the tourist site. | | | | | |
| 2. It seems like personal praise whenever anyone appreciates the tourist site. | | | | | |
| 3. I'm looking forward to seeing the tourist destination. | | | | | |
| Customer trust | | | | | |
| 1. I feel the tourist website cares about my interests. | | | | | |
| 2. I believe the tourist website is reliable. | | | | | |
| 3. I am confident in the tourist site's items and services. | | | | | |
| Brand loyalty | | | | | |
| 1. I would tell others about the tourist site in a favourable light. | | | | | |
| 2. If someone asks for my opinion, I would propose a tourist site. | | | | | |
| 3. I would recommend the tourist site to my friends and family. | | | | | |
| Brand authenticity | | | | | |
| Nike, I believe, has been constant throughout time. | | | | | |
| All other brands pale in comparison to Nike. | | | | | |
| Nike does not appear to be an initiated brand. | | | | | |
| Consumer behavior | | | | | |
| If I overheard someone disparaging the Nike brand, I would defend it to others. | | | | | |
| Nike is a brand that I really like. | | | | | |
| Nike items are likely to be purchased by me. | | | | | |
| Outcomes | | | | | |
| I'm not going to stop using the branded app. | | | | | |
| Even when a brand seems to have the same qualities as the one I favour, I'd rather purchase this one. | | | | | |
| Motivation | | | | | |
| I enjoy having discussions on branded mobile apps. | | | | | |
| I enjoy sharing new things about branded mobile apps. | | | | | |
| I enjoy learning new things about branded apps. | | | | | |