

**“The Impact of Past Association with Brand on Brand Relationship
Quality through Mediation of Brand Authenticity in Garments
Industry”**

By

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ABSTRACT

The hype of garments brands is extremely high now a day. The market is quite saturated because too many organizations have launched the new brands and everyone is trying to catch the customers towards them. Marketers and brand managers are always planning different strategies to attract customers. So in this situation relationships built are very important, because customers are very touchy in this sense. Messages are sent on the mobile numbers of the current customers and also the potential customers in which the different companies announces different schemes to attract and build relationship with the customers. So, the need arises to gauge the quality of the relationship which a brand has with its customers. This need is the base of this study, in which brand relationship quality will be explored. Here in this research, the past association with the brand will be assessed with the help of two constructs brand nostalgia and brand heritage. The persons or employees who directly communicate with the customers at the time of purchase have the supreme importance for organizations. So the perceived employee's passion is included as a determining factor of brand relationship quality. The power of a brand is shown by its authenticity; therefore brand authenticity plays a role of mediator, because the customers purchase only those brands which are reliable and authentic. This study will evaluate the relationships of brand nostalgia, brand heritage and perceived employee's passion with the brand relationship quality and the mediation effect will also be tested through brand authenticity. A sample of size 320 is used in this research to evaluate the results. A self administered questionnaire is employed as the instrument of the study. Different statistical analysis techniques are used to test and then to analyze the hypotheses, like Correlation, Factor Analysis, Structural Equation Modeling (SEM) are utilized to determine the model fit and for the results of the proposed hypotheses. The findings concluded that brand relationship is influenced by the past associations and perceived employee's passion positively affects the long-term brand

relationship quality, also the brand authenticity positively mediated the quality of brand relationship (BRQ). But mediation outcome of brand nostalgia and BRQ was not found significant so as the limitation of the study. As for as the future research is concerned, in-depth evaluation of brand nostalgia should be done. And the brand relationship quality (BRQ) is complex construct, so the antecedents of BRQ are to be explored particularly.

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CHAPTER 1

INTRODUCTION

This thesis is a quantitative study related to the associations between past associations with brand (brand nostalgia and brand heritage), frontline employees dedication (perceived employee's passion) with brand relationship quality with the expected mediation through brand authenticity. This chapter provides details about background of the study and the problem statement will be discussed. Research objectives and research questions are outlined and the methodology will be addressed which will be used for analysis. Significance of the study and also the scope of the study are presented at the end of this chapter, so basically this chapter will elaborate the structure of the thesis and also the conclusions.

1.1 Background of the Study

Brand relationship quality (BRQ) can be elaborated like a measure from a group of people who buy a particular product or service of the power and scope of the relationship between brand and customers (Smit, 2007; Hudson *et al.*, 2015). When they collaborate with them, purchasers could expand agile association with brands or products which is just like establishing an association with the associates (Hudson *et al.*, 2015). After all the analogy of association with brand is obtained from mutual relationship, the BRQ may intrinsically prevail in between brands and customers (Breivik and Thorbjørnsen, 2008). BRQ is substantially great variable than observable intentions or brand expansion (Kim, 2014).

In the background, linkage with the past of brand some researchers like Grayson and Martinec *et al.*, (2004) as well as Beverland, (2006) represent a clear association between credible aspects of a brand or product that hooks up it with its nostalgia, heritage and authenticity of brand.

People have been attempting for authenticity from hundreds of years as discussed by Grayson and Martinec *et al.*, (2004). Regardless of this too long charm in this personal inclination, the notion of correctness is only encapsulated the awareness of brand managers and investigators in recent times as the outcome of increasing customer requirement of accuracy in picking the brands as well as services. The range of different clarifications could be established because of innumerable advancement. Harmoniously, Turner and Manning *et al.*, (1988) suggested such an eagerness for credibility is mainly powerful all along with the reforms and unpredictability, when humans seek for somewhat to depend on that provides them persistence.

Specifically, authenticity aids as a proof of quality of distinction for customer. Market clarity, activated through the conveyance internet favorable circumstances, like aggressive and two dimensional circulations about knowledge, strengthens stated actions (Eggers, 2013).

Previous investigations have highlighted the growing applications of the authenticity of the brand idea is for the directions of marketing as expressed by the utterance like “consumer’s search for authenticity is one of the cornerstones of contemporary marketing” (Brown, 2003, p. 21), elaborating the eagerness that is attributed to authentic and committed brands. Organizations have a very less explanation about determining aspects that could be employed by encouraging brand authenticity (BA) not do they know how the integrity of brand influences conduct of customer also specifically the association within brand and the customers.

In Pakistani circumstances, shopping of garments brands are perceived as an extremely involved buying with respect to buy other electronic devices. Most of the customers perceive that the garments brands as their friends and rely on the frontline employee’s

presentation about that brand and when the customers use it and then compare the results with the promises of brand and find themselves confident then they start the relationship with the brand, as the time passes their believes get more stronger and stronger and finally a long-term relationship built.

1.2 Research Gap

In today's situation of business, each company, no matter what business they are running, encounter problem of keeping a good feasible association with their employees via development strategies. And to be successful in the market holding the employees and their commitment towards their work is very important. The valuable relationship with the customers through these frontline employees is also very critical, because the quality of relationship determines the customer's base. Most of the hiring companies who have acknowledged the importance of human resource as their substantial strength (Hafiza, 2011), portraying it a cause of validated superior business position (Khan and Qadir, 2016).

But to gain paramount results from staff members (employees), it is more critical that they are in a position of undivided dedication with their employment (Balkar, 2015). Literate customers desire stability and authenticity of their brands and are no longer inclined to receive fake or artificial brand attitude (Holt, 2002). Brand mangers and managers who are related with marketing like to pursue contemporary approaches to strengthen interactive favorable connection with consumers (Mitchell and Orwig, 2002; Chang and Chieng, 2006). So the need arises to study and explore the relationship of the variables associated with the brand's past, its employees, authenticity of brand itself and the quality of build relationship with brand.

So, this study aims to examine the mediation influence of brand authenticity (BA) and the impact of past associations brand nostalgia (BN) and brand heritage (BH), and the

frontline perceived employee's passion on BRQ (Brand Relationship Quality). To the best of our knowledge, no investigation has yet analyzed the mediation affect whereas the previous researches have been done to explore the indirect responses of BA on BRQ. As the researcher stated that there is a meaningful and clear correlation within brand authenticities and also its integrity viewpoint and also the trust of brand Kristine Fritz, Verena Schoenmueller, & Manfred Bruhn *et al.*, (2017). The gained knowledge will provide the brand managers and marketing managers to formulate communication messages that will enhance the brand relationship quality. The research will be conducted in Pakistan, Multan and the industry will be of garments in general.

1.3 Problem Statement

As a part of planning to maintain customers in a more aggressive domain, the quality of relationship is becoming visible (Meng and Elliot, 2008). Consumer marketing attracts a clear interest in promoting the relevant policies that is a retail segment (Egan, 2000), evoking for further study on the association with retail (Athanasopoulou, 2009). So by retaining this notion in mind current study will analyze and highlight the value addition by assessing the past association with brand to predict the brand relationship quality.

1.4 Significance and Scope of the Study

In general perception, most of the society think that relationship between brand and its consumer is the most important thing, so by conducting this research, researcher will be able to find that how much brand relationship quality will be increased or decreased when tested with the brand authenticity; and also the importance of past association with the brand on the brand relationship quality. The results and findings of the study will help the marketers and brand managers to retain the current customer base and also to push new customers towards their

brand by focusing on brand relationship quality. So when the quality of relationship is maintained for a long period of time then the brand will achieve the sustainable growth, which is quiet necessary to retain the peak position in the life cycle of that brand.

The current situation in garments industry particularly in Multan, it is the emerging market with respect to garments because the more and more brands of garments are starting their businesses in Multan city specially the Gulgasht area is becoming crowded, most of the area is being commercialized for these brands to come in and start business. Same like this the Gardezi market is becoming very popular because customers came here for purchasing the garments, this area also became popular due to its ease of accessibility and range of variety. Also Cantonment area (Sadar Bazar) has its importance; it also has different shops which deal with the garments brand. The Multan has also the Chen One tower and The United Mall which are very famous for garments. Same like this two other Malls, The Mall of Multan and The Crystal Mall on Bosan road are under construction and they are also attracting garments brand owners to invest and run their business.

So this study will go around to the aforesaid garments industry and it will be a market based productive study that will be carried out on the outlet(s) of the garment brand(s), Malls and main garments market(s) in the Multan city as mentioned earlier.

1.5 Research Question and Objectives

This research will strive to study the areas of brand nostalgia, brand heritage (past association with brand), the passion of employees of the brand, brand authenticity and brand relationship quality of customers of garment brands and also the linkages between these variables, to constitute and probe the relationships and impact of these variables on one another. Thus, this study desires to answer the main question.

“What is the impact of past associations with brand, and perceived employee’s passion on brand relationship quality of garment brands customers in presence of mediating variable brand authenticity”?

The research question is aligned with research objectives to answers the main research question. This study explores the factors influencing the brand relationship quality to identify the impact of mediating variable in the conceptual model. The particular objectives are like these:

- i. To inspect the influence of Brand Nostalgia on Brand Relationship Quality (BRQ).
- ii. To inspect the influence of Brand Heritage on Brand Relationship Quality (BRQ).
- iii. To inspect the influence of Perceived Employee’s Passion on Brand Relationship Quality (BRQ).
- iv. To inspect whether Brand Authenticity (BA) mediates the relationship or association between Brand Nostalgia, Brand Heritage and Perceived Employee’s Passion and Brand Relationship Quality.

1.6 Research Approach and Methodology

This research is a quantitative study. The hypotheses are tested in the context of Pakistani environment to explore the associations between stated variables and their significance. A self-administered questionnaire was used to collect data.

CHAPTER 2

LITERATURE REVIEW

The literature review focuses on the major past association with brand which are brand nostalgia and brand heritage, with the addition of perceived employee’s passion for brand authenticity, Kristine Fritz, Verena Schoenmueller, Manfred Bruhn, *et al.*, (2017), the sales force which directly interact with the customer at the point in time for the authenticity and generating the relationship with the customer. Also describing the impact of mediating variable on the dependent variable.

Here the systematic literature review (SLR) is conducted which analyzes, picks and analytically assesses research in order to give justification of question formulated (Dewey, A. & Drahota A., 2016). The SLR should pursue a particular behavior, plan or protocol. It is an understandable and broad search administered over various databases and gray literature that could be reproduced by other scholars. It includes planning a reasonable search approach that has a special focus to the answer of question defined earlier. The following table shows some of the research papers, journals and finding/results.

Table 2.1
Systematic Literature Review

S. No	Title	Journal/Reference	Findings/Results
1	Consumers and Their Brands: Developing Relationship Theory in Consumer Research	Consumer and their brands, Journal of consumer research	The findings establish the relevancy of the brand relationship theory-building goal and provide preliminary frameworks for the execution, refinement, and extension of this task.
2	Industrial Ingredient Co-branding: A Brand Relationship Approach	International Journal of Business and Management; Vol. 11, No. 7; 2016	Brand relationship contributes to the ingredient co-branding literature by identifying and highlighting the role of the relational assets of the ingredient brand (brand trust and brand loyalty) in creating value both for buyers and sellers

- | | | | |
|---|--|--|--|
| 3 | How to measure brand relationship quality? | Journal of Marketing Science), 2006, 2(2): 24–40 | Based on nature and participant, the research constructs a hypothesis of broad brand relationship matrix. Through EFA and CFA, broad brand relationship indicator system comprising commitment/connection, attachment/attention, familiarity/awareness, trust/respect, and association/recognition is achieved. |
| 4 | Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration | Journal of Marketing Vol. 65 (October 2001), 33-50 | Our model contributes to the existing literature by specifying how retailers can guide consumer perceptions of relationship investment by applying four different relationship marketing tactics. |
| 5 | Exploring consumer-brand relationship quality and identification
Qualitative evidence from cosmetics brands | Erifili Papista, Sergios Dimitriadis, (2012) "Exploring consumer-brand relationship quality and identification: Qualitative evidence from cosmetics brands", Qualitative Market Research: An International Journal, Vol. 15 Issue: 1, pp.33-56,
https://doi.org/10.1108/13522751211191982 | Responses provide evidence for the concepts of satisfaction, trust, commitment, intimacy and love in describing consumer-brand RQ. CBI emerges as a distinct construct of cognitive nature. Furthermore, RQ appears to be differentiated according to consumer age. |
| 6 | Brand experience and customer citizenship behavior: the role of brand relationship quality | Lishan Xie, Patrick Poon, Wenxuan Zhang, (2017) "Brand experience and customer citizenship behavior: the role of brand relationship quality", Journal of Consumer Marketing, Vol. 34 Issue: 3, pp.268-280,
https://doi.org/10.1108/JCM-02-2016-1726 | Results show that brand relationship quality mediates the effects of the four dimensions of brand experience (i.e. sensory, affective, behavioral and intellectual) on the two aspects of customer citizenship behavior (i.e. toward other customers and toward the organization). In addition, service provider ratings can moderate the effect of brand relationship quality on customer citizenship behavior. |

- 7 Building brand relationship quality among hotel loyalty program members Ada S. Lo, Holly Hyunjung Im, Yong Chen, Hailin Qu, (2017) "Building brand relationship quality among hotel loyalty program members", *International Journal of Contemporary Hospitality Management*, Vol. 29 Issue: 1, pp.458-488, <https://doi.org/10.1108/IJCHM-06-2015-0283> Employee's customer orientation, membership communication and hotel stay-related benefits are determinants of the loyalty program members' BRQ. BRQ is also confirmed as a higher-order construct of three latent variables which include trust, satisfaction and commitment. Moderating effects of the membership were partially supported in this study. The strongest effect of BRQ is on members' word of mouth followed by shares of purchase. BRQ is found to have negative relationship with members' willingness to serve as marketing resource, but the impact was small.
- 8 Do you feel younger enough to choose nostalgic products? Exploring the role of age identity in nostalgic purchasing behavior Dovile Kazlauske, Justina Gineikiene, (2017) "Do you feel younger enough to choose nostalgic products? Exploring the role of age identity in nostalgic purchasing behavior", *Baltic Journal of Management*, Vol. 12 Issue: 3, pp.292-306, <https://doi.org/10.1108/BJM-08-2016-0185> Employing structural equation modeling analysis, the current study provides initial evidence that the bigger the discrepancy between one's chronological and cognitive age, the more nostalgic products one buys. Furthermore, age identity acts as a better predictor for purchasing nostalgic products than nostalgia.
- 9 Image, place and nostalgia in hospitality branding and marketing Louise Hunt, Nick Johns, (2013) "Image, place and nostalgia in hospitality branding and marketing", *Worldwide Hospitality and Tourism Themes*, Vol. 5 Issue: 1, pp.14-26, <https://doi.org/10.1108/17554211311292411> Nostalgia is an effective tool for developing brand and advertising images for the hospitality industry. It is relevant especially to place and place-related aspects such as terroir and it communicates with consumers of all ages. As well as evoking a direct response, nostalgic images also bring to mind many related sounds, odours and objects, which may also be linked with expectation. However, nostalgic images must be chosen with care, since some individuals may be negatively affected by them.

- 10 The impact of brand heritage on customer perceived value der markt International Journal of Marketing
- 11 Operationalising brand heritage and cultural heritage Ulla Hakala, Sonja Lätti, Birgitta Sandberg, (2011) "Operationalising brand heritage and cultural heritage", Journal of Product & Brand Management, Vol. 20 Issue: 6, pp.447-456, <https://doi.org/10.1108/10610421111166595>
- 12 Determinants of employee engagement and their impact on employee performance Anitha J., (2014) "Determinants of employee engagement and their impact on employee performance", International Journal of Productivity and Performance Management, Vol. 63 Issue: 3, pp.308-323, <https://doi.org/10.1108/IJPPM-01-2013-0008>
- 13 Hybrid entrepreneurship: the importance of passion Sara Thorgren, Carin Nordström, Joakim Wincent, (2014) "Hybrid entrepreneurship: the importance of passion", Baltic Journal of Management, Vol. 9 Issue: 3, pp.314-329, <https://doi.org/10.1108/BJM-11-2013-0175>
- A heritage branding approach draws attention to the interplay between strategic goals and consumer perception and to how elements of past, present and future interpretations are crucial to building and sustaining meaningful brands. Our results show that brand heritage is an important driver of customer perceived value.
- It is suggested that brand heritage is a mixture of the history as well as the consistency and continuity of core values, product brands, and visual symbols. A country's cultural heritage could be conceived of as homogeneity and endurance.
- It was found that all the identified factors were predictors of employee engagement ($r = 0.672$), however, the variables that had major impact were working environment and team and co-worker relationship. Employee engagement had significant impact on employee performance ($r = 0.597$).
- The results indicated that first, the ability to work with something one is passionate about is the top motive for combining employment with a side business; second, passion is more likely to be the main motive behind the hybrid form among individuals who are older at business start-up; third, passion is less likely to be the main motive behind the hybrid form among individuals who spend more time on the business

- 14 Brand authenticity: model development and empirical testing: Mike Schallehn, Christoph Burmann, Nicola Riley, (2014) "Brand authenticity: model development and empirical testing", Journal of Product & Brand Management, Vol. 23 Issue: 3, pp.192-199, <https://doi.org/10.1108/JPBM-06-2013-0339>
- 15 Authenticity in branding – exploring antecedents and consequences of brand authenticity: Kristine Fritz, Verena Schoenmueller, Manfred Bruhn, (2017) "Authenticity in branding – exploring antecedents and consequences of brand authenticity", European Journal of Marketing, Vol. 51 Issue: 2, pp.324-348, <https://doi.org/10.1108/EJM-10-2014-0633>
- The data show that brand authenticity positively impacts on brand trust. Furthermore, the key antecedents in the model (consistency, continuity and individuality of a brand) drive the perception of brand authenticity as hypothesized.
- The results demonstrate that brand authenticity can be influenced by the identified variables (i.e. brand heritage, brand nostalgia, brand commercialization, brand clarity, brand's social commitment, brand legitimacy, actual self-congruence and employee's passion). Moreover, brand authenticity positively affects brand relationship quality, which in turn positively influences consumers' behavioral intentions. The analyzed relationships do not vary due to consumer-specific characteristics (i.e. brand involvement).

2.1 Brand Relationship Quality

The definition of a brand given by AMA (American Marketing Association *et al.*, 1960) is, brand is a term, name, sign, design or symbol, or mixture or blend of all these, expected to recognize the services and goods of one supplier or a batch of suppliers and distinguish them from other of competitors. In association, the most primary definition of brand was suggested by Raut and Brito, (2014) like a name, trademark or logo of a company or product. Nevertheless, considerable literature determined brand is greater than a point of recognition and distinction instead they include the facets of brand perception and brand impartiality (Sweeney and Chew, 2002). Researchers DeChernatony and Dall'Olmo Riley (1997) discussed the brand like an association in between customer image of practical and touching inner features of brand and their actions regarding marketing. The researchers Sweeney and

Chew *et al.*, (2002) showed this association with regards to connection between brands and consumers. They stated that the perception of brand and customer association or connection may increase the value of brand. So, according to Smit *et al.*, (2007), the relationship in between brand and customer could be named like CBR (Consumer-Brand Relationship).

The CBR study began a matter of discussion as Fetscherin and Heinrich *et al.*, (2014), CBR celebrated his 20-year-old anniversary in 2013. He considered the Blackstone *et al.*, (1993) book title "brand personality: building relationship" CBR study as the first job. Different steam investigation has been done (Fetscherin and Heinrich *et al.*, 2014) different aspects of the relationship between brand construction brand trust, brand personality, brand commitment and loyalty based on the original works of Blackstone *et al.*, (1993). Where Ahuvia (1993) fantasy and Carrol and Ahuvia (2006) brand measurement love based on individual works of Shimp and Maden *et al.*, (1988).

Consumer brand research became popular and focuses on it in 20th Century in late nineties (Raut and Brito *et al.*, 2014; Fritz *et al.*, 2014) interested in knowing the growing number of organizations why customers like brands, like a brand The first researchers reviewed relative users forms with brands (Blackstone *et al.*, 1993; Aggarwal, 2004). They basically cope with the feelings of people around the brands center with people personality (Aaker *et al.*, 1997), human features (Levy, 1985) and brand as a relationship partner (Fournier *et al.*, 1998). To do these ideas support different models and concepts (Fetscherin and Heinrich *et al.*, 2014) have been introduced to better understand consumer brand relationships. For example brand commitment (Sung and Choi *et al.*, 2010), brand attachment (Thomson *et al.*, 2005), brand love (Ahuvia *et al.*, 2005), brand trust (Chaudhuri and Holbrook *et al.*, 2001), brand loyalty (Jacoby and Chestnut, 1978), brand attached (Belaid and Behi, 2011). Consider these aspects, it becomes explain that

consumer brand relationship is very high and multi-interpretation (Fetscherine and Heinrich *et al.*, 2014). Different however, the authors also gave a lot of importance to the various aspects of the CBR how customers have been given a little bit of attention to the current tasks brand relationship developed and shaped. The work efforts spread this space by reviewing the subjects on the consumer brand the relationship between the consumer brand and (1) evolution will detect relationship in educational field, (2) CBR types and dimensions, (3) CBR results, (4) role of brand love and brand equality brand relationship, (5) theories apply in CBR, and (6) analysis CBR models.

Shimp and Madden *et al.*, (1988) the first concept was launched users focus on consumer identities using brand relationship, object relationing by using Sternberg *et al.*, (1986) "Theory of love with triangle". "They introduced users as a brand-branded relationship" consumption items (products, brands, stores, Etc.), which has the limit of the feelings of anti-corruption, minor understanding, any person who will do, as well, in personal relationships, money to love" (Shimp and Madden *et al.*, 1988). The most widely accepted paper on Consumer Brand Relations by Fournier *et al.*, (1998) it is described that "the brand can become a relative" provides users meaning in psychological social culture tourism. "Strengthening the Long Term Affiliate Kumar, (2006) explain "Brand Relations It's nothing to know how to guys make long-term promises for neutral items to buy and sell as well as to help, sell and distribute."Mostly recently, Blackston and Lebar, (2015) extended the Fournier *et al.*, (1998) definition of brand relationship by adding dimensions organizational and internal culture in terms of relationship principles. However, our stand is broad and comprehensive the brand relationship is found in the shortest definition of the perspective Keller, (2001) which is a brand echo. According to them - "The statement describes the brand the nature of this relationship and the extent the users feel they are in "compatible" with the brand".

As a result of the relationship in our study, relationship quality is based on the previous study on relationship marketing (e.g., Kumar, Schcer, and Steenkamp 1995). Relationship standards can be considered to be the overall evaluation of the relationship of the relationship (Garbarino and Johnson 1999; Smith 1998). There are many different settings for the formation of high quality related to the previous research concept, although relevant, dimensions (for example, Dorsch, Swanson, and Kelley 1998; Kumar, Sbeer, and Steenkamp *et al.*, 1995).

Extra-established relationship between the evolution and the spirit of influence, (Petty and Krosnick, 1995, p. 3), the domain of traditional relationship (Fincham and Bradbury, 1987) is the most closely linked relationship and most closely related to the relationship keeping a central standard. Both direct and indirect stability (PriceBonham and Balswick, 1980; Rusbult *et al.*, 1991). In addition, the power of relationship is important in marketing, where it prefers for the top objective and academic research (Marketing Science Institute *et al.*, 2002) of managers (Gummesson, 2002).

2.1.1 Types and Dimension Discovering

Extreme probe on the CRB, which had expressed the dysfunctional relationship the first, is related by many authors like (Wish, 1976) and (Mc Call, 1970) in mutual relations. But most the CBR is done by a significant piece of work (Fournier *et al.*, 1998). Fournier *et al.*, (1998) listed CBR's key domain to the list brand in the field of relationship. Data from its education specifying 112 users' brand relationship analysis brand relationship domain's cross-case platform. According to the study, seven ideological dimensions of CBR: (1) Imposed Vs Volunteer; (2) superficial versus intense; (3) negative vs. positive; (4) short term versus careful; (5) unofficial versus formal; (6) private vs. public; and (7) Hummer vs. impossible. After that, the CBR remains a research topic for many other researchers. According to the principles of

mutual relations, Degon (2000) recommended three dimensions of CBR: (1) help relations; (2) graduate relations; and; (3) authority relations. The first kind of brand is tried to assist the consumer, and modify its attitude in reaction to requirements of customer for the brand other kinds of associations.

For authentic type, brand transfer your power or implies its person in relation for the consumer established in current studies by Fritz and Lorenz (2010) new dimension established on social psychological perspective mutual relations their dimensions depend on the social exchange principle, investigated by (Blau, 1964) and (Homans, 1961), by model (Rusbult, 1980), and principles of equity by (Walster, 1978). It is constructed on the ideas he suggested the new dimension of the brand's brand relationship: (1) dependent; (2) period of relationship; (3) satisfaction; (4) brand commitment; (5) real attitude; (6) equality; (7) brand trust (8) passion; and, (9) utility. Some of them the dimensions seem like (Fournier *et al.*, 1998), although, the major dissimilarity of Lorenz and Fritz *et al.*, (2010) brand relations dimension. Fournier *et al.*, (1998), ready the dimension build on animation and effectiveness creation, where Lorenz and Fritz *et al.*, (2010) use many speculations: social access principles, social exchange principles, principles of resources. These writers however, expanding the brand dimensions from divergent perspectives, Keller *et al.*, (2001) announces sadly only two dimensions of CBR. First, the user with the brand is the intensity of psychiatric bonds and secondly, the activity that linked to the loyalty of the users.

CBR field exit, (Michel, 2015) studied seller brand relationships their investigation searched for three dimensions: (1) brand trust; (2) brand effect; and, (3) understood consumer regenerating the customer's brand relationship positive effect on selling and selling on

encouragement sales organizational determination these dimensions are CBR property, which places CBR types.

Based on mutual relations, in the study of (Fournier *et al.*, 1998) CBR framework primarily developed fifteen various kinds of relations: (1) Average marriage; (2) Reason / Friendship / Friends; (3) Partnership commitment; (4) facility of marriage; (5) friendly friendship; (6) Excellent friendship; (7) branches; (8) childhood friendship; (9) Courts; (10) Recoil / Savings Relations; (11) launch; (12) hostility; (13) dependent; (14) negligence; and, (15) secret matters. Just going out of sympathy the association, Fetscherin and Heinrich *et al.*, (2014) in his literature review paper tried to rate dissimilar brand associations more than a wide viewpoint by completing different theories and models.

Consider the customer based brand association model Keller *et al.*, (2001), association investment Model of Rusbult, (1983); Lavidge and Steiner, (1961) impact Model, the principles of social conversion and ideological conflicts, they rated based on the concepts of different brand relationships emotional connection, active connection or combination both of them If users get emotional connection emotional needs can be met, while, in turn resulting in active connection by spreading the users' active needs. On their basis two they produced 2×2 metrics which produced four types actively investing as investment, completely investing, non-investment, and passionately expended. In another way, Fritz *et al.*, (2014) plain group analyzed and four wide kinds of detected CBR built on nine (09) dimensions of mutual relations. This type of error issue is a special brand connection with the same demographic profile; users are included in the relationship. Therefore, the same brand, to continue diversified associations. Keller *et al.*, (2001) based on two dimensions (intensity and activity) recommended four brand relationship fields: Practice loyalty, stable attachment, community and active sense engagement.

2.1.2 Consumer Brand Relationship

At least any kind of love is present in each group of people in the history of human beings (Rapson and Hatfield, 1993). For the fruitful relationships, one of the necessary ingredients is love (Simpson *et al.*, 2001). Researchers of marketing began trusting very much alike to the brand and customer and assigning the same traits of traditional relations (Fournier *et al.*, 1998; Aaker *et al.*, 1997). Madden and Shimp *et al.*, (1998) represented that non-human institutions like a brand are loved by people. They represented it Brand love which belongs to three (03) dimensions: passion, utility and the current study (Albert, 2008; Batra, 2012) it is also mentioned that users feel for their brands something like love.

Ahuvia and Carroll *et al.*, (2006) defended it as brand love emotional attachment is a satisfying customer for one especially commercial name. "It's like a brand. However, the brand is different from the love of brand because the brand is love integrated in users and has a long lasting association for brand; it's far greater durable and rooted than the brand's choice. The predominant result of brand love is the favorable WOM, brand loyal, self-commented and literary brand.

Like a variety of relationships, brand love has appended a new-one the prohibited user brand relationship spectrum (Pang, 2009). It is considered by Merunka and Albert, (2013) brand love similarly in other relevant related constructions. He also ensured this brand love consumer brand is a different part of the relationship. Favorable connection is found by them in between brand love and relationships the brand acts a part in continuing relationships with love. Clearly the brand love builds a powerful association. Brand love and behavioral loyalty affects the positive word of mouth and customer's wish premium pricing.

Fournier *et al.*, (1998) recognized as a brand of Boston University the relatives are co partners and propose to re-imagine the Brand Personality Framework was prepared (Keller *et al.*, 2001). Brand Processing on daily processing marketing of mix decisions that lead to engagement users and Brands. Types of relationships are set based on this conversation / engagement. She identified fifteen Various CBRs that feature user engagement with brands the nature of these relationships brands allow and direct brand personality. The quality of brand relationship is also evaluated and described for explaining brand increase and lack of brand equality. Six aspects the properties of the relationship depend on the intermediate process market.

2.1.3 Reinforcing the Consumer Brand Relationship Quality (BRQ)

In the literature of relations with human, the highest quality of relationship often variable study variables that are predicted diagnostic results (Lewis and Spanier, 1979). Relations depending on quality control and unlimited users brand actions, and this can work strong or weaken the brand relationship quality (BRQ) (Fournier *et al.*, 1998). Recognize it in mind there are 35 mutual brand associations or relationships that they have participated in six face brand relationship quality.

Additionally, stimulated by the researcher (Storbacka, 1994) worked on directions of quality of relationship, some of the researchers like Fetscherin and Heinrich *et al.*, (2014) currently have pursued consumer's relationship with brand and refined a matrix of 2x2 based on power of associations and consumer feelings approaching the brand. They recognized four (04) separate kinds of qualities of relationship: brand love and passion, brand satisfaction, brand hate or divorce and brand avoidance. These elements of relationship quality are meaningful in measuring customer association with brand and complete blend of these

components mirrors the anticipated relationship quality. Quality of association is, accordingly, a lasting communication in between the consumer in an association and the conducts by the brand. Endurance and cohesion of the quality of relationship are determined by some developments in personal relationship and changes depending upon a set of circumstances (Heding, 2009).

Table 2.2
Brand Relationship Quality Dimensions by Fournier (1998)

Dimension Name	Bifurcation
Attractive and socio-emotive attachment	Love and passion & Self-connection
Behavioral ties	Interdependence & Commitment Intimacy
Supportive cognitive behavior	& Brand partner quality

2.1.4 Brand like a Relationship Partner

The association of brands with their customers is from a very long period of time (Aaker and Fournier *et al.*, 1995; Aggarwal *et al.*, 2004; Fournier and Yao, 1997; Sweeney and Chew *et al.*, 2002). This suggestion could be regarded like relationship partners (as cited in International Review of Management and Marketing, 2016, 6(4), 950-957). Primarily, in progressing the association between brands and their customers where both groups jointly influenced and interpret their association collaboration reliance should exist (as cited in International Review of Management and Marketing, 2016, 6(4), 950-957). But analysts can argument like how do lifeless brands (objects) turn into collaborator with people? Answer to this discussion relies on replying to three queries (Sweeney and Chew *et al.*, 2002): To consider the

act of associations, can brands be humanized? Can brands be associated with partner actively? And do customers in personally sensed reach to brands and vice versa?

Since the initiation of the concept of CBR in the research of marketing, the attribution of human characteristics of brands turns into a conclusion logically (Bengtsson, 2003). On the footing of inanimate theories, different methods are tried by researchers to pinpoint in that brands could be humanized. Some researchers like Nobre, Becker and Brito, (2010) considered association with brand on the footing of brand personality way, for example. This attribution of human characteristics (anthropomorphism) constructs customer's understanding concerning brand like entities which are living. Customers observe the brands like humans which have some attributes, inspiration and aims or purposes like them (Kim and McGill, 2011; Epley, 2007). At the same time, brands are humanized in the minds of customers, figurative meanings are assigned and support social and cultural values (Loureiro, 2012).

Customers are currently welcoming brands like an essential component of their associations pair (Aaker *et al.*, 2004; and Fournier *et al.*, 1995; Fournier *et al.*, 1998). As stated by Jokanovic (2005), relationship with brand is private description of customers with brands. Ample amount of study propose that CBRs look like association in between two humans (Lin and Sung, 2014; Aggarwal *et al.*, 2004; Heding *et al.*, 2009; Fournier *et al.*, 1998, 2009; Aaker *et al.*, 2004). The predominant logic is customer observe brands similarly they see or realize human (Kervyn *et al.*, 2012). Study on brand awareness recognized that customers are anxious about the affiliate and sentimental attitude of brand understanding of brand's characteristics or advantage (Fournier *et al.*, 2009; Thomson *et al.*, 2005; Aaker *et al.*, 2004; Ahuvia *et al.*, 2005;). Customers mostly hoop up (Albert *et al.*, 2008; Thomson *et al.*, 2005; Batra *et al.*, 2012) with the brands they love and they flies with the brands (Fournier and

Alvarez, 2012), competition with unfavorable association (Paharia, 2011), spend in alienations (Hogg, 1998; Luedicke, 2010). Customer's brand dependability looks like weddings in their desirous obligation (Fournier and Yao *et al.*, 1997; Oliver, 1999). Viability of a brand relies on the adherence base association (Hung and Lin, 2014). Customers or clients developed to be reliable for the brand they are affiliated with the associations of attachment, coordination and bonding (Husain, 2015). The above mentioned reinforce the resemblances covering brand and human space of relationship (Fournier and Alvarez *et al.*, 2012).

2.2 Brand Nostalgia

Consumer behavior has been analyzed rapidly in terms of user behavior and it is an effective factor that can affect user's choice and motivation (Muehling and Pascal, 2011, 2012; Sierra and McQuitty, 2007; Holbrook and Schindler, 1994; Goulding, 2001; Holak and Havlena, 1998). A possibly robust characteristic of the reflection is particularly attached to the location which has in the perception. In fact the meaning of homes means that the concept has come to be in any other place for any other moment (Roux and Kessous, 2008). It perhaps considered for the stylish culture that people have limited connection with historical times instead of ancient places, also instead of acquaintance, nostalgia seeks to avoid from latest and ordinary world, stranger feeling (Havlena and Holak, 1991; Strangleman, 1999).

Evoking Nostalgia works to combat extraordinary feelings of personal psychological emotions, the feeling of self-continuous impression (Sedikides, 2015), which makes it more important for psychologists to be healthy (McAdams, 2001). The collective memory is being described; it has been approved and even built with the help of association with people or present-day world. Therefore, it is also done like a variable of virtual reality (Holak, 2008).

Like a notion, Nostalgia is shown as difficult to make a clear statement about it. Kessous and Roux *et al.*, (2008) remember about a particular present information recognizes the nostalgia like a cheerful perception, although it additionally means emotions that represent grief, harm and regret. Possibly it may be a contradictory image partially look individually, various modes and stages of distinct activity (Kessous and Roux *et al.*, 2008). Furthermore it is compatible including idea that the job should be moved from everyday life second situation or pace, possibly for potentially adverse perception understanding alien everyday environment, turning yourself into one another It is possible to place space or time satisfaction.

Nostalgia further allow to each single person to move backward, linking past and present that what they were before and now, linking to a favorable aspect of their time of youth. The association in between a particular individual and behavior of customer (Sirgy, 1982) remained a demanding point of discussion in the research of customer behavior. Human beings absorb in different approaches which are logically constant with the identity of one self. The product absorbing is treated in a form to demonstrate one's self, a particular individuality is created (McCracken, 1989; Belk, 1988), and also control risks of identity(Ward and Broniarczyk, 2011; White *et al.*, 2012). Taking everything in mind that nostalgia is persuaded by the individual's past, self-continuity is firmly connected with it. The psychology specialists have explained self-continuity like sustaining identity conformance (that is, linking who I am now to who I was before) over a time of existent (Bluck and Liao, 2013).

Nostalgia, admissible to somewhat two together the feel and sense components of marketing, is a very dominant idea in research of marketing. Enrich a cafeteria in an antiquated look (Chen, 2014), or reestablish the sketch of car which is of a previous model (for example, Ford, Volkswagen Beetle; Brown, 1999) authorize customers to expend the

products which are nostalgic. Including products which are actually nostalgic, nostalgia is too practiced in the architecture of publicizing for the products which are non-nostalgic. Well-known symbols, themes, icons and amusement broadcast from distinctive decades in the preceding time are deliberately picked and arranged in publicizing to evoke feelings about nostalgia. This type of nostalgic marketing is in this matter without any doubt piece of marketing which is like feel and sense, which allows customer to recapture their amiable preceding times by demonstrating them with nostalgic catalyst in publicizing.

Nostalgia can be linked to a cumulative occurrence and encourage community based welfare, like that expanding the understanding of idea of public help or approval and lowering the sensitivity of isolation (Zhou, 2008). As in hereof, human beings can absorb products which are nostalgic like a method of restoring prior times experiences of society or occurrences or happenings which were meaningful in their spirit of existence, and also re-establishing with societal associations that are employed to absorb these commodities together. The emotions of nostalgia, when utilized in a collaborative method, can favorably influence human beings not only at a personal extent but also to provoke an impression of acceptance and self-sufficient between the members of a group (Wildschut, 2014). On the footing of this community based feature, it can be examined that nostalgia can be a connecting element in the communities of brand, developing the attraction of members in accompanying and maintaining the group, that could be particularly appropriate in the platforms of social media.

Nostalgia has an incredible effectiveness with respect to duration (Hutcheon, 1998) also Havlena and Holak, (1991) declares about a major component of nostalgia which is feeling of guilt after demise of someone else's adolescence, there is more worry about death than anyone else's eternal rest. Nevertheless, nostalgia is no more about the truth foregone. It is

basically connected to the experiments, it is important to remember that only one of his many views has realized. The memory-related effect, that separates countless contrary features about actual incident, this certifies that it may be presented like a beautiful location for going to past, so that references as well as absolute prices can be reverted in everyday life (Holbrook and Schindler *et al.*, 2003).

Nostalgia is studied with a discrete and as well as community based viewpoint. Individually, remind past events, or before occasions, it can also be applied like a link with enjoyable and also cheerful happenings. Therefore, nostalgia is mostly related to items of long-ago incidents or as long as they are tough to bring or cause users still do not have approach to them (Holbrook and Schindler *et al.*, 2003). To give as an instance, desire for distinctive diets may not inevitably guide to unhealthy emotions. But a fragrance that had arrived at the same time a specific duration of liveliness, equally some of the adolescent and its returns the retentions linked to this span of time, normally do. The mentioned items, like brands, images also monuments may feature figurative components with significant life associates who define and express their independence themselves identity (Belk, 1990).

The value of nostalgia like proposal in broadcasting is very effective and visible several studies include volunteer (Muehling and Sprott, 2004; Pascal *et al.*, 2002; Rindfleisch and Sprott, 2000; Baker and Kennedy *et al.*, 1994; Havlena and Holak *et al.*, 1991). The study depicts that the nostalgia can be created from the old days remembering someone (personal nostalgia: "The Way I Was") or simultaneously in the past since the same (Historical nostalgia: "It was the way") (Havlena and Holak *et al.*, 1991; Hirsch, 1992; Holak and Havlena *et al.*, 1992; Stern *et al.*, 1992; Baker and Kennedy *et al.*, 1994). The two of the appeals are clear in the market, for instance the campaign adds users to users recent growth accomplished in

immaturity (personal nostalgia) alternatively young users interested for "retro" (historical nostalgia).

For some reasons it is also considered like a paradigm equal to virtual reality (Holak *et al.*, 2008). Past study shows that nostalgia has notably affected user responses to seriousness, behavior and purchase intent. This reaction, there are significant significance for marketers. However, no research has been made specifically; critics who face various extremists of historical history examine nostalgia, although Marchegiani and Phau (2010b) investigate the serious reaction especially under personal friendship. It has three levels of historical unusual response answering criterion facing historical friendship (low, moderate and high) combining seriousness, behavior and purchase intentions. Realistic beliefs apparently, while significantly branded some serious responses and behavior change when respondents tested moderate or high-level historical friendship regardless of the minimum, continue behavior towards advertising and purchase intentions to significantly improve every growing level of historical nostalgia reasons.

Here the relationships of Brand Nostalgia with Brand Authenticity and Brand Relationship Quality will be examined and built the hypotheses as under.

H1: Brand Nostalgia has an effect on Brand Relationship Quality.

H1a: Brand Nostalgia has an effect on Brand Authenticity.

H1b: Brand Authenticity mediates the relationship of Brand Nostalgia and Brand Relationship Quality.

2.3 Brand Heritage

Throughout the literature, brand loyalty flow factors have closely linked to brand past, customer identification, brand representation brand and customers' identities with employees. Regarding the past-century tourists, (Beverland *et al.*, 2006), along with (Grayson and Martinec *et al.*, 2004) shows a positive connection between the true features of a product

whichever is associated with its own legacy and ethics also integrity of the brand. The significance of the ancient brand property additionally assisted by the results provided by Liao and Ma (2009), Spiggle *et al.*, (2012) and Newman and Dhar (2014), which shows genital as well as representative rehabilitation of behavior of a brand and its approach, could influence significantly honest-based ideas. Earlier studies has also shown that conversation techniques are pointed out in the brand's heritage or tradition, but it cannot necessarily prove that connection (e.g. extraordinary seriousness) with authenticity of the brand (Grayson and Martinec *et al.*, 2004; Munoz *et al.*, 2006; Beverland *et al.*, 2008). Therefore, past of a brand looks quite near to an authentic brand idea.

The brand heritage is preserved as a brand-capable enclosure on its tradition compared to this research, which will point out the impact of brand heritage (BH) on BRQ directly as well as indirectly. In reality, brands are just found to have a deep past. The brand could be elaborated like a novel customer views about the status of a non-moral brand. Thus, the conceptual interpretation refers to Instead of focusing on the preferences of the brand itself. Different analyses of brand targets on the mechanisms through which the distinct products make their worth subsistent and the predictions of utmost utility benefits (Kozinets, 2002; Fine, 2003; Thompson *et al.*, 2006). Following to the circumstances, only one reality is this a brand goes after written goal or this may not widely marketed like a growing commercialized brand. As a result, this fitness factor centers on values of brand and quality standards to be successful financially.

The two together marketing implementation and research, studies of products (brands) including a heritage like a component of their corporate brand ID has acquired an increasing concern. Nevertheless, excellent information about brand heritage circumstances and

their operators at the same time, its impact on value of consumer and customer attitude is quiet necessary. The aim and purpose of current research is to review the envy and the consequences the value is considered as heritage with special attention on consumers, this research focuses on the garments industry in which brand and the heritage are familiar.

Contrary to a historical review it is based on it exclusively in prior times, culture and brand heritage (BH) gets sore period of time "past," rather than "current," and "future". Essentially in the ten or even in hundreds of years, traditional brands got the pace to become a meaningful ritual in the past and make a heritage brand-related current and future expectations. Is a brand from a heritage, it is influenced by righteousness, confidence and trust and can benefit from this brand, particularly markets around the global (George 2004; Aaker 1996). The building of cultural brand heritage could be described like a component of collective brand or product identity: "track record, long lifespan, basic values, a dimension of use brand identification its symptoms in symptoms and especially an organizational belief history is important (Urde *et al.*, 2007, pp. 4–5). His concepts, heritage traditional brands describe a specific category of branding that is according to the standard you specify and a specific approach is needed for productive administration. As Aaker *et al.*, (2004) said, heritage is one the main price operator, particularly for brands in the business, such that initial roots increase the integrity and differences brands Identification equality is very high in such brands strong, heritage help "today describe these brands add more prices, especially when they are re-interpreting again contemporary light" (Aaker *et al.*, 2004 , p. 7).

In a thunderous worldwide financial system distinguished by huge gesture, ambiguity and enormous customer confusion, customers likely to choose brands that have a heritage giving reasons that these brands are recognized prospectively more dependable, decisive

and authentic. The visible feature of heritage of a brand accumulates the relationship intensity, commitment and integrity to the anticipated value of the brand. With regarding to customers who accept heritage as significant, a brand's heritage could be resulted in an escalated faithfulness of brand and the eagerness to welcome higher rates (Urde *et al.*, 2007). Both in practice and research in marketing, the consideration of brands that are with heritage like component of their collective existence of brand has acquired developing concern (Liebrenz-Himes, 2007; Brown *et al.*, 2003b). Nevertheless, improved awareness of the circumstances and operators of brand heritage including its consequences on consumer anticipated value and customer attitude is still required. Interpreting this, the goal of the current study is to find out the influence of brand heritage on brand relationship quality (BRQ).

As businesses are facing the challenge of presently retaining the rapid change in areas like technology is brand become a some means to establish superior business position for a long period of time (Lindemann, 2003). A particular approach to deal with environmental sustainability historical elements and such stability and this trend has become a trend to find trusted users conspiracy related to former time, and products along with an image's aspect like righteousness, cohesion and heritage getting acceptance (Loveland *et al.*, 2010; Brown *et al.*, 2003). This is said, too, that figurative and passionate connect with brand and user's possibility with brands attached to inheritance and loyalty his photo (Ballantyne *et al.*, 2006).

The brand can be described like a combination of actively active features and logo beliefs, which involve sharing the process of sharing featuring the product to increase its value Simo~es and Dibb, 2001; Knox and Bickerton, 2003. According to Kapferer (2004), the brand is based on the success his loyalty, differentness and intensity, and confidence associated to association. Besides, Davis (2010) emphasizes the character and collection of actions by

product ID. The brand priority depends on the end that the brand is through customer and through powers her sentimental affect, that is to say, in her heart (Ballantyne *et al.*, 2006). Branches are incredible strengths (Kapferer *et al.*, 2004) it is conventionally connected tangible products, however branding concept is enhanced by organizations too. An organization's brand is introduced mainly on organizational association conditions.

Concurrent along its present interest to brand managers and marketing managers, heritage is accepted like an essential organizational asset communicating established critical value: organizations are distinctive concerned with their heritage, and to specify excellent efficiency in performance heritage could be a base for that (Balmer and Gray, 2003; Balmer, 2009). Unravel the possible invisible value of the heritage of a brand can be one method of exploiting the prior times and also the present concerned to protect or secure the forthcoming time (Urde *et al.*, 2007). Marketing and brand managers in present day life confront the daring questions about the heritage of a brand when trying to market it in a form which highlights its factual accuracy but do not tends to be obsolete. Actually, it is discussed that it would be important in constructing outstanding future brands: because of the great amount of choices, present situation of marketing appeals for brand identities which should be strong and criticize imitation (Ballantyne *et al.*, 2006; Aaker *et al.*, 1996).

Brand covers broad dimensions of intangible relationships served as a key factor in branding and forthcoming preference study. Brand Heritage (BH) is particular type of association marketing managers could benefit their brands to isolate them their competitors, ultimately, help them make their unique photo for offer (Keller and Lehmann, 2006). Inside at the time of trouble, customers get less confidence future, the desire to save themselves from difficulty, unexpected facts and discoveries of the outside world they are satisfied with the

buyer's products. This increase interested in brands with a heritage present the former occasions (Brown *et al.*, 2003). By seeing back to someone looking for background and rest in the former time to prepare for roots future is a developing direction in the future. Brands represented talk with people during stability, orientation and trust uncertainty, and create a picture of righteousness integrity is likely to appeal today.

According to Ballantyne *et al.*, (2006), in difficult times the brand heritage offers a foundation for stability and development. Of course, Aaker *et al.*, (2004) recommends "going back to the roots" especially companies who are struggling. When outdoor demand for conditions for corporate change, however, is mostly hard the brand heritage process can be converted into twins (Blombäck and Brunninge, 2009). A related concept that is gaining popularity this is economically challenging time "retro". While the heritage of the brand is paused deeply from the company or brand past, and could not be duplicated, "retro" a retailing and advertisement strategy that could be applied to a company: Past maintenance brands or products mottos, day-to-day photos included by, old advertising and old cultural re-recovery and re-comparative representation, and any type of sentimental longing related with the former time. Whenever the company wants it also uses it consumers have a brand new status passionate point of contacts (Boutlis, 2000; Brown *et al.*, 2003; Sullivan, 2009).

Here the relationships of Brand Heritage with Brand Authenticity and Brand Relationship Quality will be examined and built the hypotheses as under.

H2: Brand Heritage has an effect on Brand Relationship Quality.

H2a: Brand Heritage has an effect on Brand Authenticity.

H2b: Brand Authenticity mediates the relationship of Brand Heritage and Brand Relationship Quality.

2.4 Perceived Employee's Passion

The self-determination principle is that individual factors are primarily associated with the result of the level of important individual level (Ryan and Deci, 2011). Internal desire for task (like passion, in current research) encourages the purpose of achieving this goal (Gottfried and Yan, 2013) and the specific task (Kehoe and Wright, 2013), like work active attitude. When representatives individually encourage for doing work, they are also ready to meet surprisingly the numerous important objectives (Fredrickson, 2001). The autonomy principle shows that there are probably much more to start internal motivation employee and organizational goals (Ryan, 2016) (PWB) acquisition. A researcher described the work of the work (Vallerand, 2003) according to the perceived employee's passion for applying the principle of self-determination. This principle shows that the work of employee is associated with working methods to meet the needs of the initial psychology, such as meeting the skills of work, and for the feeling of touch with others, effectively and satisfactory. Learning new capabilities to get acquired (Deci and Ryan *et al.*, 2000).

Experimental evidence shows that when jobs are self-employed, their gratitude and chances for race development and skilled growth evolved as greater desirous and capture more time to fulfill the assignments (Trépanier, 2014; Thorgren and Wincent, 2013). Strengthening the work creates favorable feelings for its completion and ignores the voluntary entrepreneurship of the work in any individuality (Gagné and Deci, 2005). This shows that jobs task extra and employ in organization life (Vallerand and Houliort, 2003).

Vallerand *et al.*, (2003) enforced the principle of self-reliance to elaborate the backward approach employee for the required effort proves that the it is related to the employee's behavior methods of working through fulfilling the discrete intellectual requirements, like wish

to meet the work skills and learn new skills, an upset effective and a quiet conversation for others with the feeling of touch (Deci and Ryan *et al.*, 2000). Experimental evidence shows that when staff members are provided independence, they appreciate it and job care and skilful growth opportunities grow greater, expend greater time in completing emotional and stated job duties (Trépanier *et al.*, 2014; Thorgren and Wincent *et al.*, 2013). Commitment for time investment results effort is innovative indeed, production (for example individual capability) and additional part behavior.

Some sub-dimensions of passion according to Vallerand *et al.*, (2003) are, like harmony and madness, elementary predicting any desired activity in individual behavioral behavior. Ideological under this construction, the lenses are self determination rules (Ryan and Deci *et al.*, 2000) it helps to understand how the work of employees can be affected behavior. Perttula, (2010) establish a practical relationship connecting a passion and work for definite results, involving efficiency, at least burnt and more employees are creative. Thus, it is hoped that excited staff members can go and start an additional mile career objectives plan and execution.

Job engagement is usually described as a determination level and a employee involved in his organization and its values. When one employee is busy, he is aware of his responsibilities in business purposes for the success of organizational goals, encourages its partners. The positive attitude of the employee is with its workplace and its value system otherwise, as a positive emotional connection to an employee, it is said to turn towards it the work. Affiliate employees go out of the way to conduct their outstanding duty task. The first concept of engagement in the job was thought by Kahn *et al.*, (1990, p. 694) like mobilizing the member of an organization are eagerly involved in the role of their work. He also appended that

in commitment persons engage and convey oneself materially, intellectually, and excitedly at the time of performing duty. Different points are there to describe one employee like a committed person. This idea is guessing different behavior offered by an employee that is positive in production.

Job performance is the result of achieving and achieving success the purpose of performing the work-based performance is to maintain performance. Even though accomplishment assessment is the centre of management efficiency, conduct of a single person or a company is very high all organizational policies, methods, and design features of the organization. This side-view represents the layout approach for strategic human resource management, which discusses the samples of HR activities, as opposed to an activity, it is necessary to achieve organizational goals. Employee engagement is one of the keys promoting high level of employee performance, as shown in a constant number studies.

Employee engagement is a good source to help each organization try to get it competitive benefits on others. People are an element that cannot be copied or by competitors, and if considered organized, the most valuable asset is considered and properly engaged. The occasion has been emphasized by the Baumruk (2004), employee engagement is considered to be the most powerful element company strength. Katz and Kahn (1966) introduced a notion of commitment of organizational effectiveness in their working. However, it was mentioned in it usually as one of the modern and ready-to-prepare requirements environment work to promote efficiency and influence. In 1990 Kahn *et al.*,(1990, p. 694) initiated the notion of job commitment, now give them introduced in leading definitions, i.e. "control of the organization members are involved in the role of their work; in engagement, people work and express self-physical, serious, and emotionally during the performances of the role". Kahn also included that

three intellectual involvement circumstances are needed for a worker to be accurately committed: Significance (job factors), security (communal factors, consisting administration approach, method, and institutional criterion) and opportunity (particular complications).

Employment performance indicates financial or non-financial consequences of employee the performance of this organization and its success is directly linked. A number studies show that employee's focus is to focus on an important way of increasing the performance research to promote job engagement (Holbeche and Springett, 2003; Fleming and Asplund, 2007; Macey and Schneider, 2008; Leiter and Bakker, 2010) also show that the immense presence employment commitment employs job performance, work efficiency, and institutional status citizenship, production, optional effort, impressive determination, continuous determination, emotional spirit, and the assistance provided by the company to those people who buy or use its products or services. As the result of employee commitment on employee conduct is already presented in researches, the impact of current research is to evaluate the influence of perceived employee's passion (EP) on brand relationship quality (BRQ).

The researchers Demerouti and Cropanzano, (2010) said that commitment may increase the resulting performance of different elements. These results are aided through emerging amount of researches in affirmative relationships between commitment and engagement of independent working performance.

Here the relationships of Perceived Employee's Passion with Brand Authenticity and Brand Relationship Quality will be examined and built the hypotheses as under.

H3: Perceived Employee's Passion has an effect on Brand Relationship Quality.

H3a: Perceived Employee's Passion has an effect on Brand Authenticity.

H3b: Brand Authenticity mediates the relationship of Perceived Employee's Passion and Brand Relationship Quality.

2.5 Brand Authenticity

The researchers Grayson and Martinec *et al.*, (2004) said that people have been trying for righteousness for many centuries. Instead of the attractiveness of this researcher in the centuries, the notion of righteousness has currently gained the awareness of brand and marketing managers, which is due to demand for increasing customer desire for acquired services and brands (products). With this explanation, Turner and Manning *et al.*, (1988) said, the wish of righteousness is powerful in the time of reform and unpredictability, whereas people find something to believe in them. The study has given priority to the growing importance of brand loyalty as a marketing discipline, such as "Search for Consumerism is one of the bases of contemporary marketing" (Brown *et al.*, 2003, p. 21). Describes authentic itself is considered authentic from social psychological perspective (Guignon, 2004; Fine, 2003). A brand of low-degree brand authentication is positioning that is not confined for its originality, and accordingly, the product commitment is associated to exterior strengths instead of brand identification. On the contrary, a true brand is absolutely fair of what it is believed for. It's a brand that keeps out the inside of itself, which gives the latest trend (Mike Schallehn, Christoph Burmann, Nicola Riley, 2014).

The notion of commitment and authenticity, like an advantage that shapes the customers decisions of buying, come into sight like an essential component that could be taken into discussion for professions to decide the strategy of marketing. Nevertheless, though the advertising movements carried out by businesses alongside large amount of allocation of funds are thought-out, it is likely to propose to include a factor that is not undergo any type of financial stress and is appropriate in the range without difficulty. It could be articulated that it would be

valuable for occupations to involve the element connected to observable sketch, performance, distinctiveness, seriousness to the consumer discontent during the updation and development of marketing plans of action.

Presentations should be found in the sociology literature. The building at MacCannell, (1973), it is understood that by sincerity and the concept of the area is considered primarily the construction front was presented for tourists and unusual loyalty, in which place encourages awareness, which is behind the experience of ersatz engagement was offered with the offer. Contrary to non-conventional tourist experience, the recent literature is of this concept articulated by Brown *et al.*, (2003) such that commitment is an artifice instead of reality. In this, post on literature is influenced by postmodernist thinking product core and offer to sense of acceptability. Consider about Goulding's, (2000, 2001) it is serious through the point of view of theme focusing on the cultural heritage.

Nevertheless, the recent ideas of sincerity recognize more than one meter by which the authenticity of righteousness is estimated. Interest can be explained by the authors physical material used in the development procedure or by it creative values that come from articles and consumers' ideas (Chhabra, 2005). This writing is dumb through Leigh *et al.*, (2006). They recognize Grayson and Martinec's *et al.*, (2004) and MacCannell's, (1973) realty could be evaluated by concrete objection object for righteousness similarly, they recognize that "compliance allows righteousness On the basis of consumer assets on different interpretations (Leigh *et al.*, 2006, p. 483). The figurative explanation is that they talk same to Martinec's and Grayson *et al.*, (2004) emblematic commitment. Still, they proposed that there exists a 3rd form of commitment (authenticity) which could be elaborated like the righteousness of existence

(Leigh *et al.*, 2006, p. 483) which is product of most modern customers inclination approaching happiness that is carried out into existence by the initial stage of procedure of actions (p. 483).

There are three characteristics of authenticity:

- (1) Purpose;
- (2) Creative; and
- (3) Present.

2.5.1 Three sources to obtain Authentication:

- (1) Object;
- (2) Community; and
- (3) Self.

Accordingly, the mechanic was described above by recreation and tourism from MacCannell *et al.*, (1973) to Leigh *et al.*, (2006), present literature is really enough related to users seriously committed in finding and creating freedom. For that reason the current careful thought of products of brands (Luxton and Beverland *et al.*, 2005; Beverland *et al.*, 2005, 2006) is specifically welcomed. Nevertheless, current literature is quiet in its inception and, like proposed by Beverland *et al.*, (2006, p. 258), need study that analyzes authenticity by constructing containing past experiences of brands or attempting research over a protracted period of time. He emphasizes how the brand needs to understand managers promote trade concerns and how well it will be supported the investigation investigates that "identifying behind the identification of curtains marketing methods" companies run this fine line "(Beverland *et al.*, 2006, p. 258).

Identity-based brand management model contains the major two elements, brand identification and brand perception (De Chernatony *et al.*, 2011). Product ID is described

as "In one of the brand's durable cross-spatiotemporal attributes determine the essence of the brand from its point of view internal target group ", for example staff members, managers and intermediaries (Meffert *et al.*, 2012, p. 361). On the contrary, the product perception shows the outside picture of a product. It is "Understand as serious and decisive thoughts the brand specified in the psychology of the related external target groups ", for example, customers and consumers (Meffert *et al.*, 2012, p. 364). The way to create brand positioning is essential considering the needs and expectations of consumers (De Chernatony *et al.*, 2011). This market is meant to hear companies run the brand's risk of communications that are considered by exterior focused cluster, but they will not mirror the accurate uniqueness of the product.

The smaller extent of brand authenticity (BA) entails a product standing that is not connected with its individuality, and thus, the basis of product commitment is associated to exterior efforts instead of brand integrity. On the other hand, a brand which is authentic is crystal clear about its viewpoint. The originality of a product is not perceptible. So, it will arise the question that how customers approach at the intuition that a product or brand is reliable. As Kelley's said that anticipated brand authenticity (BA) rely on the concept of its ancestors, that is, its distinctiveness, firmness and durability: brand characteristics will be mirrored in its exclusive, persistent and regular brand attitude. In a case like this, a customer thinks that the product commitment originates from the product's private centre and is probably to identify the brand or product is real or genuine or authentic.

2.5.2 Brand Authenticity Nature

Although authenticity multiple number, it means only two branding Methods (Spiggle *et al.*, 2012). According to Grayson and Martinec *et al.*, (2004), the indexed authenticity, which is related to physical attributes depends on tourism involves people and

things, while talking when authenticity (i.e., brand essence) is present one thing is a real revival of the original. Leigh *et al.*, (2006) later adopted these two types in a qualitative study, sincere, as well as suggested three subtle concepts of purpose: purpose, compliance, and authenticity of existence. Consumer's point of view, brand authentication has also been ranked in purpose and mind Saddam (Beverland *et al.*, 2006) Purpose of purpose the object is internal for objection and cannot be changed by date, Quality, or art. On the contrary, there is mental truth recommended by customers, which is related to formal harmony, balance, or happiness. Apart from this, Spiggle *et al.*, (2012) saw the brand's authenticity as it comprises two construction: Internal stability and external stability.

The context of brand expansion, which consists of to maintain a brand's quality and style, respect heritage, maintaining, and avoiding her exploitation is related to external stability attendance and claims rather than the basic nature of the brand.

2.5.3 In Marketing: Authenticity Research

Like the basis of contemporary marketing (Holt, 1997; Belk and Costa, 1998; Kozinets, 2001), focuses on integrity in marketing literature. Research in this area often stimulates its perspective, which focuses on elements a specific brand or experience authoritative (e.g. Hampton and Chronis, 2008; Beverland *et al.*, 2005; Gundlach and Neville, 2012). Some researchers of marketing explain the concept people use dissimilar methods and do different connotations. The commitment (authenticity) of the term what is widely stated is real, genuine and truthful (Bendix, 1992; Arnould and Price, 2000; Charmley, Garry and Ballantine, 2013; Thompson *et al.*, 2006).

Napoli *et al.*, (2013: 2) explanation brand mentality "A mental evaluation of brand simplicity set by the brand users". There is no validity in the general agreement that

righteousness objection. Rather, sincerity is made through culturally assembled explanation or diagnosis an analyst (Beverland *et al.*, 2005, 2006; Beverland *et al.*, 2008; Grayson and Martinec *et al.*, 2004; Rose and Wood, 2005; Thompson *et al.*, 2006). According to Thompson *et al.*, (2006), users are constantly looking for the standard and authoritative authentication homogenized market. Theoretically, customers could be perceived like a collaboration partner (Leigh, Peters, and Shelton *et al.*, 2006) by interacting with accurate and genuine objection (Rose and Wood *et al.*, 2005). Even though few users can be possibly a recipient or consumption participation is considered false, others, actually, genuine, or original components (Beverland, Farrelly and Quester, 2010; Grayson and Martinec *et al.*, 2004; Rose and Wood *et al.*, 2005).

2.5.4 Authenticity like Heritage

A great deal of investigations in marketing in authenticity emphasizes what the origin of the brand is authentic and what traditions are connected in the tradition and heritage (Alexander, 2009; Beverland *et al.*, 2005; Chronis and Hampton, 2008; Beverland *et al.*, 2008; Costa and Bamossy, 1995; Munoz, Wood, and Solomon *et al.*, 2006; Grayson and Martinec *et al.*, 2004; Rose and Wood *et al.*, 2005). Beverland *et al.*, (2005, p. 1008) defines the integrity of the brand: "A story" is a balance Facts about industry (production, distribution and marketing) and promotion of ethics through the rise of traditions' commitment (including production methods, products styling, firm values, and / or locations), passion for craft and production authority, and public disadvantages of modern industrial attributes and commercial enthusiasm. "

Discovers the way to work by Beverland and colleagues, with luxury wine brands. In the tradition, the original place, and the date (Beverland *et al.*, 2005; Beverland *et al.*, 2008). Brand heritage is a dimension of brand identification, which has its track record, long lifetime, use of basic values and symptoms (Urde, Greyser and Balmer, 2007). Weidmann,

Hennigs, Schmidt and Wuestefeld (2011) get evidence of proving authenticity to consumer's brands with real history in a ever changing global market. Balmer (2011) shows that the integrity of Britain and Sweden's Kingdom Words brands corporate brand heritage protection. Consumer is considered to be Gettysburg, as a stable reputation in the United States, an important and popular heritage site it is associated with the present knowledge before books and through the fight against reading communication industry (Hampton and Chronis *et al.*, 2008). Creating and maintaining pictures of such brands the brand stands for righteousness by the rest of the loyalty for traditional values.

Napoli *et al.*, (2013) consider its previous investigation on the integrity to prepare one measurement of brand reliability based on scale. Their research identifies three heritages, Quality Dimensions and Dimensions. As reported by Napoli *et al.*, (2013), real and genuine products (brands) are honest while they live and refuse standard agreement of the brand, quality is developed for high quality and one is extended past experience however, no one of these factors indicates truly or truth brands in the relationship among customers. It is analyzed righteousness in the circumstances of relationship of customer and brand.

2.5.5 Relational Authenticity

It is to review that most of the marketing investigations on the authenticity of the brand understand righteousness and the qualities which cause a brand to be genuine or authentic, like inheritance and culture. Not any part of this research tests the consumer's ideas of brand authentication in their relationship with the consumers. Where it is in philosophy and psychological literature, let's talk about the truth about the behavior that is true for significance of oneself (Van Leeuwen *et al.*, 2001). Individuals individually, emotions and behavior give back their real identification (Van Leeuwen *et al.*, 2001). Stay in it self-claiming, a claim

indicates actually original, genuine, one uncommon and specific manner, also it is not imposed or duplicated (Van Leeuwen *et al.*, 2001).

The statement in psychological written material "unorganized operation" in a daily enterprise a real or cover-self "(Goldman and Kernis *et al.*, 2006, p. 294). Their genuineness concepts are established on autonomy belief (Ryan and Deci *et al.*, 2000), that shows committed people are internally motivated the real self-behaviors inspired by the relationship in relation to others. Self appointed people defend their behavior and offer the maximum understanding of their communication with the rest. Kernis and Goldman, (2006) said that, four different in reality, still depends, ingredients: awareness, unmatched processing, behavior, and related introduction. Consciousness means know your own goals, feelings and desires.

Its part integrity is encouraged to learn about strength, weaknesses, goals, and learning desires are more familiar with those who are highly honest and accept them intricate versatile or anti-self forms. Referring to fairly reasonable process of understanding negative or positive attitudes. They are more unfair execution encouraged self-estimating yourself. The behavior of righteousness enters the ingredient practicing according to someone's values, preferences, and requirements, and do not lie in lie how to get a reward or avoid punishment This ingredient does not deny, spoil, or increase self-relating information when expressing themselves to others. Finally, contemporary hearing involves working hard for open, moral and truth close ties with others. Particularly, the comparative direction element of genuineness indicates as it is authentic, not false, in association with significance on others looking the actual you. As analyzed by Kernis and Goldman *et al.*, (2006) the multifaceted of genuineness using CFA

(Confirmatory Factor Analysis) and confirm the four dimensions which build their inventory of authenticity.

In addition, researchers have suggested other aspects affiliate, like ethical, developmental, positive or personal diagnostics (Ballantyne *et al.*, 2006; Stern *et al.*, 1996; Stark, 2002; Holt *et al.*, 2002). In addition, loyalty shows "Individuality [...]", "Cultural or Traditional Alliance", "Production Features Action", "presence of an authority"(Groves, 2001, p. 251), "heritage and paragraph, stylist stability, quality promises, relationship to place, production method" (Beverland *et al.*, 2006, p. 253) and "Proof and Truth" (Grayson and Martinec *et al.*, 2004, p. 310). In his study Bruhn *et al.*, (2012), adopt the most valuable components of righteousness in context of marketing, suggesting that "matters with market reliability contrary to the authenticity of human beings (items and services) "is depending on the evaluation of individuals instead of being individually related brand and" "are attributed to different types of attributes because there is no one the unique definition of the concept of righteousness"(p. 567).

Investigators focus on genuine food because sincerity has evolved as a possible way to attract customers (Lu and Fine, 1995). The researcher Dean *et al.*, (2006, p. 1) concludes that the genuineness of one diet can be of dissimilar features like a product processing date (for instance, fresh meat which has been contaminated freeze and then threw), its geographical population (for instance, Greek olive oil should be prepared only olive which is grown in Greece), or the type of ingredients or ingredients (Quick there is not enough coffee label in 100% Arabic language. 100% beef labeled products must not be meat with other species of animal).

Generally, the genuineness or authenticity of the brand may be very useful concept primary features of accomplishment for food brands like tradition, heritage, the

commitment, quality and ethics of brand use. Brand effect later the main role as authenticity and anxiety on brand attachment there may be some management effects in the intentions of behavior. Marketers should consider the reality that brand authenticity (BA) is the strength on a valuable market base it may be implemented and allowed for possibility earlier than branding and procedure marketing process.

Marketing communications, design of packages and the symptoms and other advertising tasks can harm brand users' imagery integrity and resulting brand intent and behavioral intent. This is the place today it is very important that brands (products) contest not only for behavior consumer dependability, but also for emotional relations like many impressive relationships connection as a result, marketers may use building brand authenticity like a method to safeguards, but also includes a device to recognize new chances the example of the brand extension is how a representative is the main brand might be about what decisions of brand imagine brand new promotion or not in a new food product category.

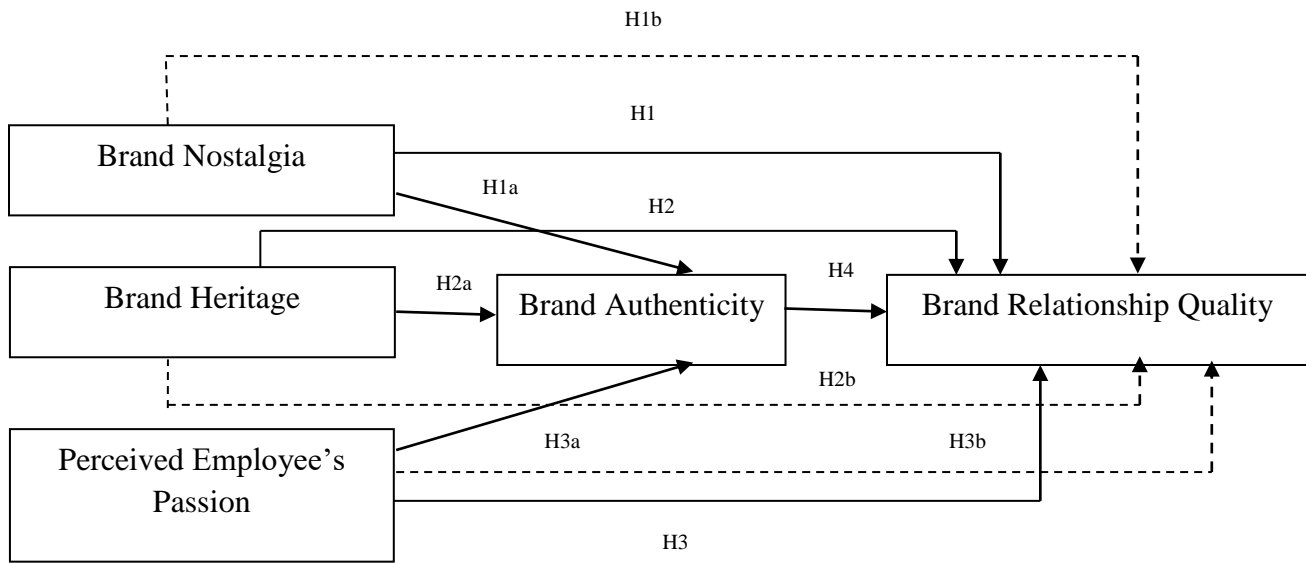
Here the relationship of Brand Authenticity and Brand Relationship Quality will be examined and built the hypothesis as under.

H4: Brand Authenticity has an effect on Brand Relationship Quality.

2.6 Conceptual Framework

This study investigated the opinion of customers for the brand relationship quality, where the survey allows the collection of a sufficient amount of data from a considerable population which often obtained by a questionnaire. Also, this is a descriptive and analytical study, where the descriptive part gives a detailed description to have a clear picture of the brand relationship quality and all the terms that are related to it, while the analytical part shows the analysis of the factors affecting brand relationship quality.

Figure 2.1. Diagrammatical Representation of Conceptual Framework



2.7 Summary

As a new concept, consumers are becoming brand-related relationships due to its practical identification for marketing experts. Marketing execution is trying to think about users brands (Aggarwal and McGill *et al.*, 2007; Moon, 2000) brand characteristics they often use anthropomorphism as their brands that create positive consumer response as product characteristics are positive emotions and favorable ones brand Personality (Delbaere, 2011). This association with brand features, brand users help users to do the same emotionally connected as a relationship with other people (Kim *et al.*, 2014). Aaker *et al.*, (1997) said marketers use them attributes featured to differentiate their brands from its competitors. Users estimate brand logos directly and indirectly based on diagnosis of Sung and Choi *et al.*, (2010). The concept of brands is the diagnostic concept of these brands to make parallel social relations with the resulting users brand and their interactions are directed by social relations standards.

Here, we have considered the critical ideological aspects of CBR it is still under development phase. Academics are borrowing the concepts of different fields such as

social, psychology, business, to visualize marketing and other CBR. The key insight from (Fournier *et al.*, 1998; Keller *et al.*, 2001 and 2013; Fritz *et al.*, 2014; Aggarwal *et al.*, 2004) and other marketing guidelines are guide practice and decision makers mostly discussed the study as the work seminar piece is based on qualification research. There is enough scope for future researchers to work in quantities study on these goals for more general and acceptance need more research using different texts and variables it affects CBR. To overcome the limit this paper is required to study a number of future investigations articles consider the aspect in the quantity of CBR studies.

The next chapter will focus on the general view of this research point and the method used for this study. This will review research designs, sample techniques, data collection methods, variable survey tools and data analysis methods. Finally, this chapter is over of moral ideology.

CHAPTER 3

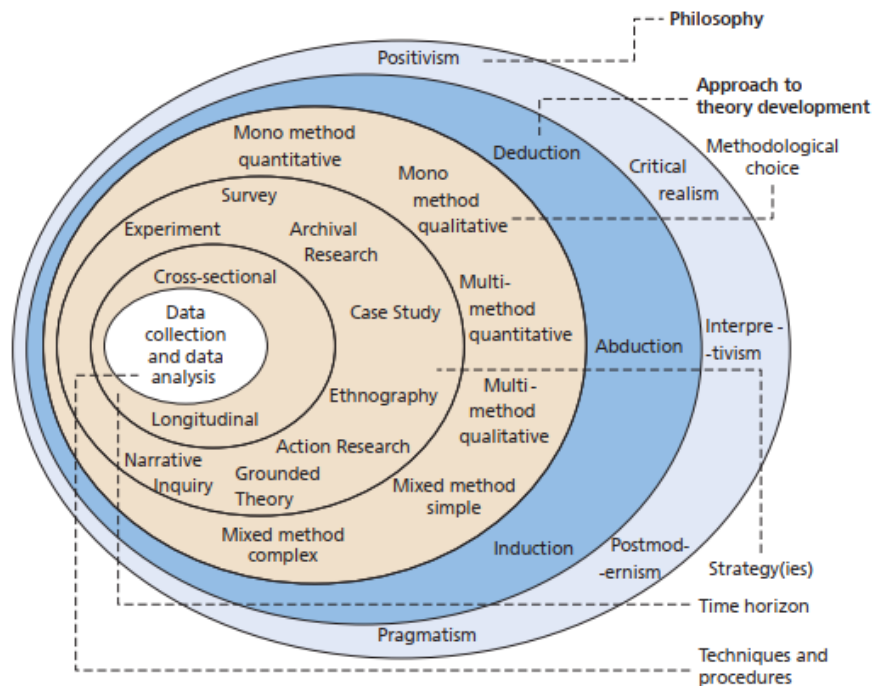
RESEARCH DESIGN

Burns & Bush, (2006) have explained that the research design has made a pre-defined relationship as a suitable master plan for pre-related decisions about the methods and settings for collection and analysis of the necessary data / information.

Research design is a systematic and organized project that directs the process of collecting data to achieve research objectives. Measuring data analysis to answer the procedure that measures procedures, data collection tools, measuring related variables and answering investigative questions.

3.1 Research Design

Figure 3.1 Research Onion



Source: 2016 Mark Saunders, Philip Lewis and Adrian Thornhill

The description of a concept research philosophy indicates to a system of assumptions and beliefs about the knowledge evolution. It is simply what a researcher wants to do when a research is being commenced, knowledge development in the field of study. New knowledge is being developed when particularly a specific problem is being addressed. A persistent and sensible assumptions set will establish a believable research philosophy, that will build choice for methodology, strategy for research and techniques for collection of data and also analysis procedures. And in turn design of the research will become coherent in which all research components fit together.

3.1.1 Research Philosophy

Here in the figure 3.1, in the layer of philosophy, positivism is related to this study. Natural scientist's philosophical stance is related to positivism which involves working with a social reality which is observable and that may produce generalizations. Accurate, clear and obvious knowledge is assured in positivism, it also indicates to the concern of what is 'posited' that is 'given'. It also prioritize that the positivist focus on rigorously scientific approach outlined to produce authentic facts and data.

Ontology point outs to the assumptions about the nature of reality. The ontology assumptions devise the method in which a researcher study and see the research objects. It is a system of faith that indicates a perception by a single person about what establishes a fact. In other words, ontology is correlated with a central question of either social entities should be perceived as objective or subjective; in this case the reality is objective.

This study incorporates objectivism assumption of the natural sciences. This means that, ontologically, objectivism take into account realism, which considers social entities to be like physical entities of the natural world. According to this point of view the experiences

and perception of social actors do not impact the presence of social world. This social world is composed of granular, solid and approximately enduring things, which includes economy, religion and family as the main social structures where individuals are born (Burrell and Morgan *et al.*, 2016).

Epistemology indicates towards the assumptions about knowledge, how the knowledge can be communicated to others, valid and appropriate information and what constitutes acceptable (Burrell and Morgan *et al.*, 2016). In fact, ontology may at the beginning give the impression a bit abstract, the applicability of epistemology is clearer. Knowledge is generated through testing the hypotheses in this study. Here in this study, the world of garments is being explored and the reality of relationship is being analyzed by getting real world data of garments brands. Here the data is in numerical form, which epistemologically considered legitimate.

3.1.2 Approach to Theory Development

In the layer of approach to theory development deduction approach is used. Logical deduction, deduction logic is a logical process to argue with one or more statements to reach the specific end. The deduction argument goes with the results as the premises of the results, and links in the same direction.

A deductive approach is concerned with “developing a hypothesis (or hypotheses), and then designing a research strategy to test the hypothesis” Wilson, J. (2010). The deduction begins with an anticipated pattern "which is a test against observation, while the charge starts with the observation and wants to find a pattern inside it" Babbie, E. R. (2010).

The deduction point can be explained by the resources of the hypotheses, which can be obtained from the principles of view. In other words, the deduction point is about

reducing the results or suggestions of the establishment or recommendation. Gulati, PM, (2009) said that the "deduction usually means to be generalized". A deduction design can see that the relationship or link was obtained on most common conditions.

3.1.3 Methodological Choice and Strategy

Mono-method quantitative approach is used. A mono-method study uses only one type of method, one quantitative or one qualitative. In general, in a quantitative study, the data is in numerical form and this information is analyzed using quantitative data analysis techniques was employed for this thesis through survey strategy using questionnaires.

Saunders (Lewis and Thornhill, 2015; p 165) explained that quantitative research is used for data collection (for example questionnaire) in a synonym techniques or methods and numerical data of data analysis method (for example statistics). According to statistics for data collection by establishing a relationship between the variables of interest in this topic and the time horizon for this study is cross-sectional.

3.2 Sample and Sampling

The aim of samples helps researchers identify the participants of target population by investigating their part of a population. The sample is a part of the population in which a set is analyzed and calculated. The elements of a sample are known as sample points, sampling units or observations. In data and quantity investigative method, a data sample is a collection of data that has been selected and/or collected from the statistical population by a fixed procedure. The elements of a sample are known as sample points, sampling units or observations.

3.2.1 Population

To measure the variables of interest, a sample is selected from a community of items called population. Before research can begin the target population must be identified and agreed upon. The target population is the entire population, or group, that a researcher is interested in researching and analyzing. A sampling frame is then drawn from this target population. Depending upon the research questions, the population of this study comprises of customers of garments brands in general in Multan. Recruitment of respondents is shown in table 3.1.

3.2.2 Unit of Analysis

A prime commodity which is aimed to be analyzed in the study is named as unit of analysis. In this research, the unit of analysis is proposed to be a customer of garments brands in Multan city.

3.2.3 Sampling Technique

In the design of non-accountability patterns, the elements of the population are not attached to any possibilities to be selected as samples. This means that sampling study results cannot be commonly used by the population. As described earlier, however, researchers may probably be concerned about generalizability compared to obtaining some initial information in a quick and cheap way. Then they intend to make an unlimited sample. Occasionally non-probability is the only way to get sample data.

Some non-prospecting plans are more reliable than others and can provide some key leads to the potentially useful information regarding the population. Unusual sample design, which fits in a wide variety of features and purposive samples.

As its name implies, convenience sampling refers to the collection of information from members of the population who are conveniently available to provide it. Convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently. A type of non-probability sampling is convenience sampling in which people are simply sampled because for the researcher they are convenient sources of data.

3.2.4 Sample Frame

A sampling frame is the point of supply of relevant and important material or device from which a sample is taken. It is a draft or list of those which could be sampled from a population, which can contain or involve institutions, individuals or households. In this study individuals are taken as samples. The criteria for selecting the sample will follow like this; first, the individual must be an adult of minimum 20 years old. The individuals who are less than 20 years are not taken as part of the sample and most of them will be young adults up to 40 years of age. Second, this study has no gender discretion as the researcher will take 50% male sample and 50% female sample. Third, income plays a vital role in purchasing the brands, so low income individuals who earn less than 30,000 rupees per month will not be entertained and most of the individuals are from moderate income up to 50,000 rupees per month.

As this study is being conducted in the city of Multan, the population is composed of individuals who are customers of garments brands. The Multan is an emerging and developing city, geographically the city is divided into seven main markets related with garments brands, two of them (Sameejabad Market and Mumtazabad Market) are excluded and the sample is not taken from these two because they belong to low income level individuals and no known brands exist in these places. This study took sample from remaining five markets (Gulshan

Market, Gulgasht, Gardezi Market, Sadar Cantt. and Nawan Sheher Chowk (Abdali Road)) and mainly from because most of the garments brands are located in these markets and the flow of customer is quite good and they can be approached conveniently.

3.2.5 Sample Size

Recruitment of respondents will follow convenience sampling. Convenience sampling method is set of techniques in which respondents are selected by convenience due to their proximity, availability, accessibility or other way that researcher decides, Abrams LS, (2010). It is a fast and easy method to use however results seldom are representative of the population, Meyer IH, Wilson PA, (2009). According to Sekaran, (2003), sample statistics need to be reliable and represent the population parameters as closely as possible with a narrow margin of error. According to Green, (1991) that $N \geq 50 + 8K$ formula is for determining the sample size, so by using it the sample size of this research will be 290, but for the sake of authentic results this research has used a sample of 320 customers of garments brands, the total sample was of 335 respondents. The design of recruitment of respondents is given in the following table.

Table 3.1
Design of Recruitment of Respondents

Main Area	Particular Location	No. of Respondents
Gulgasht	Levis'	9
	Dinners	23
	Sana Safina's	17
	Maria. B	11
	Ideas by Gul Ahmad	19
	Khaadi	25
	Uniworth	22
	Satrangi	15
	J.	15

Gardezi Market	Rangoli	16
	Chunri	12
	Ladli	19
	Uniza Style	14
	Rizwan Collection	15
Sadar Cantt.	Prince	16
	Rang Ali	16
	Insaf Fabrics	13
Nawan Sheher Chowk (Abdali Road)	Chen One	26
	United Mall	22
Gulshan Market	WARDA	10
Total		335

3.3 Data Collection Method

Data Collection is the primary step in any research. Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. Data collection may also affect the result of an incredible study. Therefore, what kind of data will be used for research but decision making is very important. In this study, only primary data was collected to answer the question of research.

Companies usually take time and allocate the necessary resources to collect basic data when the question or problem is presented to itself that it is significant or unique which provides the necessary funds to collect basic data. The basic figures are actually in nature and are directly related to problem and current data. The initial figures are data that researchers gather in different ways, such as interviews, surveys, questions etc.

The initial data is to be collected directly from the real world for the purpose of research. The initial figures are information collected by a researcher specifically for assigning

a research. In other words, basic data is the information that a company must submit because no information has generally reached the public in any way.

Survey research is started when samples of selected respondents are organized with a management consultant. Surveys are commonly used in quantity social science research (Saunders, Lewis and Thornhill *et al.*, 2015). The survey tries to give a large picture of the sample representing a large population (Mouton, 2001).

It is better to use questionnaire for descriptive researches, for instance, when submitting information on organizational methods for the variability of the trend. This is the most used mechanism to collect data for survey strategy (Saunders, Lewis and Thornhill *et al.*, 2015). The questionnaire asked each topic that it is the way to submit data through the same set of questions in predefined ways (De Vaus, 2014). Therefore, for this thesis the most appropriate way of survey is questionnaire.

The questionnaires were circulated among 335 sample respondents who were the users of garments brands and had enjoyed the quality relationship with the brand in Multan city. The participants were totally vulnerable and the survey participants were ensured of complete anonymity and confidentiality of the responses. The total number of administered questionnaire was 325, which was about 97% of the overall reaction rate. As a result, 320 questionnaire data was selected to further examine the research problem solution.

3.3.1 Data Collection Instrument

A research instrument is what you use to collect information (data) to answer your research question. It applies to both qualitative and quantitative approaches. It can produce quantitative and/or qualitative data. Appropriate for your research objective and research question. Able to produce a form of data appropriate to testing hypothesis/hypotheses or

addressing your research question(s). The researcher has to check whether the data collected using the instrument can be analyzed to answer the research question. The researcher has to decide whether the questionnaire (for example) measures what the study/research question wants to measure (Tan Kok *et al.*, 2013).

A tool used to collect data or information which is used to answer the research questions is research instrument. It can be applied to quantitative as well as qualitative techniques of research and both types of data can be produced (qualitative and/or quantitative). The research instrument should be appropriate for research questions and objectives. It must be able to test the hypothesis/hypotheses which should be produced from appropriate data for addressing the research question(s). A check must be performed by the researcher that the collected data by using the instrument can be able to answer the research question(s) after analysis. A decision has to be made by the researcher that questionnaire (if used) will measure the research question(s) which is to be measured (Tan Kok *et al.*, 2013). The alternate for instrument is questionnaire.

The survey strategy allows the collection of data from a sizable population in a highly economical way and obtained by using a questionnaire. Questionnaire can be used for descriptive research to seek opinions to investigate certain phenomenon. Therefore, this study will use a self-administrated questionnaire as the instrument to collect primary data. Researcher will personally contact with customers and respondents will be explained about the nature, importance of study and will be presented with the scenario of responding in context of brand relationship quality. The questionnaire is delivered by hand and collected.

3.3.1.1 Biasness

Research bias, also called experimenter bias, is a process where the scientists performing the research influence the results, in order to portray a certain outcome. The description of a concept response bias indicates to the different circumstances and biases which may impact the responses of survey. Survey data evolve into limited use because it is somehow unreliable. The quality of data became dictated in this sense and to avoid bias is essential indeed if the meaningful responses of survey are required.

3.3.1.1.1 Types of Biasness

There are many types of biasness, some of them are addressed in this research which are as follows

3.3.1.1.1.1 Confirmation Bias

Occurs when the person performing the data analysis wants to prove a predetermined assumption. They then keep looking in the data until this assumption can be proven. For example, intentionally excluding particular variables from the analysis. This often occurs when data analysts are briefed in advance to support a particular conclusion. So this bias is avoided by conducting or testing the presumed hypotheses in a targeted way.

3.3.1.1.1.2 Selection Bias

This occurs when data is selected subjectively. As a result, the sample used is not a good reflection of the population. This error is often made in surveys. Frequently, there is also selection bias in customer panels.

For many businesses the dominant tool is survey because it determines the capability to collect data and assessments from actual member of the target population. Here in this research following precautions have been taken to minimize the biasness.

- ✓ Questions are asked in neutral words.
- ✓ It is made sure that the options of answers are not leading.
- ✓ The survey was taken anonymously.
- ✓ No brand name was used to get wishful answers from respondents.

3.3.1.1.1.3 *Speed-line Bias*

The collected data must be rigor and should provide efficient result. The time of completion of a questionnaire is important and determines the speed of understanding the questions and responding to it accordingly. Too low speed or too high speed of responding may lead to bias. So to cater this an average of time is calculated and which is about 22 minutes, in this way the speed-line bias is handled.

As per the framework of this study, five constructs have to be measured:

- Brand Nostalgia (BN)
- Brand Heritage (BH)
- Perceived Employee's Passion (EP)
- Brand Authenticity (BA)
- Brand Relationship Quality (BRQ)

3.3.2 Measurements of Variables

- The final questionnaire has two sections. In first section, main demographical data of the participants is collected by using close-ended questions. These questions are about gender, age and per month income.
- The second section consisted of the structured questions related to the measurement of variables under consideration in this study with independent variables are Brand Nostalgia, Brand Heritage and Perceived Employee's Passion; dependent variable is

Brand Relationship Quality and the mediating variable is Brand Authenticity. The respondents are asked to answer the questions on seven-point likert scales ranging from strongly disagree to strongly agree for all the items of all the constructs.

3.3.2.1 Brand Nostalgia

To measure the impact of brand nostalgia on a seven-point likert scale, the progression of scale is ranging from 1= strongly disagree to 7= strongly agree. This research defines brand nostalgia (BN) like a customer's recognition of the wistful staging of the brand. Therefore, the conception guides towards the brand itself instead of concentrating on customer priorities or choices. The scale to measure brand nostalgia is adapted from Kristine Fritz, Verena Schoenmueller, Manfred Bruhn, *et al.*, (2017) and has four (04) items. Some of these items are as follows

1. I associate the brand with experiences from my childhood.
2. I associate the brand with experiences from former times.

The reliability statistics for brand nostalgia are, the cronbach's alpha is equal to 0.766 with 04 items.

3.3.2.2 Brand Heritage

Brand heritage is defined as the perceived anchoring of the brand to its tradition, whereby this study focuses on the effect of the brand's strategic positioning on its heritage, rather than the fact that the brand simply has a long history. As its background the relationship with the past of brand, (Beverland *et al.*, 2006) as well as (Grayson and Martinec *et al.*, 2004) represent a favorable connection between authentic elements of a brand that couple it with its tradition and heritage, and authenticity of brand. The significance of recorded as actually having happened brand features are additionally assisted by the results of Newman and Dhar *et*

al., (2014), Spiggle *et al.*, (2012), and Liao and Ma *et al.*, (2009), who reveal that the pair of realistic and symbolic preservation of the style and behavior of a brand have an affirmative affect on the understanding of authenticity.

The scale to measure brand heritage is adapted from Kristine Fritz, Verena Schoenmueller, Manfred Bruhn, *et al.*, (2017) and has four (04) items. As To measure the impact of brand heritage on a seven-point likert scale, the continuum of scale is ranging from 1= strongly disagree to 7= strongly agree. Some of the items are as follows

1. Brand is with tradition.
2. The brand is characterized by its own history.

The reliability statistics for brand heritage are the cronbach's alpha is equal to 0.746 with 04 items.

3.3.2.3 Perceived Employee's Passion

Different researches reveal that workers which portray the brand establish a demanding achievement component in building brand image (Sirianni *et al.*, 2013; Paul, 2015). In the literature of marketing, staff's or employee's conduct is considered just like an element which affects the image of brand authenticity (BA) (Sirianni *et al.*, 2013). Moreover, it may be supposed that persons working as ambassadors of the brand increase the brand's authenticity (BA), like workers which are motivated internally to complete a specific job task, boost their acknowledgement of authenticity (Wickham, 2013). The existence of internal inclination towards work (like passion here in current study) support target achievement (Gottfried and Yan *et al.*, 2013) and strengthen certain positive attitude towards work (Kehoe and Wright *et al.*, 2013), just like acting proactively at workplace. When workers are motivated internally and work with passion, they can commence to attain the most difficult objectives (Fredrickson, 2001).

Practical proofs advocate that when staff members are given autonomy, acknowledgement and favorable circumstances to grow their career and developed professionally, then they turn into more enthusiastic and then they eagerly spend additional time in completing the given tasks (Trépanier *et al.*, 2014; Thorgren and Wincent *et al.*, 2013). Loyalty for work produce positive excitement in the direction of completing the tasks and arouse spontaneous internalization towards work (Gagné and Deci *et al.*, 2005). It also advocate that overtime work is done by workers and proactively attract in the life of workplace (Vallerand and Houliort *et al.*, 2003).

The scale to measure perceived employee's passion is adapted from Kristine Fritz, Verena Schoenmueller, Manfred Bruhn *et al.*, (2017) and has four (04) items. To measure the impact of perceived employee's passion on a seven-point likert scale, the continuum of scale is ranging from 1= strongly disagree to 7= strongly agree. Some of the items are as follows

1. I have the feeling that the employees like working for brand.
2. The employees identify themselves with the brand.

The reliability statistics for perceived employee's passion are the cronbach's alpha is equal to 0.738 with 04 items.

3.3.2.4 Brand Authenticity

If a brand is authentic then it will be very obvious about its sayings. The brand portrays itself from the inside out alternatively one which indulges to the most recent style (Christoph Burmann, Nicola Riley, Mike Schallehn *et al.*, 2014). People are attempting for commitment and authenticity for several centuries as discussed by Grayson and Martinec *et al.*, (2004). Regardless the too much extended attraction in this desire of humans, the notion of commitment and authenticity is currently picked up the recognition of brand managers and

researchers of marketing as the outcome of the developing customer desire for originality and authenticity in the purchased services and brands. Like this clarification Turner and Manning *et al.*, (1988) said that the wish for originality is mostly robust when unpredictability and change are present and when people explore something to depend on which provide them durability and continuity. Scale for brand authenticity (BA) is adapted from Mike Schallehn, Christoph Burmann, Nicola Riley *et al.*, (2014) and has six (06) items. To estimate the impact of brand authenticity on a seven-point likert scale, the progression of scale is ranging from 1= strongly disagree to 7= strongly agree. Some of the items are as follows

1. Brand possesses a clear philosophy which guides the brand promise.
2. Brand knows exactly what it stands for and does not promise anything which contradicts its essence and character.
3. Considering its brand promise, the brand does not pretend to be someone else.

The reliability statistics for brand authenticity are the cronbach's alpha is equal to 0.758 with 06 items.

3.3.2.5 Brand Relationship Quality

The strength of relationship, mainly established in the essence of persistence and impressiveness (Petty and Krosnick 1995, p. 3), is the most repeatedly considered characteristic of relationship in the domain of mutual association (Bradbury and Fincham, 1990) and the single aspect which is most centrally connected to firm association indirect and direct both (Rusbult *et al.*, 1980; Price-Bonham and Balswick 1980). The quality of relationship can be considered an overall assessment of the strength of a relationship (Garbarino and Johnson *et al.*, 1999; Smith *et al.*, 1998). Moreover, strength of relationship or association noticeable in marketing literature, where it comprises the main objective of brand and marketing managers

(Gummesson, 2002) and as a preference for research in academics (Marketing Science Institute 2002).

The scale to measure brand relationship quality is adopted from Kristine Fritz, Verena Schoenmueller, Manfred Bruhn, *et al.*, (2017) and has twelve (12) items in total. To measure the impact of brand relationship quality on a seven-point likert scale, the progression of scale is ranging from 1= strongly disagree to 7= strongly agree.

Brand Relationship Quality has four (04) dimensions:

- Love and passion
- Interdependence
- Intimacy
- Partner quality

3.3.2.5.1 Love and Passion

To mention the strength of the demonstrative feelings connection which is cultivated in between association participants, the love and passion came in-front which is a visible feature of psychological intimacy (Hatfield, 1987; Fehr and Russell 1991). Desirous love integrates excitement of powerful agreeable assessment with essential features of strong interest absolutely (Tennov, 1979; Davis and Todd, 1985; Davis and Latty-Mann *et al.*, 1987). A condition of extreme eagerness for combination with another is reflected by emotional love, and a demonstrated sadness and inadequacy when associates are divided (Hatfield and Rapson, 1987). Some items of love and passion are as follows.

1. . . . I would express deep and strong feelings for him/her.
2. . . . I would want him/her to keep me company when I feel lonely.

3.3.2.5.2 *Interdependence*

Interdependence interests the extent to which the behaviors and their responses of relationship associates are twist around (Thibaut and Kelley 1959). In the field of private association, interdependence is acknowledged as attitudinal signal of the height of nearness achieved within an association, with greater level of intimacy displaying powerful or long lasting associations or relationships (Kelley *et al.*, 1983). Some of the items for interdependence are as follows.

1. . . . he/she would play an important role in my life.
2. . . . I would be used to having him/her around.

3.3.2.5.3 *Intimacy*

Intimacy receives still a distinct element which is psychologically closed and that may prevail in between association partners. An affectionate mutual association is one that has strong acceptance lies in between the associates (Davis and Latty-Mann *et al.*, 1987). Intimacy is conceived by way of unconditional data declaration and the distribution of personal attribution about the self (Reis and Shaver, 1988; Altman and Taylor, 1973). Some items for intimacy are as follows.

1. . . . we would be close friends.
2. . . . we would understand each other.

3.3.2.5.4 *Partner Quality*

The quality of relationship and gratification is connected with the observed eminence of the part adoption accomplished by the participant in the marital area (Rollins and Galligan, 1978; Burr, 1973). The concept of brand partner quality is proposed like a correspondent sign of the person's assessment of the performance of the brand in the role of

collaboration. This assessment is concluded by the extent to which the product or brand is examined to acquire positive character attributes favorable to long-term successful relationship.

Some of the items for partner quality are as follows.

1. . . . he/she would treat me well.
2. . . . he/she would do his/her work well.

The reliability statistics for brand relationship quality are the cronbach's alpha is equal to 0.838 with 12 items.

3.4 Data Processing and Analysis

The first and foremost and essential step after collecting the data is analysis and processing of data in quantitative study, that is to check and examine the questionnaires for their completeness and acceptability that will be followed by entering and coding the data in the computer for processing finalization. SPSS (Statistical Package for Social Sciences) version 21 is used for statistical classification.

For the confirmation of results EFA (Exploratory Factor Analysis) is used. All the items in the questionnaire are tested to for reliability and verified in terms of relatedness. To test the reliability of a measurement scale Cronbach's alpha is used. Cronbach's alpha is used in order to test the internal reliability and consistency.

To find out the correlation between variables which are being used in the study, Pearson correlation analysis (inferential statistics) is used. The value of correlation coefficient ($0 < r < 1$) shows the association and strength of variables and the direction is pointed out by the sign of coefficient of correlation that whether it is positive or negative.

SEM (Structural Equation Modeling) technique is used to test the hypotheses.

3.5 Bootstrapping

Statistics, bootstrapping is any test or metric that relies on random sampling with replacement. Bootstrapping allows assigning measures of accuracy (defined in terms of bias, variance, confidence intervals, prediction error or some other such measure) to sample estimates (Efron, B.; Tibshirani, R., 1993; Bradley Efron, 2003). This technique allows estimation of the sampling distribution of almost any statistic using random sampling methods Varian, H. (2005). Generally, it falls in the broader class of resampling methods.

It may also be used for constructing hypothesis tests. It is often used as an alternative to statistical inference based on the assumption of a parametric model when that assumption is in doubt, or where parametric inference is impossible or requires complicated formulas for the calculation of standard errors.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

This chapter consists of three sections. The first section has details about demographics of sample; second section has details about descriptive statistics of variables. The last section tests the relationships and the hypotheses that brand authenticity mediates the relationship between independent variables and dependent variable by using SEM (Structural Equation Modeling). The following table shows the section wise details.

Table 4.1
Section Wise Detail

Section	Targeted At
Section 1	Data Screening and Demographics of Sample
Section 2	Data Assumptions and Descriptive Statistics of Variables
Section 3	Testing of Relationships and Hypotheses

4.1 Section 1-Data Screening

This section includes the data entry and sample demographics.

4.1.1 Analysis of Missing Values and Outliers

In quantitative research data accuracy is mandatory, therefore, in the form of missing values and other counts, it is necessary to check and correct potential errors in data (Hair, 1998). The collection of data started by using convenience sampling technique and the researcher has handed over questionnaire to each individual and guided how to fill the responses in the different areas of Multan city. A total of 335 questionnaires were spread in this way to get feedback. 325 questionnaires were received back and the response rate was almost 97%. Out of these 325 questionnaires 320 were accepted with complete responses after detailed checking and only 5 questionnaires contained some elements missing in them. So, these 5 questionnaires were discarded from analysis of data and 320 were selected and properly entered in SPSS for final

data analysis process. Outliers were checked through SPSS and found no influential outliers in the data. So, the current data for analysis is exclusive of errors and missing elements.

4.1.2 Sample Demographics

Sample demographics are given with frequency distribution. Frequency distribution calculates any counting that can be converted to percentage for variable comparison (Burns & Bush *et al.*, 2006). It provides a summary of the distribution of the main variables including age, gender and income group using descriptive analysis which describes sample characteristics.

Table 4.2
Demographic Profile of Respondents

Variable	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	160	50	50	50
	Female	160	50	50	100
Age	20-30 Years	175	54.7	54.7	54.7
	31-40 Years	103	32.2	32.2	86.9
	41 and Above	42	13.1	13.1	100
Income	PKR 30000-40000	108	33.8	33.8	33.8
	PKR 41000-50000	103	32.2	32.2	66
	PKR 51000-60000	58	18.1	18.1	84.1
	PKR 61000 and Above	51	15.9	15.9	100

Note: As there is no gender discretion so 50% were males and 50% were females in this research. According to this table most of the respondents were young persons (86.9%) and 42 respondents were more than 40 years of age so the sample was quite good for this research. According to this table 66.0% respondents were from moderate income group and the remaining were from high income group.

4.2 Section 2- Data Assumptions

This section involves descriptive statistics of main variables, correlations of variables, reliability statistics for the constructs to validate the research findings and then factor analysis to find the multicollinearity of the variables; it is also used commonly for data reduction (Peri, 2012).

To evaluate the research questions structural equation modeling framework was used by this research in which every single response of the respondent was coded. The entered data has been cleaned from its anomalies like outliers, missing data and multicollinearity and now fit for the further analysis. The sample is quite appropriate for the analysis as the size of sample is 320, which is more than the required recommended size by Green *et al.*, (1991).

4.2.1 Multivariate Normality

To ensure the extreme divergent values that can change the results of the analysis are not present in the data, normality detecting tests were applied. The appropriate tests which are normally used to test the normality of the data are skewness and kurtosis tests. The common understanding of skewness is that its value lies between -1 and +1 this means that the curve of data is negatively skewed or positively skewed. Some researchers also said that calculated values of this coefficient that fall between -1.96 and $+1.96$ suggest that the distribution is not significantly different from a normal distribution and kurtosis should be <1 which shows distribution of data is too flat (Hair *et al.*, 2013). The analysis has showed that none of the values of skewness and kurtosis are outside of the normal range of values. So the values are in acceptable range of normality and the data is normally distributed.

Table 4.3
Frequencies Statistics

	BRNDNSTLG	BRNDHRTG	EMPPASSN	BRNDAUTH	BRNDRELQOL
Valid	320	320	320	320	320
N Missing	0.000	0.000	0.000	0.000	0.000
Skewness	-0.156	-0.398	-0.378	-0.315	-0.408
Std. Error of Skewness	0.136	0.136	0.136	0.136	0.136
Kurtosis	-0.45	0.007	0.182	0.45	0.649
Std. Error of Kurtosis	0.272	0.272	0.272	0.272	0.272

4.2.2 Multicollinearity

An Economist “Ranger Frisch” introduced the term multicollinearity in economic analysis. Multicollinearity is meant by the existence of one perfect or precise linear relationship between all or one of the description variables of a regression model. When there is an exact (or nearly exact) linear relation between two or more variables then this situation is referred as multicollinearity (Hawking, 1983). And this exact relation(s) normally appear by lack of understanding or mistake.

If the regression coefficients of the X variables are indeterminate and their standard errors are infinite then the Multicollinearity will be perfect between explanatory variables. And when the regression coefficients are determinate but possesses large standard errors (in relation to the coefficients), it also means that the coefficients cannot be measured with great accuracy. But the regression coefficients can be measured easily when there will be no multicollinearity between the X’s variables.

Multicollinearity can be measured through VIF (Variance Inflation Factor). Multicollinearity can be indicated by one or more large VIF. If VIF is likely to be compatible, VIF determines the level of variation of an estimated regression capability. The indication of badly estimated regression coefficients is that when VIF exceeds 5 or 10 then there will be multicollinearity exists between variables. The following tables show that the VIF values of the variables are below 10 and the level of tolerance is lower than 1, so, the problem of multicollinearity does not exist in the data and it is free from anomalies.

Table 4.4

Multicollinearity Statistics (DV: Brand Relationship Quality)

Model	Colinearity Statistics	
	Tolerance	VIF

	(Constant)		
	BRNDNSTLG	0.797	1.255
	EMPPASSN	0.654	1.529
	BRNDAUTH	0.697	1.434
1	BRNDHRTG	0.716	1.397

4.2.3 Descriptive Analysis

Commonly measured standards in the summary of descriptive statistics are Skewness, Standard Deviation and Mean; these are present in the current study to narrate the involved variable's distribution. The details of the descriptive are given the following table:

Table 4.5
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	Std. Error	Kurtosis	Std. Error
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
BRNDNSTLG	320	1	7	4.1164	1.24502	1.55	-0.156	0.136	-0.45	0.272
BRNDHRTG	320	1	7	4.5398	1.17818	1.388	-0.398	0.136	0.007	0.272
EMPPASSN	320	1	7	4.4273	1.13317	1.284	-0.378	0.136	0.182	0.272
BRNDAUTH	320	1	6.83	4.4505	1.00551	1.011	-0.315	0.136	0.45	0.272
BRNDRELQOL	320	1	7	4.3958	0.9748	0.95	-0.408	0.136	0.649	0.272
Valid N (listwise)	320									

4.2.3.1 Mean & Standard Deviation of each variable

To give details of the variables, standard deviation and mean are evaluated like signals of distributions. The statistic values of the variables are shown in the following table:

Table 4.6
Means and SD of Study Variables

Model	Mean	SD
BRNDNSTLG	4.1164	1.24502

BRNDHRTG	4.5398	1.17818
EMPPASSN	4.4273	1.13317
BRNDAUTH	4.4505	1.00551
BRNDRELQOL	4.3958	0.9748

4.2.3.1.1 Brand Nostalgia (BRNDNSTLG)

To measure Brand Nostalgia (BRNDNSTLG) four items were used and to quantify the responses SPSS (Statistical Package for the Social Sciences) latest version was used. The results showed that brand nostalgia (BRNDNSTLG) has mean 4.1146 and 1.24502 standard deviation, these values clearly shows that the items used to obtain responses are varied significantly from each other.

4.2.3.1.2 Brand Heritage (BRNDHRTG)

Four items were used to measure Brand Heritage (BRNDHRTG) responses. The results showed that brand heritage (BRNDHRTG) has highest mean value 4.5398 and standard deviation is 1.17818. The values show clearly that the items used to get the responses are significantly varied from each other.

4.2.3.1.3 Perceived Employee's Passion (EMPPASSN)

To measure Perceived Employee's Passion (EMPPASSN) four items were used. The results showed that perceived employee passion (EMPPASSN) has mean 4.4273 and 1.13317 standard deviation, these values clearly shows that the items used to obtain responses are varied significantly from each other.

4.2.3.1.4 Brand Authenticity (BRNDAUTH)

Six items were used to measure Brand Authenticity (BRNDAUTH) responses. The results showed that brand authenticity (BRNDAUTH) has mean value 4.4505 and

standard deviation is 1.00551. The values show clearly that the items used to get the responses are significantly varied from each other.

4.2.3.1.5 Brand Relationship Quality (BRNDRELQOL)

To measure Brand Relationship Quality (BRNDRELQOL) four dimensions having twelve items were used collectively. The results showed that brand relationship quality (BRNDRELQOL) has mean 4.3958 and the lowest standard deviation 0.9748, these values clearly shows that the items used to obtain responses are varied significantly from each other.

4.2.4 KMO’s and Bartlett’s Test of Sphericity

To check the case to variable ratio for the analysis being conducted, it is recommended that to measure sampling adequacy, so for this KMO & Bartlett’s test of Sphericity is used. KMO & Bartlett’s test plays very important role in accepting the sample adequacy in most of the business and academic studies. The value of KMO results between 0 and 1, but the accepted range must be over 0.50. And to relate the significance of the study the Bartlett’s Test of Sphericity is there and it shows the suitability of the responses collected to the problem being addressed through the study and also for the validity.

The following table shows the values of KMO & Bartlett’s test in acceptable range and the significance as well.

Table 4.7
KMO and Bartlett’s Test

KMO and Bartlett’s Test		BRNDN STLG	BRND HRTG	EMPPA SSN	BRNDA UTH	BRNDR ELQOL	Overall
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.727	0.739	0.731	0.768	0.819	0.852
Bartlett's Test of		337.225	281.23	292.627	445.921	1269.797	3398.558

Sphericity Apporx. Chi-Square

Df	6	6	6	15	66	435
Sig.	0	0	0	0	0	0

4.2.5 Reliability

Reliability relates to some extent to which a quantification of an occurrence gives solid and consistent result (Carmines and Zeller, 1979). Reliability is also related to recapitulation. For example, under static conditions this will provide the same result if repeat measurement is made by it, then the test or scale is said to be reliable (Moser and Kalton, 1989). Across the parts of a measuring instrument, testing for reliability is necessary because consistency is referred from it (Huck *et al.*, 2007). If the items of a scale measure the same construct and “hang together”, then the scale is said to have internal consistency reliability (Huck *et al.*, 2007; Robinson *et al.*, 2009). Cronbach Alpha coefficient is used most repeatedly as a measure of internal consistency. When making use of Likert scales then it is observed as a most suitable estimate of reliability. Most of the researchers are agreed on a minimum internal consistency coefficient of 0.70 but no exact principle exists for this (Whitley, 2002; Robinson *et al.*, 2009).

4.3 Section-3

4.3.1 Correlation

To determine the degree of relationship between two different variables, a statistical method is used known as Correlation. It is also known as bivariate statistic. Pearson’s correlation is used in this study to analyze the relationship strength and direction of variables. The value of the correlation coefficient is between 0 and 1. The value shows the strength of relationship and sign (+ or -) shows the direction.

The following table shows the bivariate correlation of variables through correlation matrix. ** shows that correlation is significant at 0.01 level (2-tailed).

Table 4.8
Correlation Matrix

MODEL		BRND NSTLGL	BRND HRTG	EMPP ASSN	BRND AUTH	BRNDRELQOL
BRNDNSTLGL	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	320				
BRNDHTRG	Pearson Correlation	.398**	1			
	Sig. (2-tailed)	.000				
	N	320	320			
EMPPASSN	Pearson Correlation	.341**	.441**	1		
	Sig. (2-tailed)	.000	.000			
	N	320	320	320		
BRNDAUTH	Pearson Correlation	.308**	.384**	.513**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	320	320	320	320	
BRNDRELQOL	Pearson Correlation	.415**	.365**	.424**	.433**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	320	320	320	320	320

Note: **. Correlation is significant at the 0.01 level (2-tailed).

4.3.1.1 Correlation between Constructs

The correlation table shows that BRNDHRTG is correlated positively with BRNDNSTLGL where the PCC (Pearson's Correlation Coefficient) is 0.398 with little moderate strength. The p-value is less than (<) 0.05 and also less than (<) 0.01 significantly. So the result is that there is little ordinary but positive correlation in between BRNDHRTG and BRNDNSTLGL exists.

EMPPASSN is correlated positively with BRNDNSTLGL and PCC (Pearson's Correlation Coefficient) is 0.341 which is little moderate in intensity. The p-value is less than (<) 0.05 and also less than (<) 0.01 significantly. So the result is that there is a little ordinary but positive correlation between EMPPASSN and BRNDNSTLGL exists. Also EMPPASSN is

correlated with BRNDHRTG having Pearson's Correlation Coefficient 0.441, which is moderate intensity. The p-value is less than ($<$) 0.05 and significantly less ($<$) than 0.01. Therefore, the result is that there is positive moderate correlation exists in between EMPPASSN and BRNDHRTG.

BRNDAUTH is correlated positively with BRNDNSTLG and PCC (Pearson's Correlation Coefficient) is 0.308 which is little moderate in intensity. The p-value is less than ($<$) 0.05 and also less than ($<$) 0.01 significantly. Hence, result shows that there is a little but positive moderate correlation in between BRNDAUTH and BRNDNSTLG exists. Also BRNDAUTH is correlated with BRNDHRTG having Pearson's Correlation Coefficient 0.384, which is little moderate intensity. The p-value is less than ($<$) 0.05 and significantly less than ($<$) 0.01. Hence the result shows that there is little but positive moderate correlation in between BRNDAUTH and BRNDHRTG exists. Here also BRNDAUTH is positively correlated to EMPPASSN having Pearson's Correlation Coefficient 0.513 which is moderate intensity. The p-value is less than ($<$) 0.05 and significantly less than ($<$) 0.01. So the result shows that there is little but positive moderate correlation in between BRNDAUTH and EMPPASSN exists.

BRNDRELQOL is correlated positively with BRNDNSTLG and PCC (Pearson's Correlation Coefficient) is 0.415 which is moderate in intensity. The p-value is less than ($<$) 0.05 and also less than ($<$) 0.01 significantly. Hence, result shows that there is a positive moderate correlation in between BRNDRELQOL and BRNDNSTLG exists. Also BRNDRELQOL is correlated with BRNDHRTG having Pearson's Correlation Coefficient 0.365, which is little moderate intensity. The p-value is less than ($<$) 0.05 and significantly less than ($<$) 0.01. Hence the result shows that there is little and positive moderate correlation in between BRNDRELQOL and BRNDHRTG exists. Here also BRNDRELQOL is positively

correlated to EMPPASSN having Pearson's Correlation Coefficient 0.424 which is moderate intensity. The p-value is less than ($<$) 0.05 and significantly less than ($<$) 0.01. Hence the result shows that there is positive moderate correlation between BRNDRELQOL and EMPPASSN exists. Also BRNDRELQOL is positively correlated to BRNDAUTH having Pearson's Correlation Coefficient 0.433 which is moderate intensity. The p-value is less than ($<$) 0.05 and significantly less than ($<$) 0.01. Hence the result shows that there is positive moderate correlation between BRNDRELQOL and BRNDAUTH exists.

4.3.2 Exploratory Factor Analysis

Factor analysis runs on a pattern that is quantifiable and noticeable variables could be reduced to a small number of dormant variables that share frequent variance and are not able to be observed, it is also known as decreasing dimensionality (Bartholomew, Knott, & Moustaki, 2011). These factors which are not able to be observed, are not quantified without deviation but are necessarily hypothetical constructs that are used to show variables (Cattell, 1973).

When a researcher wants to find the number of factors that have an effect on variables and to analyze which variables 'go together', then Exploratory Factor Analysis (EFA) is used (DeCoster, 1998). The EFA (Exploratory Factor Analysis) is a statistical method that focuses to lessen the massive figure of variables in to some of smaller ones that are known as factors and to inquire unrevealed theoretical structure between variables (Byrne, 2001). Total Variance Explained table is shown in Appendix 1F.

A significant instrument which is used in development, scales, and measures, refinement, and evaluation of tests is known as Factor Analysis (Williams, Brown 2010). EFA

(Exploratory Factor Analysis) is broadly used and widely applied statistical technique in education and psychology, social sciences and in information system.

4.3.2.1 Exploratory Factor Analysis of Variables

The results shown that the data has no anomalies and EFA can be run on this data so factor analysis of Brand Nostalgia which initially had 4 items to describe it, after running the factor analysis for brand nostalgia it results into 1 underlying factor which caused almost 46% of change in the construct. And others have 54% effect together. The table is shown in the Appendix 1A.

Factor analysis of Brand Heritage which initially had 4 items to describe it, after applying the factor analysis technique on it, it give 1 underlying factor which caused almost 42% of change in the construct and all others have 58% effect all together. The table is shown in the Appendix 1B.

When Perceived Employee's Passion was evaluated with factor analysis which has 4 items to describe it, it results in 1 underlying factor with effect of 43% in the construct and all others have 57% of effect collectively. The table is shown in the Appendix 1C.

Factor analysis of Brand Authenticity which has 6 items initially to describe it, after the running the factor analysis on it, it results into 2 underlying factors with first factor has an effect of almost 37% and the second one has nearly 10% variance. The remaining 4 items collectively have an effect of 53% in the construct. The table is shown in the Appendix 1D.

At last Factor analysis of Brand Relationship Quality which has 12 items to describe it, after running the factor analysis technique on it, it gives the result into 3 underlying factors with first factor has 32% variance, second factor has 9% variance and the third factor has

almost 6% variance, these three factors have almost 47% of variance effect in the construct and 53% effect is of all remaining collectively. The table is shown in the Appendix 1E.

When factor analysis is run collectively on the model having 30 items in total to describe the 5 different variables including independent variables, dependent variable and also a mediator, the result of factor analysis, it generated 8 underlying factors with a cumulative percentage of 48.1% variance. The results are shown in the following table

Table 4.9
Pattern Matrix^a

	Factor							
	1	2	3	4	5	6	7	8
Brand Nostalgia Q1L	0.085	0.801	-0.087	-0.115	-0.064	-0.013	0.000	0.104
Brand Nostalgia Q2L	0.042	0.718	-0.016	0.019	-0.143	0.045	0.013	0.035
Brand Nostalgia Q3L	-0.074	0.642	0.108	0.034	0.141	0.023	0.014	-0.122
Brand Nostalgia Q4L	-0.064	0.462	0.125	0.160	0.089	-0.075	-0.007	-0.048
Brand Heritage Q1L	-0.002	0.094	0.512	0.065	0.009	0.068	-0.069	0.009
Brand Heritage Q2L	-0.048	0.047	0.613	-0.014	-0.005	0.188	-0.082	-0.034
Brand Heritage Q3L	0.020	0.016	0.714	0.074	-0.100	-0.034	-0.003	0.094
Brand Heritage Q4L	0.093	-0.083	0.636	-0.140	0.125	-0.012	0.011	0.013
Employee's Passion Q1L	0.044	0.122	0.035	0.034	-0.013	0.689	0.043	-0.068
Employee's Passion Q2L	0.060	-0.121	0.146	0.078	0.017	0.689	0.010	-0.059
Employee's Passion Q3L	0.041	0.042	-0.057	-0.111	0.198	0.507	0.027	0.165
Employee's Passion Q4L	-0.065	-0.071	0.034	0.010	0.132	0.244	0.138	0.261
Brand Authenticity Q1L	0.117	-0.007	-0.054	0.103	-0.088	0.010	-0.123	0.771
Brand Authenticity Q2L	-0.035	0.016	0.136	-0.002	0.067	-0.035	0.011	0.618
Brand Authenticity Q3L	-0.104	0.065	0.025	-0.126	0.417	-0.082	0.047	0.509
Brand Authenticity Q4L	-0.098	0.001	-0.046	0.051	0.565	0.090	-0.020	0.084
Brand Authenticity Q5L	0.051	-0.053	0.009	-0.026	0.605	0.126	-0.058	-0.003
Brand Authenticity Q6L	-0.036	-0.021	0.041	-0.016	0.621	-0.030	0.057	-0.035
BRQ Lov nd Passion Q1L	-0.166	0.053	-0.021	0.812	-0.156	0.099	0.086	0.099
BRQ Lov nd Passion Q2L	0.036	-0.061	0.055	0.720	-0.067	-0.071	0.024	0.132
BRQ Lov nd Passion Q3L	0.076	0.030	-0.061	0.588	0.202	0.032	-0.102	-0.217
BRQ Independence Q1L	0.171	-0.033	0.044	0.339	0.156	-0.040	0.083	0.070
BRQ Independence Q2L	0.439	-0.006	-0.136	0.241	0.196	0.023	-0.011	0.084

BRQ Independence Q3L	0.355	0.081	0.000	0.087	0.263	-0.126	0.006	-0.041
BRQ Intimacy Q1L	0.771	0.049	-0.089	-0.014	-0.009	0.121	-0.136	0.044
BRQ Intimacy Q2L	0.658	-0.029	0.094	0.016	-0.167	-0.005	0.100	0.073
BRQ Intimacy Q3L	0.684	-0.020	0.104	-0.134	-0.079	0.067	0.109	-0.072
BRQ Part Qol Q1L	0.057	0.052	-0.080	-0.082	-0.060	0.087	0.862	-0.002
BRQ Part Qol Q2L	-0.073	-0.046	-0.069	0.122	0.044	0.089	0.692	-0.041
BRQ Part Qol Q3L	0.228	0.023	0.114	0.022	0.085	-0.234	0.435	-0.089

Note: Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

4.3.3 SEM Analysis

The current study have both observed and unobserved variables, so this study uses Structural Equation Modeling (SEM) technique which will give satisfactory results for measurement error of unobserved variables and the conceptualized relationships between the constructs used in this study. AMOS program is used to test the hypothesized model by applying the structure of indirect and direct effects on the current data. To decide whether the indicators of the latent variables (observed variables) were spawn by the analogous latent construct, measurement model fit was tested first. In this process paths and overall fit was analyzed. In second step original model which was conceptualized was analyzed. To find whether the defined model relates with the data effectively, the integrity of hypothesized model and data were tested. In last step, a process of mitigation was applied to further upgrade the model to narrate appropriately the significant relationship between constructs and to represent a better fit of data.

4.3.3.1 Structural Equation Modeling

In scientific studies, the field of social sciences and management sciences used the statistical technique in near future is Structural Equation Modeling. When the research needs to evaluate direct and indirect relationship between causal variables in a single model, then most of the researchers use this statistical method (Meydan and Şen, 2011).

To examine the association between latent and observed variables, structural equation modeling, a statistical technique is used. In the process of data collection the measured variables are known as observed variables and the variables which are evaluated by the connection of observed variables are said to be latent variables because these variables cannot be directly measured. Structure equation modeling is accepted widely for analysis because it has the ability to take into the account the evaluation errors and the association between anomalies in observed variables to decrease the measurement errors.

Linear regression analysis is also similar to the structural equation modeling but this statistical technique has more advantages than linear regression. The distinguishing characteristics of structural equation modeling from other approaches are described by Celik and Yilmaz, (2013).

1. It shows the relationship between the hidden structures that are not evaluated directly.
2. Potential errors are considered in measuring the observed variables. The perspective of classical regression does not make any measurement error.
3. This is a very useful way to analyze the extremely complex variable and to unhide the direct and indirect association between variables.

Structural equation modeling is a two step analysis technique, first is measurement model and the second one is structural model. In first step measurement model is tested, it evaluates how accurately hidden variables are shown by the observed variables. In second step structural model is tested and shows that how the constructs are related to one another.

4.3.3.1.1 Measurement Model

This model evaluates how well unseen or invisible variables are shown by the observed variables. Here comes CFA (Confirmatory Factor Analysis) that stipulates the construct validity of scales. It is believed that CFA (Confirmatory Factor Analysis) is a powerful and accurate statistical method which is used in SEM to verify the validity and reliability of observed variables of the model constructs.

4.3.3.1.2 Validity Assessment

For assessment of the validity construct validation process is followed in this research. To initiate structural validity and reliability construct validation is versed. CFA (Confirmatory Factor Analysis) is used to test the structural validity, where both discriminant and convergent validity are tested. During testing the presumptions, for the latent variables reliability of scales was evaluated.

4.3.3.1.3 Convergent Validity

It refers to the degree to which two evaluations of the construct which are expected to be associated theoretically are actually interconnected, convergent validity is a subtype of construct validity. If two homogeneous constructs be compatible with one another then convergent validity can be accepted. So the items that are comparatively evaluate nearly the identical or particular concept, these should be merged or share a notable amount of uniform variance.

There are many techniques to evaluate the value of variable between item measures. In this study factor loadings, (CR) composite reliability and (AVE) average variance extracted are used to evaluate convergent validity which is endorsed by Hair *et al.*, (2010). If factor loading is ≥ 0.5 (preferably ≥ 0.70) then it shows more convergent validity. Hair *et al.*,

(2013) explained that to improve average variance extracted (AVE) an item which is less than 0.5 should be detached. Internal consistency or connection is shown when composite reliability's value is estimated as $\geq .70$. To accept AVE generally it should be ≥ 0.50 . The actual and significant notion of items are represented by the values of factor loading, composite reliability and AVE which are greater than the lowest level of acceptance.

In this study, only 8 items out of 30 showed the lower values of loading which was less than 0.5 and also caused AVE to decrease, these items are EPQ4, BAQ6, BRQLndPQ3, BRQIntQ2, BRQIntQ3, BRQPrtQolQ1, BRQPrtQolQ2, BRQPrtQolQ3; all other items are loaded quite well.

So, these eight items are excluded from the measurement model, AVE is increased and came into acceptable range which is greater than 0.5. Secondly, composite reliability values of all the elements are more than the acceptable value of 0.70 and ranges between 0.751 and 0.859. And the third one AVE's values are higher than the recommended value of 0.5 and ranges between 0.502 and 0.508. Hence convergent validity is established by the data elaborated in the following table.

Table 4.10
Result Summary for Measurement Model

Component	Item	Main Loading	AVE	Composite Reliability (CR)	Cronbach's Alpha
BRNDNSTLG	BNQ1	0.744	0.503	0.801	0.766
	BNQ2	0.757			
	BNQ3	0.65			
	BNQ4	0.681			
BRNDHRTG	BHQ1	0.698	0.504	0.803	0.746
	BHQ2	0.723			
	BHQ3	0.721			
	BHQ4	0.698			
EMPPASSN	EPQ1	0.723	0.502	0.751	0.738

	EPQ2	0.73			
	EPQ3	0.671			
BRNDAUTH	BAQ1	0.693	0.508	0.837	0.758
	BAQ2	0.707			
	BAQ3	0.721			
	BAQ4	0.741			
	BAQ5	0.699			
BRNDRELQOL	BRQLndPQ1	0.684	0.504	0.859	0.838
	BRQLndPQ2	0.701			
	BRQIndPQ1	0.696			
	BRQIndPQ2	0.674			
	BRQIndPQ3	0.769			
	BRQIntQ1	0.731			

4.3.3.1.4 Discriminant Validity

Discriminant validity is elaborated by the verification that evaluation of constructs that should not be extremely associated with one another theoretically, actually, should not established to be immensely connected to each other. Speaking practically, coefficients of discriminant validity should be visibly lower in volume than the coefficients of convergent validity.

The indication of square roots of the AVEs along the diagonal on which latent constructs correlation matrices were applied for the assessment of discriminant validity. In the matrix, lower left off-diagonal shows correlation statistics between constructs. When the square root of AVEs (diagonal elements) are greater than the correlations between constructs (off-diagonal elements) in a same row and column then discriminant validity is accomplished (Fornell and Larcker, 1981).

As depicted by the table 4.10, the AVE values are greater than the correlation coefficients of that factor with all other factors in the model. Discriminant validity of all the

factors is fulfilled from the results shown. So the final measurement model shows that hypotheses testing can be done on the model.

4.3.3.1.5 Reliability Test

When a psychological test is implemented to evaluate some characteristic or conduct then reliability is of prime interest (Rosenthal and Rosnow, 1991). Reliability is the extent to which evaluations are able to be done again when some other person executes the calculations, on divergent moments, under dissimilar circumstances, with assumed different instruments that quantify the same thing. So, actually it is solidity of computation over a range of conditions in which primarily the unchanged results should be acquired (Nunnally, 1978). In simple words, reliability is one way or another related or connected with consistency, the reason behind this is reliability test is carried out to decide the consistency of an instrument in producing outcomes.

4.3.3.1.6 Internal Reliability

The most repeatedly used test for internal reliability of an instrument is Cronbach's Alpha. This test can use the questions of an instrument which have more than two responses. The result ranges in between 0 and 1 of Cronbach's Alpha however the most adequate value of reliability is 0.70 and the above table of reliability statistics of each construct are shown in with the measurement of that construct.

Most of the researchers have used the same scale for the measurement in same context, so the scale is adopted and not changed for this study. But for items of questionnaire, cronbach's alpha was calculated that will measure the reliability which reflects the consistency of responses.

The following table exhibits Cronbach’s alpha, Standard Deviation and Mean values in the survey instrument with number of items. Here values of cronbach’s alpha ranges from 0.738 to 0.838 which confirmed that all parts are adequately reliable.

Table 4.11
Measures of Reliability

Component	No. of Items	Mean	Standard Deviation	Cronbach's Alpha
BRNDNSTLG	4	4.1164	1.24502	0.766
BRNDHRTG	4	4.5398	1.17818	0.746
EMPPASSN	4	4.4273	1.13317	0.738
BRNDAUTH	6	4.4505	1.00551	0.758
BRNDRELQOL	12	4.3958	0.9748	0.838

4.3.3.1.7 Composite Reliability

Composite reliability is the evaluation of overall reliability of a group of items which are diverse but similar. The composite reliability exhibits the reliability and internal consistency of a latent construct. To satisfy the criteria it’s calculated valued should be 0.70 or above. Table 4.10 shows the values of composite reliability of all constructs which are used in this study have more than the lowest acceptable value. This means that composite reliability has also been confirmed.

4.3.3.1.8 Measurement Model

The correctness of measurement model (outer model) needed to be tested prior to start evaluating hypotheses in the structural model. It should verify that the used assessments are perfect and they indicate the theoretical elements adequately. So, the procedure of testing the measurement model incorporates evaluating the reliability (internal consistency) and also the component validity of the items of instrument.

During testing the model, it encountered different changes constructed on the evaluation of loading of factors. So in this research, the factors which are loaded on the value less than 0.70 are excluded from originally 30 items because they were weak. These items are EPQ4 (from perceived employee's passion scale), BAQ6 (from brand authenticity scale), BRQLndPQ3, BRQIntQ2, BRQIntQ3, BRQPrtQoIQ1, BRQPrtQoIQ2, and BRQPrtQoIQ3 (from brand relationship quality scale). So, the measurement model attained the reasonable values of factor loadings of all the items.

4.3.3.1.9 Path Analysis

Analysis of paths is a model of determination of multiple regression, the input raw data which is used to assess causal model by analyzing the association in between DV (dependent variable) and minimum two or more IVs (independent variables). By using this approach, it could measure the seriousness and importance of causal linkage in between variables.

Path analysis is ideally useful because, unlike other techniques, it gives us the power to describe the relationship between all independent variables. As a result, it is shown in a way in which independent variables create direct and indirect effects on a dependent variable.

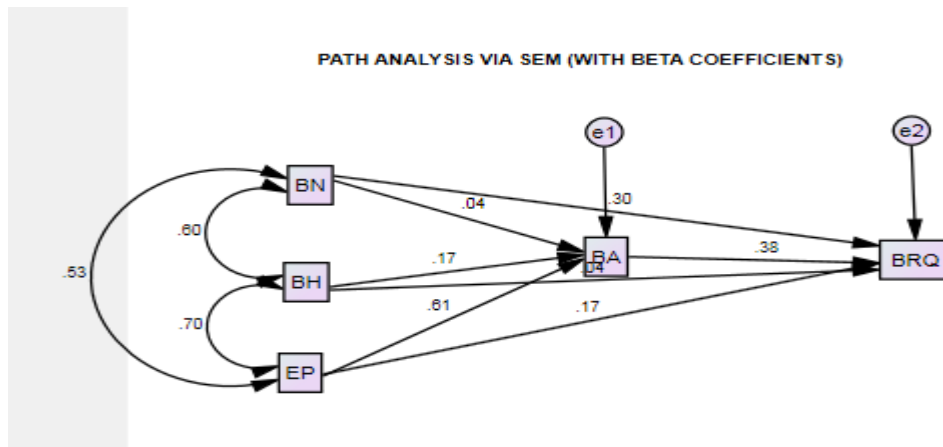
In 1918, a geneticist Sewall Wright developed path analysis and over the period of time this method was adopted many other fields like sociology, social sciences and physical sciences as well. Path analysis can be conducted in some statistical testing programs like STATA and SPSS. This is also known as causal modeling, analysis of covariance structures and also latent variable modeling.

The path analysis allows us to assume the continuous relationship between A, B and C variables such that A determines B and B in turn affects C. Here variable B plays dual

role, when A influence B, here B is dependent variable and when B determines C, here B is independent variable so both paths should be there and to reach on a conclusion that only one or both paths exists or not.

To specify the ways of the association in path analysis, two kinds of paths are mentioned. These relationships can be direct or indirect between variables in the model. So these two alternative paths of association are shown in the following diagram with beta coefficient (β) and error variance (e).

Figure 4.1. Path Analysis via SEM (With Beta Coefficients)



4.3.3.1.10 Measurement Model Assessment

Here the step of model specification or detailing is of supreme importance, in which every construct separately and then jointly described about hypothesized model. Here the study enumerates about latent variables and also their indexes and tag the error terms of the indicator variable.

In further step of assessment of measurement model, it will be found that the hypothesized model have how much chunk of facts and figures. To furnish distinctive approximation of concealed parameters it is mandatory to have sufficient amount of information

in an equation. To gauge model fit, over-identified models that produce a prospected value is necessary for CFA. So, quantity of indispensable attributes $[1/2 S (S+1)]$ should be higher in number of untold attributes (t) as per equation (S stands for quantity of perceived variables).

Eq. $t < 1/2 S (S+1)$

So by evaluations it is found that all the hidden constructs of this research has in excess accepted chunk of data than anonymous attributes. So, the models are over identified.

CFA (Confirmatory Factor Analysis) is applied when it is confirmed that all the presumptions are attained and accurate. For analyzing the whole comprehensive model that is measurement model and structural model SEM examination is administered as next step. To measure the acceptability of the model some fit indices and the value of chi-square (χ^2) are used. The value of Chi-square (χ^2) is sensitized when the sample is bigger than 200 ($n > 200$, Bagozzi and Yi, 1988), chi-square/df is used here for the present sample size of 320. Some model fit indices like GFI, NFI, CFI, TLI and RMSEA will describe the model fit indices when chi-square/df is measured as less than 3. To carry out data analysis for SEM, AMOS version 20 is used. SEM is also applied for evaluating hypotheses by executing direct & indirect, standardized & un-standardized results on the data and for examining descriptive statistics, which are used to test the presumptions of SEM, SPSS version 21 is used.

Finally, the model will mirror the poor-fit if the mentioned fit indices are not matched with the generally accepted values. So the model will need to be re-evaluated by varying together with those disturbance terms which may lead to bigger change during identifying clearly and definitely in the overall chi-square (χ^2) value. To attain the accepted value of the model fit indices figure 4.2 elaborates all the covariance between the error terms of the

indicator variables. This will affirm that hypothesized model fits the data and it will steer to the good-fit of the model.

Before going for ultimate data analysis fit evaluations are outlined to anticipate overall model fit. The following table shows that lowest value of inconsistency in between the sample and covariance of matrices which is fitted that is *CMIN* ((χ^2) chi-square values) lower than the least estimate (that is $CMIN/df < 3$). Hence it is established and confirmed through the values extracted from all constructs that the distribution of variables are different from each other unconditionally. And also the calculated values of GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), CFI (Comparative Fit Index) and TLI (Tucker Lewis Index) are larger than 0.80, which stipulate that good fit of the models. Unlike others, TLI is not confined to its projected values which are 0 and 1. An over-fit of model is shown through the value nearest to 1.

In 1980, Steiger and Lind suggested to use the population discrepancy function to evaluate acceptability of the model. To find out the value of discrepancy function, they pondered the population moment for the fitness of the model instead of evaluating sample moment. So, mostly for population RMSEA (Root Mean Square Error of Approximation) is used. In association to the degree of freedom (df), the value of RMSEA should be less than 0.07 which indicates a good fit of the model (Arbuckle, 2005).

By doing individual evaluation of the models of the study, value of RMSEA of BRQ is 0.069 shows a close fit of the model and the values of BN, BH, EP, and BA are over 0.70 which represent the logical fallacy of estimation. The values of indices i.e. CFI, AGFI, GFI, and TLI all the five constructs BN, BH, EP, BA and BRQ are near to 1, which clearly indicates

the good fit of the model. Therefore, it is shown through discrete model fit statistics that model is good fit which also confirms a certain speculated model fits the data as shown in the table 4.12.

Table 4.12
Model Fit Summary

Model	Items	CMIN/df	Df	GFI	AGFI	CFI	TLI	RMSEA
Original Model	30	1.685	372	0.888	0.860	0.917	0.903	0.046
Revised Model	22	1.701	191	0.918	0.891	0.938	0.925	0.047

The measurement model measured five constructs incorporating independent variables, dependent variable (BRNDRELQOL) and the mediating variable (BRNDAUTH). The table 4.12 precisely represents the values of all five constructs used by the study which indicates the overall model fit summaries. There were no impartial constraints put on the factor loading as the presumptions took for the indicators.

This model is an average fit model, the evaluations of the first (actual) model in this research are $N = 320$, $p < 0.001$, $AGFI = 0.860$, $GFI = 0.888$, $CFI = 0.917$, $TLI = 0.903$ and $RMSEA = 0.046$ as shown in table 4.12. Therefore this model needs to be re-specified.

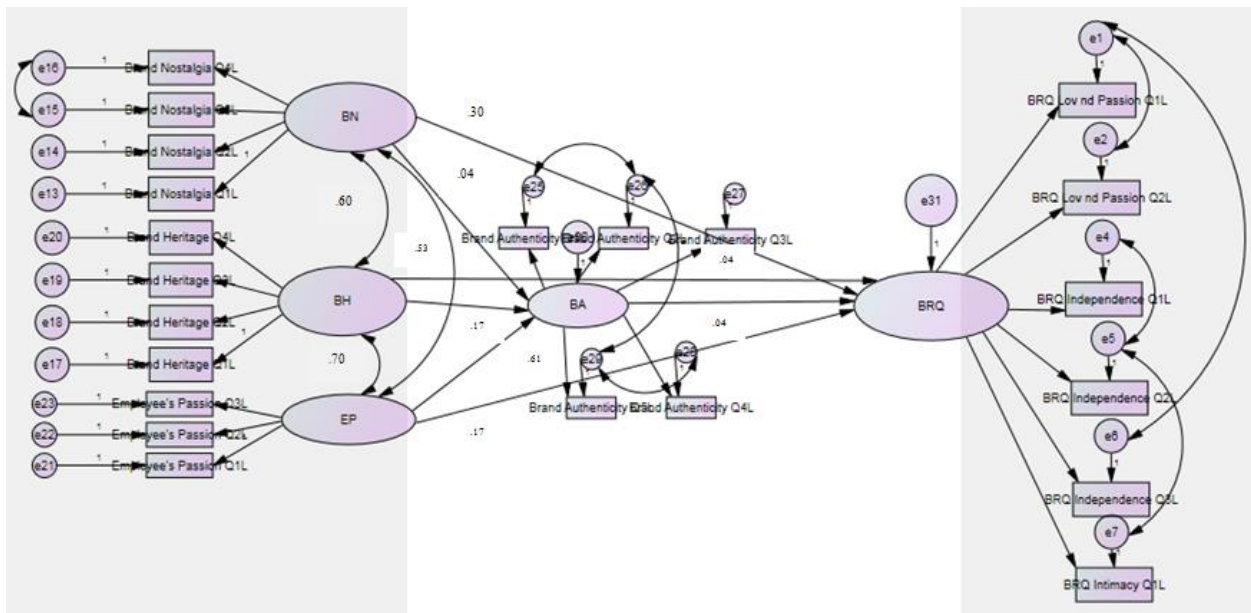
4.3.3.1.11 Model Re-Specification

The procedure of re-specification of the model encountered different modifications established on the analysis of factor loadings. Here the factor loadings that were of low values relative to others (< 0.50) were excluded from the original items counts of 30. The excluded items are EPQ4 (from perceived employee's passion scale), BAQ6 (from brand authenticity scale), BRQLndPQ3, BRQIntQ2, BRQIntQ3, BRQPrtQolQ1, BRQPrtQolQ2, and BRQPrtQolQ3 (from brand relationship quality scale). After taking the corrective action the model has reached at the level of acceptance and of suggested figures for all the elements (factor)

loading is $N = 320$, $p < 0.001$, $AGFI = 0.891$, $GFI = 0.918$, $CFI = 0.938$, $TLI = 0.925$ and $RMSEA = 0.047$.

So lastly procedure of testing the measurement model which also contained measurement of validity of scale component, internal consistency (reliability) and model fit indices accepted that the evaluations performed are reliable which adequately reveal the constituents (components). Hence the correctness of the outer model (measurement model) empowers to calculate structural model hypotheses.

Figure 4.2. Estimated Model Diagram



4.3.3.2 Structural Model

To predict the alliance of variables' powers and the relevance of the notion of the model, the procedure of evaluating the path coefficients is enabled. The structural model gone through different investigations followed by assessment of measurement model. All the forecaster variables elaborate the proportion of deviation in the resultant variable by deducing the values of R^2 . Urbach and Ahlemann, (2010) suggested that to gain the lowest level of descriptive power the value of R^2 of the model should be adequately bigger. By evaluating path

coefficients it can be found that how much the connection is powerful in between two variables. It is preferable that the values of path coefficients are more than 0.1 inside the model for best demonstration of definite effect or it is expected to be not less than the value of 0.05 for significance. Standardized path coefficients are evaluated while taking the value of bootstrap at 2000 resample for measuring the hypotheses of the current study. To predict both kinds of associations either they are positive or negative, two-tailed significance is used in this study for doing this.

4.3.3.2.1 Structural Model Assessment

By pertaining the structure of each independent model of the study, the re-specification of the measurement model is done to perceive the goodness of fit of hypothesized model. In table 4.12, recommended structural parameters' outcomes are depicted precisely. When mediation analysis was in progress of preceding model evaluation, a little bit of path coefficient restrictions were imposed that in turn enhanced the results. The generated values signify that the model which was hypothesized mirrored the good fit of the data where $N = 320$, $p < 0.001$, $AGFI = 0.891$, $GFI = 0.918$, $CFI = 0.938$, $TLI = 0.925$ and $RMSEA = 0.047$. Additionally for more affirmation of the acceptability of independent outcome, the watchful analysis of the single parameter established that the re-evaluated model fit the present data and the estimated variables are significant statistically as shown in table 4.12.

The two constructs BRNDHRTG and EMPPASSN clearly induced relationship approaching to BRNDRELQOL and also the mediation reaction of BRNDAUTH shows the statistical significance at $p < 0.05$ and $p < 0.01$ respectively but BRNDNSTLG did not make the appropriate association and is not significant at $p < 0.05$. The outcome of investigated data established originality and acceptability of the proposed path structure. The final results of

hypotheses testing are illustrated in table 4.13 and their direct, indirect and total effects with regards to path coefficients and p-values of the variables of the study.

Table 4.13
Hypotheses Testing Results Summary

Hypotheses	Relationships	Path Coefficients	P-Value	Confidence Interval
H1	BRNDNSTLG → BRNDRELQOL	0.304	0.001	.193 - .415
H1a	BRNDNSTLG → BRNDAUTH	0.035	0.561	-.069 - .144
H1b	BRNDNSTLG → BRNDAUTH → BRNDRELQOL	0.013	0.553	-.026 - .057
H2	BRNDHRTG → BRNDRELQOL	0.040	0.489	-.069 - .159
H2a	BRNDHRTG → BRNDAUTH	0.173	0.036	.015 - .328
H2b	BRNDHRTG → BRNDAUTH → BRNDRELQOL	0.066	0.033	.007 - .129
H3	EMPPASSN → BRNDRELQOL	0.172	0.017	.036 - .323
H3a	EMPPASSN → BRNDAUTH	0.607	0.001	.478 - .721
H3b	EMPPASSN → BRNDAUTH → BRNDRELQOL	0.232	0.001	.151 - .323
H4	BRNDAUTH → BRNDRELQOL	0.381	0.001	.278 - .482

Evaluation of hypotheses testing revealed that seven hypotheses are reinforced but the three did not. The following table represents the associations of independent variables, dependent variables and the mediator. This table outlines the effects and accordingly authenticates that the relationships which were hypothesized are accepted or rejected concerning to their path coefficients.

Table 4.14
Hypotheses Testing Results

	HYPOTHESES	Path Coefficients	RESULTS
H1	Brand nostalgia has an effect on brand relationship quality.	0.304**	Supported
H1a	Brand nostalgia has an effect on brand authenticity.	0.035	Not Supported
H1b	Brand authenticity mediates the relationship of brand nostalgia and brand relationship quality.	0.013	Not Supported
H2	Brand heritage has an effect on brand relationship quality.	0.040	Not Supported
H2a	Brand heritage has an effect on brand authenticity.	0.173*	Supported

H2b	Brand authenticity mediates the relationship of brand heritage and brand relationship quality.	0.066*	Supported
H3	Perceived Employee's passion has an effect on brand relationship quality.	0.172*	Supported
H3a	Perceived Employee's passion has an effect on brand authenticity.	0.607**	Supported
H3b	Brand authenticity mediates the relationship of perceived employee's passion and brand relationship quality.	0.232**	Supported
H4	Brand authenticity has an effect on brand relationship quality.	0.381**	Supported

Note: * mean significant at level $P < 0.05$, ** mean significant at level $P < 0.01$, *** mean significant at level $P < 0.001$

H1 hypothesis was projected that brand nostalgia (BRNDNSTLG) has an effect on brand relationship quality (BRNDRELQOL). SEM outcome revealed real support for H1 hypothesis and the value of $\beta = 0.304$ and $p = 0.001$ assert that brand nostalgia likely an acceptable indicator of brand relationship quality and the positive direct relationship exists between them.

H1a hypothesis was suggested that brand authenticity (BRNDAUTH) is affected by brand nostalgia (BRNDNSTLG) but the SEM result disclosed no support for H1a while the value of $\beta = 0.035$ and the relationship is not significant because $p = .561$, So the outcome affirmed that brand authenticity is not affected by brand nostalgia and there is quite a less association between these constructs to be significantly accepted.

The hypothesis H1b was proposed that brand authenticity (BRNDAUTH) mediates the relationship of brand nostalgia (BRNDNSTLG) and brand relationship quality (BRNDRELQOL) but the statistical analysis through SEM indicate that there is no mediation exist in between these constructs and they do not have an indirect relationship. The value of $\beta = 0.013$ and the significant relationship is not present because $p = 0.553$.

H2 hypothesis was suggested that brand heritage (BRNDHRTG) has an effect on brand relationship quality (BRNDRELQOL) but the SEM result disclosed that there is no

support for H2 while the value of $\beta=0.040$ and the relationship is not significant at $p=0.489$. So the result represents that BRQ (brand relationship quality) is not affected by brand heritage.

H2a hypothesis was projected that brand heritage (BRNDHRTG) has an effect on brand authenticity (BRNDAUTH). SEM outcome revealed real support for H2a hypothesis and the value of $\beta = 0.173$ and $p = 0.036$, this confirmed that brand heritage is an acceptable indicator of brand authenticity and the positive direct relationship exists between them.

H2b hypothesis was proposed that brand authenticity (BRNDAUTH) mediates the relationship of brand heritage (BRNDHRTG) and brand relationship quality (BRNDRELQOL). Statistical evidence revealed real support for H2b hypothesis and the value of $\beta = 0.066$ and $p = 0.033$, this confirmed that brand authenticity positively mediates the association (relationship) of brand heritage (BH) and BRQ (brand relationship quality).

H3 hypothesis was suggested that perceived employee's passion (EMPPASSN) has an effect on BRNDRELQOL (brand relationship quality). The results of SEM revealed real support for H3 hypothesis and the value of $\beta = 0.172$ and $p = 0.017$, this confirmed that perceived employee's passion is an acceptable signal (indicator) of BRQ (brand relationship quality) and the positive direct relationship exists between them.

H3a hypothesis was suggested that perceived employee's passion (EMPPASSN) has an effect on brand authenticity (BRNDAUTH). The results of SEM revealed real support for H3a hypothesis and the value of $\beta = 0.607$ and $p = 0.001$, this affirmed that perceived employee's passion is an acceptable indicator of brand authenticity and the positive direct relationship exists between them.

H3b hypothesis was suggested that brand authenticity (BRNDAUTH) mediates the relationship of perceived employee's passion (EMPPASSN) and brand relationship quality (BRNDRELQOL). The results of SEM revealed real support for H3b hypothesis and the value of $\beta = 0.232$ and $p = 0.001$, this confirmed that brand authenticity positively mediates the relationship of perceived employee's passion and brand relationship quality.

H4 hypothesis was proposed that brand authenticity (BRNDAUTH) has an effect on brand relationship quality (BRNDRELQOL). The results of SEM revealed real support for H4 hypothesis and the value of $\beta = 0.381$ and $p = 0.001$, this confirmed that brand authenticity is an acceptable signal (indicator) of brand relationship quality (BRQ) and the positive direct relationship exists between them.

4.3.4 Discussion

This chapter contains a comprehensive description of statistically processed data which was initially collected through self administered questionnaire. The data is processed by using two well known statistical software applications SPSS and AMOS. Multiple statistical techniques are used like correlation, CFA and SEM. Reliability and validity tests are taken which confirmed the scale and instrument.

Statistical findings showed that seven hypotheses were given support and they are significant and the relationships between the constructs, as proposed, exist. These results are consistent with the previous researches done by different researches like Kristine Fritz, Verena Schoenmueller, Manfred Bruhn, *et al.*, (2017), Muhammad Hamid, Muhammd Waqas Shahid, Tahir Latif Sheikh, Muhammad Bilal Raza, (2017), and also in line with the findings of Katie Peterson, (2009), they have also done their work in garments industry. H1 proved that brand relationship quality has a direct influence with brand nostalgia. H2a proved that brand heritage is

a good predictor of brand authenticity. H2b showed that brand authenticity can positively mediate the relationship in between (BH) brand heritage and (BRQ) brand relationship quality. H3 confirmed that the perceived employee's passion positively changes the quality of brand relationship and it is a decent indicator of brand relationship quality. H3a exhibit that brand authenticity is also positively influenced by perceived employee's passion. H3b proved that the association between perceived employee's passion and brand relationship quality is positively mediated by brand authenticity. H4 confirmed that brand relationship quality (BRQ) is directly and mainly affected by brand authenticity (BA). These significant relationships indicates that customers of garments brands really think that they can trust on the promises made by the brand as by having a look at the past history of brands and in turn they make more strong bond with the brands which lead them to build and maintain long lasting relationship by purchasing it on regular basis. These results also showed that the employees who represent the brand have great importance and the customer take care of the presentation provided by them. The promises made by these employees are considered as authentic and create quality of relationship.

Statistical analysis showed that three hypotheses were not given support and they did not find the significant relationship between the constructs as proposed. These results are inconsistent with the previous researches done by different researches like Kristine Fritz, Verena Schoenmueller, Manfred Bruhn, *et al.*, (2017). H1a is discarded by the analysis means that brand authenticity is not influenced by the construct brand nostalgia. It implies that when customers go for purchasing a garment brand, they are not affected by their past association with the brand. H1b is declined by the statistical evidence that the relationship of brand relationship quality and brand nostalgia is not mediated by brand authenticity. The reason for rejection can be most likely there would be change in context of industry, change of respondents and also the change of environment here in Pakistan. H2 is discarded by the analysis that brand relationship

quality is not affected by brand heritage. The reason for this may be in Pakistan the customers do not bother about the heritage of a brand, they just look what it is delivering currently.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

In this chapter of the study conclusion of the research is presented accompanied by practical and theoretical implications. Furthermore some recommendations are suggested for research in future that will assist other scholars who can utilize it as a fundamental research to explore more about it or relatively divergent cases.

In literature research could be observed on a large scale which describes the predecessors of brand relationship quality but still this distinctive association of constructs has not been examined. The outcome given by this research assists the brand relationship quality association with past associations with brand in the literature.

5.1 Conclusions

The main objective of this study was to predict the brand relationship quality by assessing the past association with brand. Thus, the current examination links prior research on brand relationship quality (BRQ) and analytically examines a model of brand relationship quality (BRQ) which integrates the antecedents of it and influence a long-term relationship with customers.

The findings emphasizes on the establishment procedure of BRQ. The results show that brand relationship quality is affected by constructs which are firmly linked with the past of the brand (brand nostalgia and brand heritage) and persons mirroring the brand (perceived employee's passion). However, in this practical research, it is found the one brand heritage (BH) have greater noticeable effect on BRQ as related to the assessment of brand nostalgia (BN), existence of the feature of a brand indicating its tradition need not an arrangement of different opinions or the explanation of a conversation approach and is comparatively simple to estimate

accordingly. Hence, brand heritage can be less convincing for more participating customers, because of their immense demand for knowledge; contrarily, it can be more compelling for less participating customers for the reverse logic. This is parallel to the findings of Ewing *et al.*, (2012).

So the conception of brand relationship quality of customer is not restricted to right attitude or to tradition, but instead to the stability of the brand and staying accurate to itself. This certified the relationship quality notion of the distinct study directions explored within review of literature. We also elaborate the real aid for the extensive supposition that brand relationship quality produces increased emotional association between brand and the customer. Certainly, brand authenticity is confirmed to mainly affect brand relationship quality. So the anticipated authenticity of a brand encourages powerful passionate association between the brand and a customer, which in response intensifies customer devotion and also customer patience for awful actions of the brand. These findings highlight the significance of brand relationship quality for marketers.

The significant results showed that Multan city has a great potential for the garments industry, as this city is emerging day by day and also the garments industry is taking its boom in Multan. Geographically most of the brands are located in Gulgash area, and some locations like 100 feet road, sher shah road and specially the northern bypass are the potential areas where the garments brands can establish their business because these areas have the customers who fall in the high middle class as well as high class. These customers travel to Gulgash and Cantt. areas to purchase garments brands. So, by keeping the results of this study in the mind garments brands can take benefit from it.

5.2 Contributions of the Study

This study has both practical contribution and contributions to literature, which can grant paramount advantages when associated critically to the marketers and brand managers. As if brand managers are facing some problem related to brand relationship quality they can utilize the findings of this research to fulfill their interests.

5.2.1 Practical Contributions

Marketers and brand managers must observe that the deduced brand identification of forefront persons (employees) portray a prime contribution in managing consumers' relationship quality understandings and is consequently appropriate for behavioral effect of customers (Kristine Fritz, Verena Schoenmueller, & Manfred Bruhn, *et al.*, 2017). Customers are more probably recognize the brand as authentic when they negotiate with the employees who are extremely inspired inherently. So it will intensify interactive conception additionally the objective for long-term association and the brand will be assessed more confidently. Therefore, organizations must engage, choose, educate and stimulate frontline employees to accomplish their job tasks in an enthusiastic way. Cumulatively, our findings indicate that brand manager can impact the authenticity insight of their brand in several different styles. Furthermore, the favorable reaction by brand authenticity (BA) for BRQ (brand relationship quality) best spots the suitability of our results, not only for tentative brand recognition but also for eagerness of customers to involve in long lasting associations.

Brand envelops a broad scope of abstract relationships depict an important factor in branding and future preference of research. Brand heritage is one of the relationship brand managers or marketers could utilize the brand to get competitive advantage over their rivals, essentially, aid them to build their unique image. This will escalate the curiosity in brands

that have a heritage to represent the past events (Brown *et al.*, 2003). Brands depict talk with society throughout firmness, adaptation and hope anxiety, and ponder and image of fairness virtue is prone to appeal today.

The findings provide additional insights for both marketers and academicians regarding the phenomenon of nostalgia. The results of this research are relevant for today marketers who use nostalgic cues in their campaigns to attract consumers and offer products that stimulate consumers' nostalgic responses in order to positively influence consumers' behavior. Current findings demonstrate that nostalgia used in communication might provide the expected positive effect when it is employed in an appropriate way and environment.

From a managerial perspective, the study focused on consumer behavior. This revealed factors influencing brand relationship quality, including the need to give consistency to the customer relationship as a management tool, deliver more relevant value to customers, establish long lasting connection with them and understand how consumers feel about a brand and the nostalgic bond they form with it. This will allow companies to develop strategies that strengthen that bond by associating it with a historical component, referring to an experience the client lived through in the past.

It is clear that many consumers can buy certain brands either to restore a nostalgic memory or to reflect it. Many of the nostalgic references with these brands have been built through repetitive behavior that contributes to a deep emotional and familiar memory or routine. The brand is the face of that memory that represents the habitual behavior.

The activation of brand heritage has to be visible in all elements of a marketing campaign, as the marketing mix can invoke the personal and cultural associations of history with regard to a particular brand. For marketing managers, this study may form the

structured understanding of the perceived value of the heritage aspect associated with their brand. A heritage branding approach draws attention to the interplay between strategic goals and consumer perception and to how elements of future, present and past interpretations are crucial to sustaining and building meaningful brands. Our results showed that brand heritage is very important factor of brand relationship quality.

Brand Authenticity validates that it mainly influence Brand Relationship Quality. So, marketing and brand managers when making marketing campaigns about their brands, need to highlight the brand authenticity approach that brand know exactly what it stands for. Also develop the image that brand always meet its promises. By adding these ideas they can engage more new customers and can retain the old customers as well and the relationship between customers and brand will last for a long period of time.

5.2.2 Contributions to Existing Literature

This study furnishes real awareness to the marketers as to how their action plans have great effect on their employees. Brand managers are in serious demand to give confidence and make their front line employees devoted for the company by participating as a key factor while dealing with the customers. This will lead them to make stronger and unbeatable quality of relationship.

This research has a precious contribution to the existing body of literature addressing the proposed phenomena of past associations with brand really effects the brand relationship quality and its authenticity too. Consequently, the second chapter of this study particularly highlights the key literature of the variables, thus enhancing the study by suggesting a conceptual model and evaluating it quantitatively and in this way contributing to existing literature.

The inspection of the outcome revealed positive association in the suggested constructs, that is, brand nostalgia, brand heritage, and perceived employee's passion with brand relationship quality as dependent variable and brand authenticity as mediator. The findings of the current study are in line with the work done by Kessous A., Magnoni F., Valette-Florence P. (2016), Leigh *et al.*, (2006), Kristine Fritz, Verena Schoenmueller, Manfred Bruhn, *et al.*, (2017), Muhammad Hamid, Muhammd Waqas Shahid, Tahir Latif Sheikh, Muhammad Bilal Raza, (2017), and also consistent with the findings of Katie Peterson, (2009).

To sum up, the findings related to the antecedents of brand relationship quality elaborate that an organization may impact brand relationship quality by employing distinct methods, and it is accordingly predominant to examine which element (i.e. a brand's preceding, staff members (employees) depicting the brand) can be utilized by management of brand to definitely influence the insight of BRQ (brand relationship quality). Besides this, brand relationship quality appears to be a critical success point for brands.

5.3 Limitations

We used past associations (i.e. brand nostalgia, brand heritage) as the predictor of brand relationship quality. However in our study, the proposed indirect relationship of brand nostalgia and brand relationship quality did not appear to be significant. It might be due to change of environment and industry as well. So, some more detailed research is needed in this area by changing some identification factors and/or by changing the sample. Two direct relationships (brand nostalgia with brand authenticity, and brand heritage with brand relationship quality) were also not significant. Therefore, these areas needed to be investigated in more detail.

The study used a quite limited number of constructs as the antecedents of brand relationship quality, there can be many other factors that may have significant relationship with brand relationship quality which are needed to be explored too.

5.4 Future Research and Recommendations

Future research involving the outcome of brand relationship quality might be fascinating for the researchers. Whereas we depict that brand authenticity influence the brand relationship quality, it is yet debatable whether the determinants of brand relationship quality used by this study are enough or not. Future research could also be done by exploring the determining factors and important outcomes of brand relationship quality in different cultures.

However, future research emphasizing on the proposed deviations in the intuitive procedures is required, which may produce strong suggestions for brand managers. Further observations about acknowledgement of authenticity via services and also the effect of commitment (authenticity) on the realization of the service interaction might be attractive.

Brand relationship quality is a multidimensional construct, we found that the antecedents of this construct may or may not affect the relationship, so it could be interesting to go for measuring these variations.

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Appendix 1- Exploratory Factor Analysis

Appendix-1A Component Matrix of Brand Nostalgia

Component Matrix^a

	Component
	1
Brand Nostalgia Q1L	0.726
Brand Nostalgia Q2L	0.748
Brand Nostalgia Q3L	0.678
Brand Nostalgia Q4L	0.542

Extraction Method: Principal Axis.

a. 1 components extracted.

Appendix-1B Component Matrix of Brand Heritage

Component Matrix^a

	Component
	1
Brand Heritage Q1L	0.611
Brand Heritage Q2L	0.681
Brand Heritage Q3L	0.699
Brand Heritage Q4L	0.616

Extraction Method: Principal Axis.

a. 1 components extracted.

Appendix-1C Component Matrix of Perceived Employee's Passion

Component Matrix^a

	Component
	1
Employee's Passion Q1L	0.719
Employee's Passion Q2L	0.768
Employee's Passion Q3L	0.655
Employee's Passion Q4L	0.448

Extraction Method: Principal Axis.

a. 1 components extracted.

Appendix-1D Component Matrix of Brand Authenticity

	Component Matrix^a	
	Components	
	1	2
Brand Authenticity Q1L	0.821	-0.127
Brand Authenticity Q2L	0.679	0.024
Brand Authenticity Q3L	0.49	0.283
Brand Authenticity Q4L	0.123	0.537
Brand Authenticity Q5L	-0.051	0.74
Brand Authenticity Q6L	-0.066	0.642

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Appendix-1E Component Matrix of Brand Relationship Quality

	Pattern Matrix^a		
	Components		
	1	2	3
BRQ Lov nd Passion Q1L	-0.179	0.854	0.102
BRQ Lov nd Passion Q2L	0.037	0.708	0.046
BRQ Lov nd Passion Q3L	0.191	0.494	-0.116
BRQ Independence Q1L	0.325	0.369	0.026
BRQ Independence Q2L	0.57	0.277	-0.073
BRQ Independence Q3L	0.543	0.065	-0.043
BRQ Intimacy Q1L	0.725	0.024	-0.08
BRQ Intimacy Q2L	0.556	-0.017	0.185
BRQ Intimacy Q3L	0.597	-0.177	0.211
BRQ Part Qol Q1L	-0.002	-0.015	0.859
BRQ Part Qol Q2L	-0.06	0.134	0.661
BRQ Part Qol Q3L	0.276	-0.062	0.426

Extraction Method: Principal Axis Factoring.

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Appendix-1F Total Variance Explained
Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	7.591	25.302	25.302	7.081	23.605	23.605	4.376
2	2.343	7.81	33.112	1.852	6.173	29.778	3.788
3	1.934	6.445	39.558	1.42	4.733	34.511	3.788
4	1.709	5.696	45.254	1.224	4.08	38.592	4.285
5	1.394	4.646	49.899	0.892	2.975	41.566	4.076
6	1.21	4.033	53.932	0.735	2.449	44.016	3.486
7	1.164	3.88	57.813	0.681	2.271	46.286	3.119
8	1.073	3.575	61.388	0.568	1.893	48.18	3.689
9	0.987	3.291	64.679				
10	0.937	3.123	67.802				
11	0.831	2.769	70.57				
12	0.816	2.72	73.29				
13	0.706	2.352	75.642				
14	0.654	2.179	77.821				
15	0.614	2.046	79.867				
16	0.55	1.834	81.701				
17	0.542	1.808	83.509				
18	0.528	1.761	85.27				
19	0.467	1.556	86.826				
20	0.457	1.524	88.35				
21	0.442	1.475	89.825				
22	0.434	1.447	91.272				
23	0.413	1.377	92.649				
24	0.401	1.336	93.985				
25	0.365	1.218	95.203				
26	0.336	1.121	96.324				
27	0.318	1.059	97.384				
28	0.287	0.956	98.339				
29	0.268	0.893	99.232				
30	0.23	0.768	100				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Appendix 2- Questionnaire

This survey is going to be conducted to investigate “The Impact of Past association with brand on Brand Relationship Quality through mediation of brand authenticity in garments industry”. The information you will provide will be kept confidential and only be used for research purpose.

Indicate (✓) your level of agreement with the following statements.

Please give your opinion on a Scale of 1-7 (where 1= Strongly Disagree, 2= Slightly Disagree, 3= Disagree, 4= Neutral, 5= Agree, 6= Slightly Agree and 7= Strongly Agree)

Gender: Age Group:

Female Male

20-30 year 31-40 year 41 and above

Income Group: Per Month:

PKR. 30,000-40,000 PKR. 41,000-50,000 PKR. 51,000-60,000

PKR. 61,000 and Above

<i>Brand Nostalgia</i>	Strongly Disagree 1	Slightly Disagree 2	Disagree 3	Neutral 4	Agree 5	Slightly Agree 6	Strongly Agree 7
1. I associate the brand with experiences from my childhood							
2. I associate the brand with experiences from former times.							
3. The communication style of brand reminds me of “the good old days”							
4. For me, brand is a symbol of my childhood/youth							

<i>Brand Heritage</i>							
5. Brand is with tradition							
6. The brand is characterized by its own history							
7. The promises of brand are closely linked to its tradition							
8. The brand is conscious of tradition							
<i>Perceived Employee's Passion</i>							
9. I have the feeling that the employees like working for brand							
10. The employees identify themselves with the brand							
11. I perceive the employees of brand as being motivated							
12. The employees enjoy working for brand							
<i>Brand Authenticity</i>							
13. Brand possesses a clear philosophy which guides the brand promise.							
14. Brand knows exactly what it stands for and does not promise anything which contradicts its essence and character.							
15. Considering its brand promise, the brand does not pretend to be someone else.							

16. Considering its brand promise, brand doesn't curry favour with its target group; moreover, it shows self-esteem.							
17. Brand distorts itself, to match contemporary market trends.							
18. The saying "you trim your sails to every wind that blows" describes brand adequately.							
Brand Relationship Quality <i>If the brand were a person, . . .</i>							
Love and Passion							
19. . . . I would express deep and strong feelings for him/her							
20. . . . I would want him/her to keep me company when I feel lonely							
21. . . . we would be 'meant for each other'							
Interdependence							
22. . . . he/she would play an important role in my life							
23. . . . I would be used to having him/her around							
24. . . . I could not live without him/her							
Intimacy							
25. . . . we would be close friends							

26. . . . we would understand each other							
27. . . . I would feel comfortable sharing detailed personal information about myself with him/her							
<i>Partner Quality</i>							
28. . . . he/she would treat me well							
29. . . . he/she would do his/her work well							
30. . . . I could rely on him/her							