

**CONSTITUTIVE RHETORIC AS A PRECURSOR TO CONSTITUTIVE MARKETING:
AN EXPLORATORY STUDY TO EXFOLIATE BRAND COMMUNITY FORMATION
PROCESS AS AN OFFSHOOT TO MARKETING COMMUNICATION**



THESIS

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**DEPARTMENT OF RURAL MANAGEMENT
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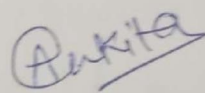
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DECLARATION

I, Ankita Verma, student of Ph.D. hereby declare that the thesis titled "Constitutive Rhetoric as a Precursor to Constitutive Marketing: An Exploratory Study to exfoliate Brand Community Formation Process as an Offshoot to Marketing Communication" submitted for award of the degree of Ph.D. to Babasaheb Bhimrao Ambedkar University (A Central University), is my original work which I have completed under the guidance and supervision of Prof. Kushendra Mishra, Department of Rural Management, School for Management Studies, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow. I hereby declare that this thesis is based on original work except for quotations and citations which have been duly acknowledged. I also declare that this thesis or any part thereof has not been submitted to any other university or institute for award of any other degree or diploma and I also undertake that the thesis is essentially free from all kinds of plagiarism.

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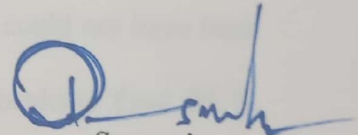
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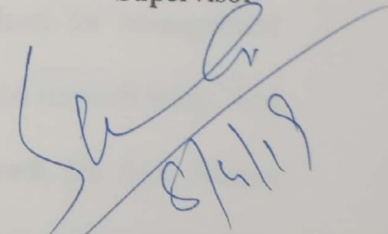
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This is to certify that the thesis titled “**Constitutive Rhetoric as a Precursor to Constitutive Marketing: An Exploratory Study to exfoliate Brand Community Formation Process as an Offshoot to Marketing Communication**” submitted by Ankita Verma is an original research work and has not been previously submitted in part or full for the award of any other degree or diploma degree to any other university.

The thesis submitted Babasaheb Bhimrao Ambedkar University Lucknow satisfies all the requirements as stipulated in the Doctor of Philosophy (Ph.D.) regulations-1999 as amended in 2008/2010/2013 and it is fit for submission and evaluation for the award of the degree of Doctor of Philosophy of the university.

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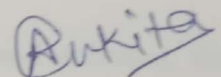
This endeavour of mine would not have been possible without the active support of my supervisor **Prof. Kushendra Mishra**, Department of Rural Management, School for Management Studies, Babasaheb Bhimrao Ambedkar University. He nurtured my interest, inspired me continuously and provided the intellectual capability throughout the tenure of research enrolment. I have absolutely no doubt that without his consistent encouragement, ever willingness to help, moral support and keen supervision the work could not have been possible up to this standard. I would also like to express my heartfelt thanks to **Prof. M. S. Khan**, Head of Department of Rural Management, Dean, and School for Management Studies and **Dr. Abhilash Babu** for their valuable suggestions during the research work. And I would express my gratitude to **Dr. Taruna**, **Dr. Ramesh Chaturvedi**, **Dr. Lata Bajpai Singh** and all the faculty members of the Department of Rural Management, School for Management Studies, and Babasaheb Bhimrao Ambedkar University for helping me.

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ANKITA VERMA

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EXECUTIVE SUMMARY

Brand community are the communities where members, share common interest and build social relations among members of a particular brand. Formation of brand communities takes place when a strong customer brand relationship develops. Customer brand relationship main elements are trust and commitment. Loyal customer implies that customers have an emotional connection to the brand, which enhances the relationship between them and creates a strong customer- brand relationship. This thesis examines the formation of brand communities in specific parlance to the theory of constitutive rhetoric discourse as propounded by James Boyd White and marketing communication. The present research highlights the formation of brand community through constitutive rhetoric and marketing communication and other variables discussed in the brand community model. Since the interpersonal relationship between the consumer and brand have two dimensions of emotional value (brand personality) and rational value (brand attitude), the impact of rhetoric on these two dimensions is assessed separately. A brand community is a specialized, association, based on a set of structure social relations among admirers of a brand (Muniz & O'Guinn, 2001).

This present research aspired and developed a theoretical model on the issue of brand community formation. The purpose of this study is to explore the behavior of consumers towards the brand, to know is there any relation between constitutive rhetoric and constitutive marketing (relationship marketing). The study proposes and assesses model to determine the antecedents of brand community through the formation of customer brand relationship. First the effect of independent variables on customer brand relationship is determined and in the next step the effect of customer brand relationship on brand community formation is determined.

The First chapter is introductory in nature determines the arrangement of the analysis as well as the definition of key terms, including constitutive rhetoric, constitutive marketing, brand community, customer brand relationship, marketing communication. Second chapter focuses on basic concepts related to the research area and explore the concerned literature through previous studies done by other researchers, appropriate theories are discussed. Moreover, second chapter brings out the gap in the literature and leading to the research questions. The chapter concludes with the development of a theoretical model to answer the questions and framing of corresponding objectives along with the formulation of the hypotheses. Third chapter, cover the research methodology for this research includes research objectives and research questions, research design, research approach, sources of data collection, sampling design and objective wise data analysis tools. Fourth chapter, this chapter has outlined the analysis and interpretation of data. Primary data related to the brand behavior was collected through a survey of the consumers involved in buying of branded products and services. The survey was done through a 'structured questionnaire' and secondary data conversation, review of all available literature, reference material etc. have been used. Fifth chapter, the major findings and conclusions of the study has been discussed. The findings and conclusion are made from the analysis, which has been done in previous chapter four. Descriptive analysis represents the findings of study and conclusions are made from testing of hypotheses with different tools and techniques. Chapter, sixth presents significance of the study, Implication of the study, findings and conclusions

LIST OF ACRONYMS & ABBREVIATIONS

Abbreviation	Description
AIDA	Attention, Interest, Desire, and Action
AMA	American Marketing Association
ANOVA	Analysis of variance
Dof	Degree of Freedom
EFA	Exploratory Factor Analysis
H ₀	Null Hypothesis
H _A	Alternate Hypothesis
IMC	Integrated Marketing Communications
KMO	Keiser-Meyer-Olkin
SPSS	Software Package used for Stastical Analysis
WOM	Word of Mouth

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1.1 Overview of Study

The first chapter will introduce the background of the study with the aim to provide a broader overview of the chosen topic. The research question and purpose of the study are presented based on the research problem of the study. The present research highlights the formation of brand community through constitutive rhetoric and marketing communication and other variables discussed in the brand community model. Since the interpersonal relationship between the consumer and brand have two dimensions of emotional value (brand personality) and rational value (brand attitude), the impact of rhetoric on these two dimensions is assessed separately. This chapter describes the purpose of study, the rationale of the study, a statement of the problem, scope of study and at last structure of the thesis.

Brand not only represents the face of the product, but also represents the unique attribute or identity of the product as readily identified by the customers and sometimes extends beyond the product and reflects the relationship between a brand and its customer. This relationship between customers and brand leads to the consumption of convention-based associations which are deeply interwoven and complex in nature. Usually, community formation result if the consumers transfuse this brand liking to another co-consumer resulting in a labyrinth of chain interlinked and strengthened by a common liking and believe that this common product form the basis of communication amongst the community.

In current scenario due to rapid advances in social media networking like Whatsapp, Facebook, people are desirous of connecting with other people who differ significantly in terms of their behavior, attitude towards products and living status (Fournier&Lee,2009). It is imperative for building a brand community to have like-minded people with commonality of interest. While defining communities (Mc Alexander et. al. 2002,) pointed out that communities of interest have a tendency to be identified based on commonality or identification among their members, whether a common neighborhood, similar occupation, and earnings, a common leisure pursuit or devotion leads towards a common brand. Usually, communities sociologically are identified with soul entities and the relationships among themselves (Mc Alexander, Schouten, & Koenig, 2002).

India business concern is growing rapidly, but due to the consumer's expectations and fluctuation in demand necessitates the business to improvise on advertising by focusing on both existing and new customer (Ries & Trout, 2005). Companies are aspiring to focus on building a strong relationship with customers remain afloat (Solomon et. al., 2010) and the association of customers is one such way of keeping long term customers. The brand is the term which is very essential for each company as it categorizes similar product with different companies. Brand identification is the first step towards product differentiation,i.e. Similar products available in the market (Solomon et. al., 2010). A strong placed brand can always influence the consumer, their purchasing behavior and presumably fulfills their expectations. (Keller, Aperia, & Georgson, 2008). It is needless to say that Organizations can ensure customer loyalty by sustaining existing customers by keeping them happy so long as they keep their expectations fulfilled (Fournier and Lee, 2009).

Competition is increasing day by day with replaceable products and services, i.e. substitutes are flooding the market and it is becoming increasingly difficult to cater to ever-increasing demand of the customers, thereby making long term customer a far fetched dream for the companies and only a handful of the companies are able to develop the exclusive brand community in both India and abroad. Most of the companies are only too happy by providing one-time satisfying experience to the customers. Nowadays, the business environment is a fast-growing, highly competitive and proactive state of war- study, where companies are struggling for consumer's mind and facing a huge amount of challenges like constant innovation, competition, the emergence of substitutes, shortening of the product life cycle and bargaining power of customers and suppliers. These days, customers have a tendency to switch between products because of a great figure of substitutes emerging on the market and low switching costs (Ries & Trout, 2005). Hence, companies are trying to construct barriers in order to possess existing customers and acquire new customers also.

However, in order to build and maintain strong brand communities, companies should analyze and understand the individual and social needs of members and try to do everything possible to support and involve them on their own terms. An important thing that companies should bear in mind that brand communities are not corporate assets, so they can be only supported, not controlled (Fournier and Lee, 2009).

1.1.1 The Focal Problem of the Present Study

In this study researcher tries to explore the relationship between constitutive rhetoric and marketing communication and the process of building brand community. The distinctiveness of this study lies in the fact that this study has developed a research model to study the effect of

marketing communication, constitutive rhetoric and other variables used in model on customer-brand relationship, and then the impact of customer brand relationship on the brand community leading to the formation of brand community.

In today's fast-changing, globalizing and turbulent world, people are hungry for a sense of connection; they often feel socially isolated, alone in their preferences, attitudes, behaviors, and lifestyles (Fournier & Lee, 2009). This hunger makes them search for confederates among people who possess alike interests and build communities. According to McAlexander et. al. (2002) communities have a tendency to be identified based on commonality or identification among their members, whether a neighborhood, an occupation, a leisure pursuit, or devotion to a brand. Usually, communities are made up of its member entities and the relationships among them (McAlexander, Schouten, & Koenig, 2002). Consumers' attitudes, personality, preferences, behaviors, and requirements are changing dramatically fast. Markets are highly competitive; the number of competitors is increasing from day to day, more and more products or services, substitutes are emerging on the market (Ries & Trout, 2005). In the fight for the consumer's mind, companies are using every marketing tool they may afford. People are overwhelmed with the information they receive, they try to filter messages, and hence they became less affected by information flows companies send them (Ries & Trout, 2000). In this world of information, consumer are feeling alone, hence they strive to socialize with others who have similar interests and preferences towards a particular brand; therefore they build brand communities.

According to the major researches about brand communities, written by McAlexander et. al. (2002), and Muniz and O'Guinn (2001), such communities significantly increase brand equity and loyalty. Therefore, it is very useful for companies to build or support existing brand

communities. However, most companies perceive brand community as a tool and include it in a marketing strategy, which is not correct, because the brand community is built around a brand and by a brand, but not by a company (Fournier and Lee, 2009). Companies cannot force their customers to create a brand community, the only thing the company can do is to be an initiator or supporter of the brand community, by providing funds, satisfy customer needs, organizing brandfests, campaigns, meetings, etc. Hence it is difficult to have total ascendancy over brand communities and manage them.

1.2 Introduction of concepts used in the study

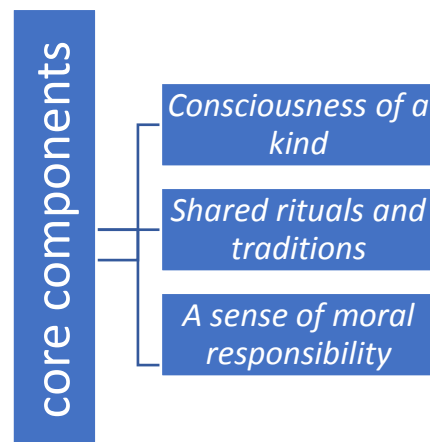
The concepts used in the present study have been defined below including previous literature also to explain the concepts.

1.2.1 Brand American Marketing Association (AMA) is a unique name, logo, symbol or any sign or combination of all, which differentiate the goods and services of one seller from another in a competitive market. Legal name addressed to brand is known as the trademark and when the firm is represented by such mark then it is known as brand name.

1.2.2 Brand Community is a powerful phenomenon, which emerges all over the world, it may bring a lot of benefits to a company. Brand communities define a community which is formed on the basis of attachment, common interest among community members. A special form of consumer communities and has become a major current issue in the study of brands since they bind brand and community together. (Muniz & O'Guinn, 2001) states that brand community is a specialized, non-geographically bound community which is based on a structured set of social relationships among followers of a brand. Brand community consist of three components. Firstly, it is centered on the brand. Secondly, it encourages relationships among members who share a

common interest in the brand, and finally, community takes place. Some of well-known brand communities examples are Harley-Davidson community, Jeep owners' community, and Apple and Mac communities. By managing, sustaining and supporting brand communities, companies can build customer loyalty, increase marketing efficiency and enhance their brand. Brand communities membership may provide emotional support, encouragement, share common interest and experience about a brand, identification as a member of some kind of subculture oriented towards consumption of a product or service. By participating in one or several brand communities, a consumer creates a relationship with a brand, i.e. he or she views the brand as a satisfactory partner in an ongoing relationship (Algesheimer, Dholakia, & Herrmann, 2005). Hence, through this relationship customer loyalty, awareness, passion, value creation and knowledge about a brand are built; furthermore, it strengthens customer association with a brand.

Figure 1.1: Core Components of Brand Community



Source: Muniz & O'Guinn, (2001).

1.2.3 Consumer Brand Relationships simply mean a class of relationship between buyers and brands (Einar Breivik 2008). The constituents to form the consumer brand relationship is brand trust and brand commitment. Customer brand relationships stated this relationship is formed through the exchange of brand values in two dimensions - emotional values and rational values.

According to (Mano & Oliver, 1993), emotions are unforgettable which increments loyalty towards a brand that is why the emotional aspect should be taken into consideration while building up brand loyalty. Loyal customer implies that customers have an emotional connection to the brand, which enhances the relationship between them and creates a strong customer- brand relationship, a goal that all businesses are striving for. Consumer brand relationship main elements are trust and commitment because when a buyer puts the trust into your brand and further initiate a commitment than only there is a purchase of the brand. Henceforth, it also assists the company to again find their place in the marketplace.

1.2.4 Constitutive Rhetoric James Boyd White (1985) has proposed a theory of constitutive rhetoric where it is considered as utilization of language through a combination of literature, symbols and narratives to create a collective identity for an audience. In relation to marketing, branding and promotion rhetoric is considered as a basic form of communication that occurs for persuasion when one party tries to persuade others (Hauser, 2002). Constitutive rhetoric is the process of composing a collective subject, it is a theory that understands the rhetoric, audience, and message as mechanisms in this process (Charland1987).

In 1985, James Boyd White proposed theory of constitutive rhetoric elucidating the capacity to create a collective identity through symbols or language language for an audience, especially by means of symbolism laced narratives from literature. James Boyd White described

that "constitutive rhetoric" defined rhetoric which represents a common, collective identity into existence. According to White persuasion and identification occurs only when audiences have faith and understanding related to methodology and content. White, further elaborates that there are two ways of convincing an audience that they belong to a common identity. The first is peitho (persuasion) and the second is dolos (deceitful manipulation). Using peitho, speakers convince audiences of commonly shared identity Dolos imprints in the mind of the audience that they share common belonging through clever deceit.

The collective is established through the positioning of the subject as trans historical, and through proposing the audience the illusion of freedom, while constraining them to the narrative that calls them into being. For constitutive rhetoric to operate effectively, members must first be successfully interpellated, and second adhere to the action necessitated by the tautological logic of the message. To enter a rhetorical narrative is to identify with Black's (1970) second persona this occurs through a series of ideological associations arising from the narrative structure of the message (Charland, 1987). Once constituted as a collective, the narrative activates the members to act and motivates them towards certain ends. For McGee (1975) ideology is material, existing both in the realm of ideas and practices, animating members to act upon it and structure their material world around its very principles and images. Althusser (1994) states audiences are always here interpellated through a process of identification with a textual position.

1.2.5 Constitutive Marketing is a relationship marketing where marketer uses rhetoric and myth to pull in potential customers. Constitutive marketing which is essentially relationship marketing and involves the formation of brand communities through the mechanisms of constitutive rhetoric (Kilambi, Laroche & Richard, 2013). A constitutive marketing person uses

psychoanalytic tools of convincing by using several peithos and Dolos and channel Marketing Company like Amway is the best example of constitutive marketing. Another significant example is Eureka Forbes water purifier selling company which uses constitutive marketing to perfection. Relationship marketing is a form of marketing, it developed from direct response marketing campaigns which emphasize more on customer satisfaction rather than on sales. Berry (1983) and Jackson (1985) in 1980 relationship marketing were first appeared and proposed by scholars of American marketing. In 1983, Berry argued at a conference that in service marketing field relationship marketing is a marketing to promote and retain effective relationships with customers. Relationship marketing revolves around the concept of gaining loyal customers.

1.2.6 Marketing Communication refers to the strategy used by a company or individual to reach their target market through various types of communication. Marketing communication includes advertising, direct marketing, branding, packaging, sales presentations, trade show appearances etc.

These are the communication by which organization tries to inform, influence and remind consumers either in a direct or indirect way about the merchandise and brands they sell. Its virtues act as a speaker of the company and its brands; they are a means by which organization establishes a bond and strengthens relationships with consumers. It aims at flourishing consumer loyalty by which marketing communication can add to customer equity.

1.3 Purpose of the Study

The purpose of this study is to explore the behavior of consumers towards the brand, to know is there any relation between constitutive rhetoric and constitutive marketing (relationship

marketing). The researcher tries to fulfill the gap which concluded from previous studies done by various researchers, how brand community formation takes place through constitutive rhetoric(which includes and marketing communication. Further the study proposes and assesses model to determine the antecedents of brand community through the formation of customer brand relationship. First the effect of independent variables on customer brand relationship is determined and in the next step the effect of customer brand relationship on brand community formation is determined. This analysis will bring out the fact that which variable/variables have a significant impact or play a greater role and which variable/variables don't have a significant impact or play a lesser role. This analysis will provide the insight that which variables the customers emphasize while selecting the brand and are more useful for firms for consideration in their marketing strategy to create customer brand relationship leading to formation of brand community.

1.4 Rationale of the Study

In current scenario, companies in order to develop brand are moving towards the Brand community. While developing advertisements, advertisers always think of what to plan and how to design advertisement i.e. through myth, narratives, etc. Because it is a very necessary aspect to know audience perception, their liking and attitude towards the brand. The intention of this thesis is to establish a theoretical preamble as well as testing the proposed model for the brand community formation This study also focuses on how brand communities are created and maintained through advertising and constitutive rhetoric and specially to show the impact of customer brand relationship in formation of brand community. The study, further reveals the theoretical and empirical aspects towards direct brand community formation.

1.5 Statement of the Problem

In order to create strong customer relations, a company has to create an association with a company's product. Organizations should build a brand around a product. The growing number of companies and other organizations have come to realize that one of their most valuable assets is the brand names attributed to their products or services (Keller, Aperia, & Georgson, 2008). From the previous literature we came to conclusion that there is still some gap in brand community formation. The first section of this study delineates the impact of constitutive rhetoric on brand personality, whereas second section assesses the impact of constitutive rhetoric on brand attitude. Researcher through this study tries to explore the relationship among the various variables considered in the proposed model and the process of brand community formation through the development of customer brand relationship. The study also explores the effectiveness of constitutive rhetoric and marketing communication in developing brand personality and brand attitude. As a result this study assesses the variables that are responsible for the formation of the brand community.

1.6 Scope of Study

This study will be beneficial for the companies, marketing firms, advertising firms which design advertisements to promote the brand and create awareness and try to develop brand personality and positive attitude for their brands. This work will be useful for academicians who are trying to extend research in the area of customer brand relationship and brand community. With the help of this study company or advertising firms will be able to make some tool for the promotion of the brand so that the brand is able to meet out the requirement of brand community formation.

1.7 Structure of Thesis

Chapter1 :-Introduction

This chapter highlights on the overview of the study, key concept of the study, purpose of doing this research, rationale of the study,statement of the problem,scope of research, and finally concluding with structure of thesis.

Chapter 2:- Review of Literature

This chapter is all about the conceptual framework which explains the concept used in the study and how they relate with each other, brand community model is also proposed for this study to achieve the purpose of the study as it is one of the important aims of the present study. Previous studies which have been done by various researchers also been discussed in this chapter .The chapter closes with research questions which came out from the research gap and for answering such questions objectives were formulated.

Chapter 3:- Research Methodology

In the research methodology chapter, the hypothesis of this research are derived from the nature of research questions which has been discussed in study leading to research objectives, This chapter consists of research design, sources of data, sampling design and also discussed research and data analysis tool which has been used to fulfill the objective.

Chapter 4: Data Analysis and Interpretation

This chapter has outline the analysis and Interpretation of data relevant tools and techniques after collecting data next phase is to analyze and interpret the data in order to solve

the problem. Demographic variables have been analyzed through SPSS and MS Excel, the descriptive analysis of these variables and Objective 1 is done employing frequency tabulation and various pie, bar and column charts. Objective 2 and Objective 3 is accomplished through the Chi-Square Test. In Objective, 4 Factor analysis is done to check the validity of an 'Exploratory Factor Analysis' is conducted. Once considered the factors are determined and measured through factor analysis, then the brand community model is assessed through regression. Multiple Linear Regression Technique is employed to assess these relationships.

Chapter 5:- Findings and Conclusion

This chapter discusses the findings, which came out from all the aforesaid objective. With the help of these findings, we were able to conclude the effect of various variables used in the study and their impact on brand community formation. And also came to know that customer brand relationship plays an important role in formation of a brand community.

Chapter 6:- Significance, Implications and Limitations

In this chapter, we have discussed about the significance and limitations of the study, also shown how applied significance can be useful for managers or professionals, then further for intensification the scope of brand community model suggestions have been discussed with respect to future research

BIBLIOGRAPHY

APPENDIX

REVIEW OF LITERATURE

The purpose of this chapter is to explore the available literature and to develop a theoretical framework for this research. First of all, this chapter defines the basic concepts related to the research area and explore the concerned literature through previous studies done by other researchers. Next, this chapter brings out the gap in the literature and leading to the research questions. The chapter concludes with the development of a theoretical model to answer the questions and framing of corresponding objectives along with the formulation of the hypotheses.

2.1 Brand

According to Sarkar and Singh (2005) the word brand is derived from the Old Norse word brand, which means “to burn” (a distinguishing mark consumed on domesticated animals with a warmed iron as the brands were and still are the methods by which proprietors of domesticated animals mark their creatures to recognize them.

According to Algesheimer, Dholakia, & Herrmann (2005) these days, brands are attempting to persuade consumers to be increasingly more associated with marketing practices and advertisers are focusing on utilizing brand networks. The purpose of brand communities to deliver and blowout information and to interact with highly loyal customers and persuade their behavior.

According to Moore, Karl, and Reid, Susan (2008) the idea of the brand and marking has been talked about as of late as a noteworthy point of concentrate in the advertising discipline however they are nearly as old as human advancement. The Old human advancement of Mesopotamia and Greek utilized checks and names to recognize or demonstrate their contributions - overwhelmingly of wines, treatments, pots or metals .

2.1.1 Definitions of a Brand

According to (AMA) American Marketing Association Keller (2003) states that a brand is a unique symbol, name or sign to distinguish product and services from one seller to another.

According to Aaker (1996) the added value thus is one important aspect which makes the difference between a brand and a simple product and which gives a company a competitive advantage.

According to Wood (2000) reported that the definition differs in different companies based on their competitive advantage. The Competitive advantage of a firm may be determined in terms of revenue or profit, market share or added value. In terms of consumers, the benefits the consumer purchases may be real or illusionary, rational or emotional, tangible or intangible.

According to Van Gelder (2003) defined global brands as brands that are available across multiple geographies without any specific continental requirements. These global brands possess consistency in product formulation (Hankinson and Cowking, 1996) and have similarities across countries with respect to brand identity (Aaker and Joachimsthaler, 2000)

According to Leiser (2004) defined the brand as a collection of hopes, expectations, and relations which arises from a company or a product. It can thus be concluded from the above discussion that no universally valid definition exists for a brand, but a brand consisting of both tangible and intangible characteristics shall serve the purpose of defining the brand for this research. Globalization of Indian economy has resulted in the entry of many global brands in the country, thereby increasing competition and thus the changes in consumer preferences as well.

According to Keller (2008) the idea that brand is more than a product was also supported who mentioned that a brand is more than a product which can have dimensions which differentiate it from other products.

According to De Chernatony (2009) finally defines a brand as a cluster of values that enables a promise to be made about a unique and welcomed experience of consuming a product. This definition illustrates the meaning of the brand in a sense that consists of tangible and product-related attributes as well as intangible, non-product related characteristics.

According to Keller (2008) brands enables companies to differentiate their products from others, satisfying the same need thanks to both their tangible and intangible assets. The former shares to the product performance of the brand, whereas the latter relate to what the brand represents.

2.1.2 Brand Importance

According to Wood (2000) brand is a valuable asset which must be carefully managed and developed because it provides the primary points of differentiation between competitive offerings.

According to Ind (2005) in the market where many active competitors provide the same or similar products or services, branding is the strategic key indicator that facilitates a company to achieve its financial target, reputation and customer loyalty. Customers tend to put their trust in good branded commodities and believe that this will fulfill their needs

According to Keller, Aperia & Georgson (2008) in the book Strategic Brand Management, we're able to identify very precisely several reasons why brand is important for firms, companies and other organizations. Brand name attached to any product and service becomes very valuable asset for an organization or firm. Creating strong brands over time has become a management imperative. Branding is the process in which a company manages to form its own appearance, sign or symbol in customers' observance through dissimilar marketing channels and campaigns. It aims to allocate its difference among other brands in the same market to attract, and retain loyal customers. A brand is also measured as a guarantee between a seller and a customer, a company and a customer, a manufacturer and a consumer, in which the significance and superiority of the brand is observed, acquired and cherished by individuals using its merchandise or services. Thus, the company achieves potential to increase their sales revenue, profit, reputation, and competitive advantage. A brand becomes valuable for a company when it is well known and easily recognized by customers. Brand recognition means the ability of a customer to distinguish one brand from

another. If a customer is satisfied with a particular brand, a chance of repeated purchase increases. If a customer is more than satisfied with a brand, brand loyalty may develop over time. Brand loyalty is the tendency of some customers to continue buying the same brand of goods rather than competing (New Oxford American Dictionary, 2005).

According to Solomon et. al. (2010) an interesting fact is that brands can elicit deep emotional engagement from consumers. Even brands we dislike can be very imperative to us, for the reason that we frequently define ourselves in opposition to what we do not like. One of the outcomes of consumer research in the 21st century is that customers progressively organize communities based on their consumption and connection to particular brands as a result known as brand communities.

2.1.3 Two important aspects of Brand

- **To Attach with Brand Emotionally**

When a customer attaches himself emotionally (heart) towards any particular brand, emotions play a great role in selecting a brand. There is no running way from this fact. Henceforth a branding strategy developed considering the emotions of the target audience, would be called an emotional branding strategy. The buyer is at the focus of the strategy here and the campaigns are designed in such a way that the potential customers are able to connect with a brand. While the latter one creates the reason, this one, creates the desire. Emotionally branding aims at connecting through the heart and creates a sense of belongingness.

- **To Attach with Brand Rationally**

When a customer attaches himself rationally (mind) towards a particular brand i.e based on reason or logic can be called rational. So rational branding means a branding strategy that is formulated considering the benefits of the merchandise. It highlights the reasons for picking a product. Also, the product is at the focus of the strategy here. It aims at upholding to sell, creating awareness about the brand. Rational branding can bring you good market recognition if your product is unique, useful and cost-effective and, your branding strategies describe the same to the fullest.

2.2 Community

A community entails logic of belonging, association, communication, and collaboration. Connection to a community is known for benefits and improves wellbeing. Belonging to a community is regarded as almost a requisite to have an expressive life.

2.2.1 Community Definition

According to Bell and Newby (1974) were as follows community is a social interaction based on geographic area, self-sufficiency, common life and procession of common ends, norms, and means. This definition describes the essence of a community, which can be referred to a traditional form and which was domineering up until the 20th century.

According to Gusfield (1975) communities are of two types: first whose main focus is on geographical communities, means members should belong to certain place as it's helpful

in distinguishing with non members. Second type of community give emphasis to a relation , so community member focus on human relationships..

According to Kegley (1997) engaging with the genuine community is a means of refining individual well-being by firming the knowledge, intentionality, and enlightenment.

According to Jang, Olfman, Ko, Koh & Kim (2008) community is defined by three main elements which consist of locality, social interaction, and bond. A community is defined by location as the topographical area where the community is set in and authorizes the community and its associates to distinguish from other communities. Henceforth it enables associates to have a chance to meet up and construct a bond among themselves based on communication, combined individuality or atmosphere of community. Creation of connections with other members within a community is termed as Social Interaction. As a final point, connection means that being a fellow of a particular community gives a sense of coziness and belonging which member share with another member like fan clubs, hobbies, and so on.

According to Kozinets (2002) the concept of community has long been a topic for debates among scholars and one of the most discussed terms in the western world.

According to McAlexander et. al. (2002) individuals in the community have something in common community is made up of its member entities and the relationships among them. Communities incline to be recognized on the basis of commonality or identification among their members, whether a locality, employment, a leisure quest, or

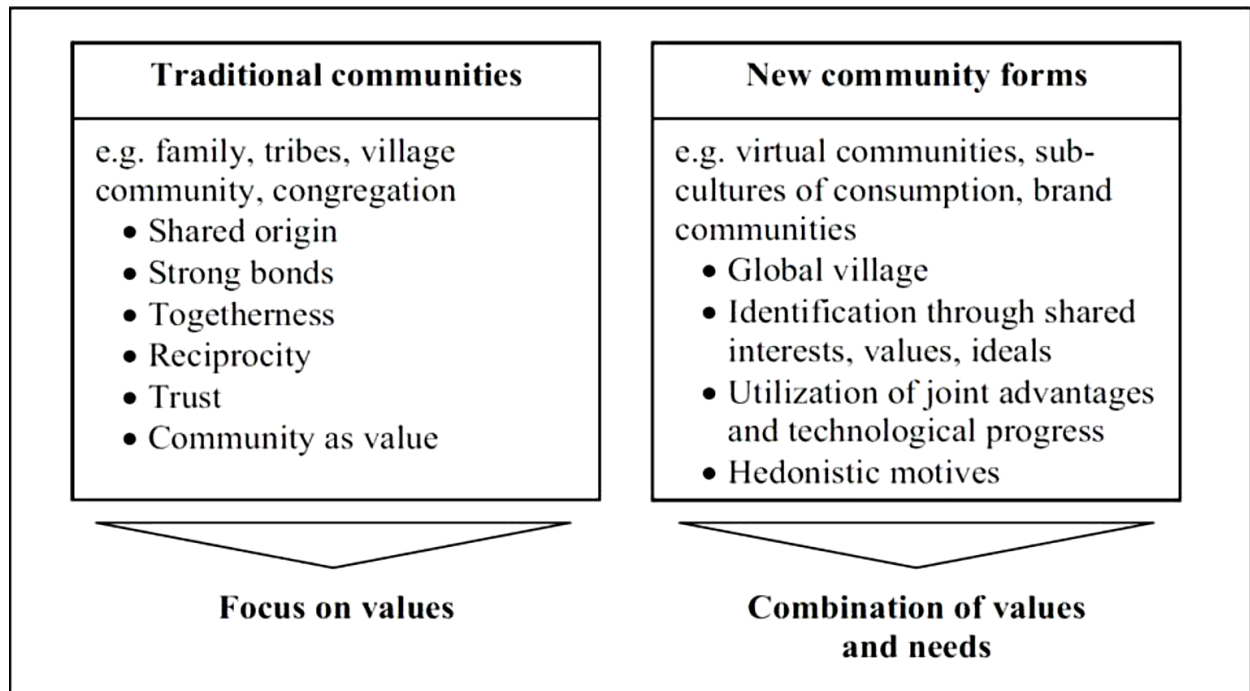
devoutness to a brand. Hence, in the modern communities distance does not play a crucial role, it gives people an opportunity to form communities regardless of their location.

According to Wiegandt (2009) community was defined as a social network of continuously interacting individuals, who influence each other within a specific timeframe and develop a sense of belonging. Thus the social interaction between members is a subject to a well-understood focus. To a traditional form of the community may refer to a tribe, family, clan, village or religious community. With the passage of time and development of communication technology such as the internet, the importance of geographic closeness has diminished. Nowadays people can communicate with each other regardless of their physical presence and it is a major reason for the emergence of new community forms.

2.2.2 Characteristics and Types of communities

According to Philipp Wiegandt (2009) identifies specifically two community forms, figure 2.1 below represents traditional communities, which was defined by (Bell and Newby, 1974) and new community forms defined by many scholars in their recent works, including (McAlexander et.al., 2002) and (Philipp Wiegandt, 2009). The figure below presents examples of community forms showing characteristics to each community type and highlighting the changed over a period of time in the community.

Figure 2.1: Community forms



Source: Wiegandt illustration (2009) following Loewenfeld (2006)

Two forms of communities differentiate one from another as new communities do not have any boundaries due to advanced communication technologies and traditional communities has been changed. Secondly, to change the core concept of the community over time from the focus on the values in a traditional community to focus on the values and needs in a new community.

- **Focus on values** means that people in the community have shared values, builds strong bonds, attachment, trust among community members and perceive a community itself as a value.

- **Focus on values and needs** means a new community associate with traditional values and individual needs, people in the community identify each other through shared values and interest.

According to Algesheimer, Dholakia & Herrmann (2005) there is a vast variety of new community forms, for example, virtual communities, subcultures of consumption, brand communities, etc. Though in this study researcher focus on the formation of brand communities through constitutive rhetoric and marketing communication, because there are many reasons that underlies many scholars interest in this research area, such as to influence members' perceptions through brand communities and maximize opportunities to participate and work together with highly loyal customer.

2.3 Brand Community

This is one of the important part of the study as it divulges the major theme of the thesis: brand communities. In this part, we are going to present a concept of a brand community and studies which have been previously conducted by others.

2.3.1 Definition and Important Studies on Brand Community

In a last few years research has been done in this area, but yet few questions still arise, how the formation of communities takes place through constitutive rhetoric and marketing communication. The concept of brand community was introduced by Muniz and O'Guinn described that brand community are the type of communities which are non-geographically restricted, share common interest and build social relations among members of a particular brand.

According to Muniz & O'Guinn (2001) brand communities are specialized because at its center is a branded good or service. In the article written by Muniz, the authors argue that brand communities are non-geographically bound, however, (McAlexander et. al.,2002) asserts that brand communities may also be geographically concentrated, but at the same time confirm. The social identity of the brand communities comprises of three commonalities of the communities are consciousness of kind, shared rituals and traditions and moral responsibility. The consciousness of kind is the most important marker. It describes the fact that members feel a solid connection to the brand, but more significantly, they feel a stronger connection towards one another. Muniz,definition justified the existence of brand communities, worked out characteristics, processes and special characteristics of brand communities and integrated them in sociological and consumer-oriented literature (Wiegandt, 2009).

According to Schau & Muniz (2002) brand communities can be complex entities with their own cultures, rituals, traditions, and codes of behavior. Brand community members appear to derive an aspect of personal identity from their membership and participation in these communities.

According to Cova & Pace (2006) the goal of other studies is to measure the real effects that the feeling of belonging to a brand community has on consumer loyalty.

According to Wiegandt (2009) latest research varies from measuring the effects that belonging to a brand community can have on company goals to recommendations of some scientists to initiate the creation of own brand communities. The intensity of the relationship between customers and the brand community is built on different levels.

2.3.2 Online Brand community

According to Bagozzi & Dholakia (2002) have defined online communities have five universal characteristics. Firstly, the community which have been created must focus on specific product. Secondly, community members should have a feeling of association with one another and should interact with each other. Thirdly, online communities can follow unique rules of communication, rituals or common conventions according to their needs. Likewise, community member through their active involvement build the matter in the form of common discussion. Lastly, community members have the liberty to be expressive just because of huge dependence on word-based communication.

According to McAlexander, Schouten, & Koenig (2002) consumers involved in an online brand community share their interest for a specific brand exchanging information and knowledge, these social interactions influence customer relationship with the brand.

According to Ridings, Gefen & Arinze (2002) contemporary definition of online brand community state that communities are not geographically restricted or bounded to participate in communities as a member. Yet, the location of the community is essential as this is a place where online community members meet or interact with each other.

According to Algesheimer, Dholakia, & Herrmann (2005) the relationship to the brand community involves an intellect of belonging to a distinctive social kind, even though motivated by an unambiguously profit-making and competitive marketplace moral belief (Muniz & O'Guinn 2001).

According to Fuller, Jawecki, & Mühlbacher (2007) an OBC is a brand community that takes place in a virtual form, community members' interact with each other through the advanced technology internet. The brand communities are focused due to their concentration on branded commodities or services.

According to Albert, Merunka, & Valette-Florence (2008) online brand community vary from obsolete communities due to their profitable nature and member's share their mutual interest and affection for a brand. The important uniqueness of the online brand communities reside in the ability of its members to interact with each other.

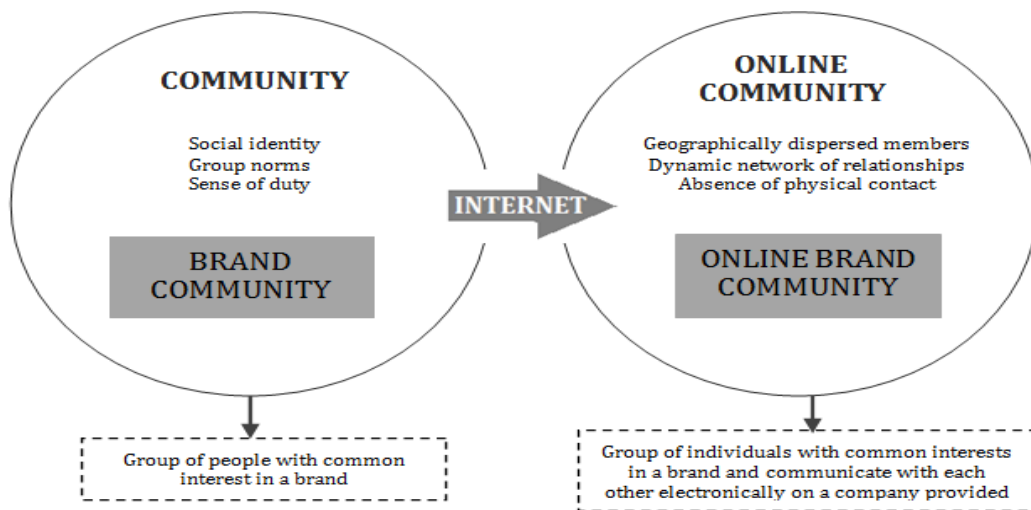
According to Jang, Olfman, Ko, Koh, & Kim (2008) online brand community essential factor is the brand itself, but ultimately they exist and persist due to the relationships among their members. Online brand communities can be separated into two categories, brand communities which are initiated by the consumers who share their experience or feeling with particular brand, on the other hand brand communities which are initiated by companies so as to build relationship with community members for their productive responses. The members perceive what (Bender, 1978) stated a shared feeling of belonging that create differentiation and separation between users of their brand and users of other brands (Fournier, 1998; Bergami & Bagozzi, 2000; Muniz & O'Guinn, 2001; Bagozzi & Dholakia, 2006).

According to Capece & Costa, 2013; Casaló et al. (2008) moral responsibility is an intellect of moral responsibility, which leads the community members to feel an assurance to other community members and to the community as a whole.

According to Sicilia & Palazon (2008) online brand communities comprise of a group of individuals who share a common interest or belief so as to interact with each other in online community through advanced technology.

Difference between offline and online communities occurs because in online communities large number of members exist due to its characteristics that online communities are not restricted geographically, the member with heterogenous social characteristic regroup with communities.. In figure 2.2, differences between offline and online brand community are highlighted.

Figure 2.2: From offline-community to online virtual community



Source: Sicilia & Palazon (2008)

2.3.3 Core Components of Brand Community

A consciousness of a kind, shared rituals and traditions, and sense of moral responsibility. (Muniz and O'Guinn, 2001) in their work were able to identify three core components or markers of brand community:-

1. A consciousness of a kind:- which is the intrinsic connection that members feel toward each other, and the collective sense of difference from people outside a certain community. Members share what (Bender, 1978) members feel an important connection to the brand, and what is more essential they feel a stronger connection to one another (Muniz & O'Guinn, 2001). (Muniz and O'Guinn, 2001) research proved that members feel that they sort of know each other at some level, even if they have never met. Members of a brand community frequently note a critical demarcation between users of their brand and users of other brands.

Legitimacy is another process that takes part in the communities. Legitimacy is a process when members of the community differentiate between true members of the community and those who are not, or those who occupy a more marginal space.

2. Shared rituals and traditions represent vital social processes and help companies preserve and transmit the brand community's shared history, culture, and consciousness. These rituals and traditions typically center on shared consumption experience with the brand. Thus the celebration of the history of the brand, i. e. the distinctiveness of the brand over time, its legacy of technological innovation, important events and personages, etc. and sharing brand stories are essential elements for the community and the company. The first component also serves as a tool, which helps brand community members to differentiate true believers of

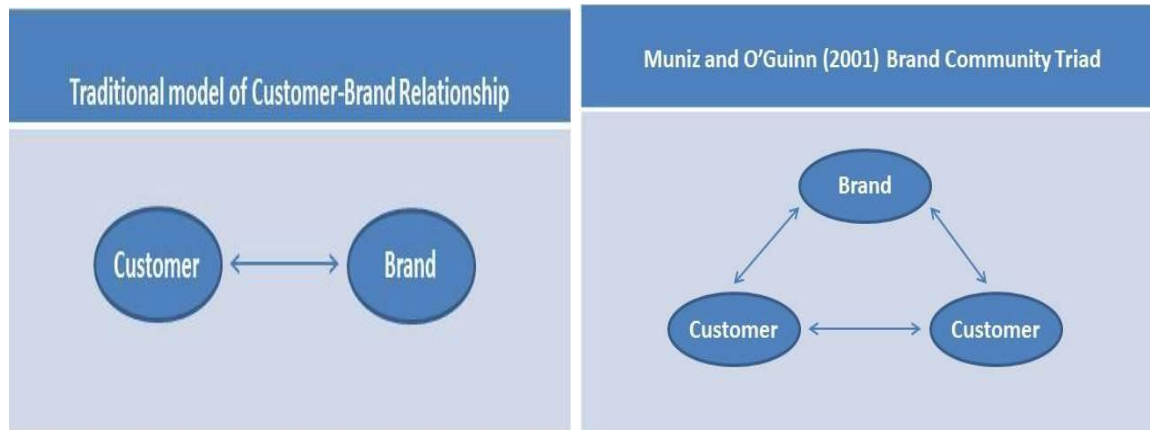
the brand from opportunistic users. Sharing brand stories is an important process as it points to and assists in learning communal values and also has ritualistic character and certainly represents a strong tradition within the brand communities.

3. A sense of moral responsibility means responsibilities, assign to the community members or an individual of the community.(Muniz & O'Guinn, 2001). It benefits the consumer's integration in the community, their retention, and their assistance when using the brand (Heding, Knudtzen, & Bjerre, 2009). It produces collective actions in times of threat to the community and contributes to group cohesion. Particularly in the brand community, a sense of moral responsibility is decisive for integration and retention of new community members and assisting in the use of the brand. Most community members helped others in their consumption of a brand by repairing the product or solving problems with it (Muniz & O'Guinn, 2001).

2.3.3.1 Customer and Brand Relationship Models

According to brand community characteristics, which we have described earlier, members of a brand community feel an important connection to the brand, as it is the center of the community, yet they feel an even stronger connection towards other members (Wiegandt, 2009). By this research Muniz and O'Guinn moved from a traditional focus customer and brand dyad to a more developed framework known as Brand Community Triad, which illustrates interrelations of customers between each other and a brand (please see Figure 2.3)

Figure 2.3: Customer-Brand Relationship Model and Brand Community Triad



Source: McAlexander, Schouten, & Koenig illustration (2002)

According to Muniz & O'Guinn (2001) observed several positive aspects that brand communities have on the value of the brand. Brand communities represent a form of customer agency, i.e. by virtue of their collective nature. Brand communities represent an important information source for customers sharing information on the brand. Brand communities provide wider social benefits to its members by enabling them to communicate with each other

According to Wiegandt (2009) word of mouth communication may lead to higher involvement of brand community members and builds brand loyalty . While brand loyalty and word of mouth communication decreased over time for non-members of the brand community, it stayed the same for brand community members. Membership in the brand community, not only affect brand loyalty and word of mouth communication, but also an actual number of products or services bought and number of recommendations made about

the company, Brand loyalty and word of mouth communication have a stabilizing effect in times of imperfect surrounding conditions and tougher competition.

In conclusion, communication in the brand community may be beneficial for a company and may lead to higher brand loyalty among members of the community as a result repeated purchases of products or services and creates long term relations with customers.

2.3.3.2 Extension of Customer and Brand Relationship Model

According to McAlexander et. al. (2002) the primary goal of research was to increase the definition of a brand community to customer brand relationship which has been ignored in previous studies of brand communities, to know the brand communities important characteristics, to demonstrate that marketers can toughen brand communities by smoothing mutual customer experience to yield a fresh and better-off conceptualization of customer loyalty. He suggested an extension of Muniz and O'Guinn brand community triad model because they were able to identify other essential relations inside a brand community. Customers also value the relationships with their brand possessions, marketing agents, institutions, which own and manage the brand. However, the authors do not neglect the accuracy of other models traditional customer brand dyad and brand community triad, which were presented earlier by other scholars. All authors agree upon the fact that brand communities are customer-centric. A customer comprises in the center of a brand community and the brand community intensity comprises of four relations between the customer and another customer, customer and brand, customer and product, customer and the marketer. Figure 2.4 collate brand community triad introduced by Muniz and O'Guinn with the customer-centric model of brand community.

Figure 2.4 Brand Community Triad and Customer-Centric Model of Brand Community



Source: McAlexander, Schouten, & Koenig illustration (2002)

- **Customer and Customer Relations** is another important fact that was discovered by the authors is that brand communities often bring together people, who share no other connection than an interest in a brand and its consumption (McAlexander et.al., 2002). Hence, this fact is a piece of evidence that brand communities may form a relationship between customers.
- **Customer and Brand Relations** as it was already mentioned earlier, brand communities are formed around a shared interest, i.e. brand and its consumption. Thus, another relation is formed between the customer and a brand.
- **Customer and Product Relations** focus on participants share extraordinary consumption experiences, which result in higher appreciation of a product as well as a company (McAlexander et. al., 2002).
- **Customer and Marketer Relations** according to McAlexander et. al. (2002) has proved empirically the existence of three central brand community components developed by Muniz and O'Guinn are a consciousness of a kind shared rituals and

traditions, and sense of moral responsibility. Moreover, they found out that marketers may take an active role in establishing the shared rituals, traditions, and meanings that foster a consciousness of a kind, have incentives to exercise moral responsibility; participate in community building activities, such as brand festivals, meetings, campaigns.

In conclusion, the research of McAlexander et. al. (2002) empirically proved that brand communities have implications for companies and that there is a potential for companies to create their own brand communities. Further developed the relational model, where they demonstrated the role customer play in the brand community.

2.3.3.3 Forms of Community Associations (webs, pools and hubs)

According to Fournier & Lee, (2009) associations have recognized three simple forms of community associations which are pools, webs, and hubs. Operational community strategies combine all three in a mutually reinforcing system. Pools provide only some degree of community benefit individuals share a set of intangible benefits, but build few interactive relations; conjoint gist that grasps the affiliates together frequently becomes diluted if the brand attempts to grow Webs are the strongest and most stable form of community because the people in them are bound by many and varied relationships The hub is a strong, although an unstable form of the community that often breaks apart once the central figure is no longer present, but it can help communities acquire new members who hold similar values.

2.3.4 Sociological Theories in Context of Brand Communities

According to Cova (1997) communities correspond to social networks. The definition of social networks is network refers to individuals who are linked together by one or more social relationships thus forming a social network (Marshall,1998). In the case of brand communities, such social networks are associated with a certain purchase and consumption culture (Cova,1997) what implies interactions between members in a brand community. In order to achieve a deeper understanding of interactions between members within the brand community, several interaction theories should be mentioned. In regards to interaction theories, brand communities as one type of social networks exist because they set up or empower interactions. Social interactions are stimulated by the accomplishment of individual goals, the removal of stress conditions, social processes of comparison in order to classify the own opinion, skills or feelings, as well as the attractiveness and sympathy (Wiswede 1998, translated by Wiegandt, 2009).

2.3.4.1 Social Exchange Theories

According to Georg Simmel (1907, 1971) is a sociologist who wrote exchange is not simply the addition of the two processes of giving and take,he also stated that there are abundant theories about a social exchange between individuals. The exchange is a two-way process which shows the cause and the effect of the other. This means persuading people to interact with each other so as to implicate exchange process of giving and receiving, so as to create social networks around exchange process.

According to Darity (2008) exchange is one of the foundations of the discipline of economic moreover, this phenomenon includes social and instructional components which attracts a lot of social scientists. George Homans embraced behavioral learning concept in order to elucidate the behavior among individuals. Homans identified that social interaction can be explained as an exchange of rewards and costs, and justified that individuals respond on exchanges where reward exceeds the cost. Homans's conception is based on past as prophetic of future behavior.

According to Wiegandt (2009) individuals choose the most beneficial outcome in a specific exchange process. Though, individuals consider a given exchange process, not only on monetary terms, but also on psychological and symbolic rewards. It confirms (Muniz and O'Guinn, 2001) research on brand communities and shared rituals and traditions within brand communities. By exchanging individual experience self-realization and self-identification furthermore, communities which are participated by individuals allow them to experience collaborative self-awareness and self-reflection.

However, it is perceived that social exchange theories are focused on individuals' perspectives their attitude and behavior, which in return helpful to know why people interact with each other so as to develop social networks and brand communities respectively..

2.3.4.2 Attribution Theory

According to Gordon Marshall (1998) defines attribution theory deals with the rules that most people use when they attempt to infer the causes of behavior they observe. In A Dictionary of Sociology (Marshall,1998) this phenomenon explained as people tend to

attribute their own behavior to the situation or circumstances (social environment) in which they find themselves, while they attribute other people's behavior to personality factors (The Gale Encyclopedia of Psychology, 2001).

According to Lee, Kim & Kim (2011) One of the main concepts of attribution theory is locus of control, what means that whether a person explain the incident as being caused by one's own behavior or by outside circumstances. There are two types of locus of control consist of intrinsic motives and extrinsic motives. It was previously mentioned by (Muniz and O'Guinn, 2001) in their work have identified three core components of a brand community which are consciousness of a kind, a sense of moral responsibility and shared rituals and traditions .All these three core components are associated to intrinsic motives which emphasize on internal characteristics and external motives to which consumers attribute companies' marketing strategies and perceive them as a tool to increase in profit, hence disregard their intrinsic motives (Lee, Kim & Kim, 2011). McAlexander et. al. (2002) in their research mentioned that intrinsic motives identified by Muniz and O'Guinn (2001) may be supported and enhanced by marketers through marketing strategies what brings companies and consumer relationship on a significantly higher level.

Moreover, Rifon et. al. (2004) stated in their research have adapted attribution theory to companies' sponsorship and discovered that consumers are more likely to attribute sponsorship to intrinsic motives rather than extrinsic, what means that they are more likely to disregard companies self-serving purposes to increase profit (Lee, Kim & Kim, 2011).

Concluding that attribution theory may be functional to brand, community phenomenon as it is helpful in understanding the intention of member of the community who

create social networks and to know whether they give importance to membership in brand communities.

2.3.4.3 Role Theory

According to William A. Darity (2008) explained the reason why role theory takes very sufficient place in understanding brand community and behavior of members, as ‘role theory’ is usually focused on explaining the relationship between society and the individual.

According to Fournier and Lee (2009) roles within brand communities take a vital part as each community member has its own rights, duties, position, recognition. Community members spread information, affect decisions and support new ideas.

Moreover, Fournier and Lee (2009) in their paper have identified eighteen social and cultural roles, which are crucial for the community to function, please see table 2.1

Table 2.1: Common Community Roles

Community Roles		
1. Mentor	7. Hero	13. Guide
2. Learner	8. Celebrity	14. Catalyst
3. Back-up	9. Decision Maker	15. Partner
4. Provider	10. Supporter	16. Storyteller
5. Greeter	11. Ambassador	17. Historian
6. Talent Scout	12. Accountant	18. Performer

Source: Fournier & Lee illustration (2009)

Strong brand community members stay involved and enhance value by playing an extensive variety of roles. In strengthening an existing community and designing a new community companies should integrate a variety of roles in the community structure and which will be helpful for community members to take on new roles as per their requirements changes. In conclusion, it is noticed that role theory plays a great role in brand community analysis and understanding. The role theory is supportive to understand how members of brand community with certain role can encourage potential members of the community.

2.4 Brand Equity

According to (Elliott & Percy 2007) Brand equity is diligently correlated to customers, and they are those who will explain the value of the brand. It is also a measure used to compute how well the brand is acknowledged, how proficient it is to capture consumer inclination and how big proportion of market share the brand comprises. Brand equity has both a financial and a consumer perspective towards the firm (Hampf et al. 2011) brand equity, which is one of the most vital and shared marketing concepts, begun during the 1980s. Since then, it has not only been used to explain the liaison between customers and brands but also fortified the significance of brand in marketing tactics. This concept explains the most important aspect of marketing today, is how to measure the value of the brand. Brand equity includes the value of the brand, proprietary technologies, patents, trademarks and other intangible assets (Tuominen 1999).

Even though there have been many academic archives defining the term “brand equity”, one of the most shared one was identified by Kotler and Keller. Brand equity is defined as the auxiliary value endowed on merchandises and services, which may be reflected

in the way consumers ponder, sense and deed with respect to the brand (Creating Brand Equity 2011). Since it appeared; there has been an increasing awareness of the importance of tough brand names to the company's extensive term financial accomplishment. It can be unmistakably seen that dominant brand has to face not as much of risk in contrast to the weaker one. The unseen cause is that brand attains rock-solid income from high relative market share, which results in the improved margin and leading return on the venture. Kotler (2000) also arguments that the marketing cost is abridged because the brand has already high awareness, loyalty, and trustworthiness from customers.

Additionally, extraordinary constructive brand equity also stimulates the scattering network of brand's product, which enables in retaining high market share. A robust brand also has a plus in consumer perception. It can be agreed simply that high brand equity sanctions a company to build up its brand awareness that set in the customer's observance. This leads to the foundation of their approach towards the brand. This attitude is made by every accompanying facet in a bond between the brand and its customers. Subsequently, the brand inclination and trustworthiness of customers are created, which are important givers to high positive brand equity. (Elliott & Percy, 2007). The brand which receives more favorable reactions from customers is the one that has high positive brand equity.

Brand communities are main for brands for the reason that their influence on brand value. In the collected works, brand value is usually associated with as brand equity (Feldwick, 1996 Keller, 2008). For occurrence, Feldwick (1996) delineates brand equity by three dissimilar denotations, one of them being brand value. In this business perspective, brand equity is defined as the total value of a brand as a separable asset. Muniz & O'Guinn

(2001) suggest a clear effect of brand communities in building brand equity, therefore meaning that brand communities increase the value of the brand.

According to Aaker (1991), brand equity is a set of advantage and obligations associated with brand forename and icon, with the increment or deduction in the value provided by merchandises or services. He additionally states that brand equity comprises of four constituents, specifically (1) apparent quality (2) brand loyalty (3) brand awareness and (4) brand associations (Aaker, 1991). For that reason, stating that brand communities form brand equity means that they augment the growth of the four formerly revealed constituents. Though, our exploration emphases on the brand loyalty component. Thus, we will display how virtual brand communities facilitate marketers to construct brand equity, by raising brand loyalty.

Numerous experiential studies already established that associates of brand communities have higher brand loyalty than non-members (Algesheimer & Dholakia, 2006; Algesheimer, Herrmann, & Dimpfel, 2006). In addition, research established that community affiliation leads to intended affirmative behaviors such as membership continuance, brand sanction, active input, and brand loyalty (Algesheimer, Dholakia, & Herrmann, 2005).

Wood (2000) states that this element brand loyalty is one of the most important ones of brand equity which explicates that the brand value for a company is determined by the degree of brand loyalty, as this indicates security of future cash flows. Moreover, it is noteworthy to mention that brand loyalty is both one of the dimensions of brand equity and is affected by brand equity (Aaker, 1991). Hence, the other constituents of brand equity have an

impact on brand loyalty and it is substantially sufficient to be itemized as one of the ways that brand equity provides value to the organization. (Aaker, 1991).

Also, Aaker (1991) assumes that brand equity adds value to consumers as well as to organizations. Customers' confidence in purchase decisions will be enhanced as well as user satisfaction and the processing of information. Moreover, nurturing brand equity would also offer value to the organization such as: increasing the productivity of marketing programmes, customers brand loyalty, the upswing of prices and margins of their merchandises/services, their competitive advantage, their brand allowance, etc. (Aaker, 1991).

2.4.1. Relevance of brand loyalty

Aaker (1991) defines the planned value of brand loyalty for companies. Primarily, brand loyalty lessens marketing costs since it is less costly to hold customers than to get new ones. Customers of other brands would always have a risk of buying and using another brand which is the reason why attracting them to their brand would always be very costly. Secondly, brand loyalty provides trade leverage since stores would want products on their shelves that they know would be sold easily. Thirdly, brand loyalty would entice new consumers in two dissimilar ways. On the one hand, it would reassure new customers in buying the brand since they would perceive a lower risk of choosing a brand that has a great number of loyal customers. Indeed, a large satisfied customer base conveys an image of success of the brand, therefore, influencing new customers. On the other hand, it would also increase consumers' brand awareness by seeing the product used by other customers brand recognition by being aware of the product and brand recall by seeing the product in use and link the product to the context and a specific need in memory (Aaker, 1991).

2.5 Brand Attitude

The attitude has been defined as a construct combining belief, affect, and conation intervening between stimulus and response. The relationship between these three components has been explained by a Tricomponents Attitude Model. The model explains that the knowledge and perception that an individual obtains from different sources creates a belief about the object and a sense of emotion or feeling is generated. This will lead to a likelihood or tendency towards the product for the individual to take a proper action that is an intention to buy. Once the consumer buys the object, the feeling of the consumer is further reflected by his belief in his decision to go for the further purchase of the same object or search for an alternative. This process is repetitive and cyclical in nature. Brand attitude refers to consumer opinion towards the brand. Brand attitude describes whether the product or service liked by people or not, results into what actually customers think about the product and how strongly they feel about it. Brand attitude empowers a customer to view a brand, mainly to build a positive attitude so as to create brand loyalty.

In this study consumer attitude towards brands is measured through assessing the following five behaviors or attitude of consumers towards Brand Awareness or Familiarity, Brand Recall or Recognition, Brand Personification or Creating Brand personalities, Brand Preference, Brand Community.

- a) Brand Awareness or Brand Familiarity means when consumers are aware of or familiar of product or services, reflects the share of mind of a given consumer attained to the specific brand and the level of direct & indirect experience of a buyer with the brand. Brand understanding is simply a concept that is directly linked to the amount of time that is

already spent while processing data about the brand irrespective of its kind. Accordingly, it is the most basic form of buyer awareness.

- b) Brand Recall is one of the constituents of brand awareness, which speak of buyers' ability to recollect a certain brand name after being open to a communication effort. Brand Recall helps in attaining more and more consumers stick with the brand as well as to purchase the brand over and over again. When you as a customer buy a certain product, once the product is finished or deteriorated, instinctively you would like to purchase from the same brand, as the experience, it has offered you was pleasant. Also, when a brand is out of the market and then it reappears, if you previously had a nice experience you are most probably going to purchase it again.
- c) Brand Personality refers to a combination of human characteristics that are endorsed to a brand forename. Brand personality is roughly something to which the buyer can share. A specific buyer fragment enjoys a steady set of characters which an effective brand achieves by incrementing its brand equity. Brand personality is an add-on value that a brand receives in addition to other advantages. It is a structure on which a firm or organization contour the way people feel about its merchandise, and services.. A firm's brand personality stimulates an emotional reaction in a specific consumer fragment, with the objective of provoking positive actions that benefit the firm. There are five main types of brand personalities with common traits are excitement, sincerity, ruggedness, competence, sophistication.
- d) Brand Preference represents consumer dispositions to favor a particular brand (Overby and Lee, 2006). According to (Hellier et al., 2003; Zajonc and Markus, 1980), the behavioral inclinations reflecting the level to which buyers favor one brand over another.

Brand preference is close to reality in terms of reflecting consumer evaluations of the brands. According to (Dhar, 1999), buyers every so often face circumstances of choosing from quite a lot of options. Consumer preferences for brands reflect three responses: cognitive, affective and conative or behavioral (Grimm, 2005).

- e) Brand Community refers to a community where consumers share their common interest or the same belief towards a particular brand. Brand community basically builds relationship among customers of the same brand. Consumer through brand communities able to identify and connect with each other. Brand communities are also regarded as in common mindfulness, rituals and customs, and intellect of ethical accountability.

According to Fishbein and Ajzen (1975), attitude is “a function of his/her salient beliefs at a given point in time. Beliefs are the subjective associations between any two differentiable concepts and salient beliefs are those activated from memory and considered by the person in a given situation.

According to the research by Haley & Case (1979) six of the strongest marketing-related variables indicative of the attitude formation process a consumer follows are familiarity, acceptability, preference, purchase intent, satisfaction, and usage. These variables resonate with the hierarchy of effects model, which suggests that consumers exposed to an advertising campaign are taken from unawareness to awareness, knowledge, liking, preference, and conviction to purchase the product.

According to Mitchell and Olson (1981) defined attitude as an individual’s internal evaluation of an object such as a branded product. According to Lindenmann (2002) asserted that attitude research measures not only what people say about something, but also what they

know and think what they feel and how they are inclined to act. Based on the studies and researches done by various researchers, this study focuses more on cognitive and affective components of brand attitude to find out their relationship with a brand loyalty which is the most important outcome of the consumer behavior.

2.5.1 Attitude of consumers toward the Brand

According to Ajzen and Fishbein (1980) defined attitude toward the brand as a predisposition to respond in a consistently favorable or unfavorable manner to a particular brand.

According to Mitchell and Olson (1981) defined attitude toward the brand as consumers' overall evaluation of good or bad. Such evaluations are important to researchers because they often are the basis for consumer behaviors, such as brand choice. Semantic differential scales measuring brand attitude are frequent in marketing and advertising literature.

According to Bruner and Hensel (1996) informed issued studies which measured brand attitude, normally as the reliant variable in research on merchandise line extensions or advertising effects. Many studies have shown that consumers' brand-related beliefs affect brand attitude formation and change (Lutz, 1975). Understanding the roles of brand-related beliefs and attitudes toward the advertisement in the formation of brand attitudes has significant implications for theoretical conceptualizations of the attitude formation process.

According to Olins (2000), Brands are the device we use to differentiate between otherwise almost indistinguishable competitors. Without clear branding, in some fields, we

literally could not tell one product or service from another. Olins also suggested that people can have a relationship with a brand: they have immense emotional content and inspire loyalty beyond reason. Olins's discussion suggests that brands could consist of the following three factors: the behavior of an organization often defined as a component of organizational identity, communications/messages to define differentiating attributes of an organization or product, or relationships with an organization as people conceptualize that organization.

2.5.1.1 Brand awareness means when potential customers are familiar and able to identify or recall brand and kind of product. It often represents the consumer's ability to identify or recognize the brand (Rossiter and Percy, 1987).

According to Keller (1993) brand awareness is comprised of both brand recall and brand recognition. Brand recognition means the ability of consumers to identify the brand by observing unique product or services. The brand recall is a method of retrieving brand when the product category is exposed and hit directly to memory. In general, consumers tend to adopt a decision rule to buy only familiar and well-established brands (Jacoby et al., 1977).

According to Zeithaml (1988) brand perceived quality is the judgment of consumers with respect to product superiority. It is, therefore, the consumer's subjective evaluation of the product quality, thus differentiating a particular brand from other competing brands (Pappu et al., 2005). The Brand name is a key quality indicator and a global image which enhances the brand's perceived quality (Rao and Monroe, 1989). Consumers often attribute a high quality to global brands as the quality is likely to be linked to global acceptance as one of the critical factors (Kapferer 1997, Keller 1998). Consumers' overall evaluation of a brand

depends upon the attitudes they form towards that brand, often referred as brand attitudes (Wilkie, 1986).

2.5.1.2 Brand Loyalty

On behalf of one of the most significant elements assumed to clarify consumer brand choices, it is no surprise that the concept of brand loyalty has aroused an enormous interest among academics as well as practitioners within the field of marketing and consumer behavior. Organizations those have loyal consumers have greater rate on investment due to large market shares (Buzzell et al., 1975, Raj, 1985 Reichheld and Sasser, 1990). Dick and Basu (1994).

The constitutive action of an ad occurs in the transition of a consumer from the implied to the actual, from the real-world body of individuals receiving a message, to the implied audience of that message. The implied reader differs from an actual reader in that he is created by the work and functions as the work's ideal interpreter. Only by agreeing to play the role of this created audience for the duration of the reading can an actual reader correctly understand and fully appreciate the work' (Suliman 1980 as cited by Stern 1984). Consumer goods carry and communicate cultural significance, and advertising is a mechanism for and instrument through which cultural meaning is transferred from consumer goods to individual consumers (McCracken 1986). Constitution occurs with identification. In actualising the roles prescribed in the implied audience, the actual consumer enters in, and forges, a community centred on the consumption of goods and the cultural meaning embedded therein.

According to White (1985) has proposed theory of constitutive rhetoric where it is considered as utilization of language through combination of literature, symbols and narratives to create a collective identity for an audience. In relation to marketing, branding and promotion rhetoric is considered as basic form of communication that occurs for persuasion when one party tries to persuade other (Hauser, 2002). In this context Kilambi, Laroche & Richard (2013) have considered that advertising is a rhetorical event as it is sponsored commercial message communicated through some medium to influence purchase decisions or to instigate thoughts related to consumption of products and services. Drawing on the above findings this study considers advertising rhetorical event or ‘constitutive rhetoric’ in so far it consists of literature, symbols, narratives, myth and exaggerations for branding and persuading the customers.

Constitutive Marketing is a relationship marketing where marketer uses rhetoric and myth to pull in the potential customers. A constitutive marketing person uses psychoanalytic tools of convincing by using several “pithos” and “Dolos” and channel Marketing Company. Constitutive marketing which is essentially relationship marketing and involves the formation of brand communities through the mechanisms of constitutive rhetoric (Kilambi, Laroche & Richard, 2013). They also stated that the most common area of research in relationship marketing is interpersonal relationship between the consumer and brand. like Amway is the best example of constitutive marketing.

According to Riesenbeck and Perry (2009) in their study of customer brand relationships stated this relationship is formed through the exchange of brand values in two dimensions - emotional values and rational values as also discussed in the literature review.

Emotional value is reflected in self expression through brands and acquiring a particular self image through brand image and its benefits are reinforcement of a consumer's personal self-image or self-expression. Rational value is reflected in exchange relationships and the benefits are measurable related to tangible brand factors, that is functional benefits or utilitarian benefits that is expressed in consumer brand relationship (Kilambi, Laroche & Richard, 2013; Riesenbeck and Perry, 2007). Another significant example is Eureka Forbes water purifier selling company which uses the constitutive marketing to perfection.

Relationship marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a focus on sales transactions. Relationship marketing first appeared in the 1980s and was proposed by American marketing scholars Berry (1983) and Jackson (1985).

According to Berry(1983) argued at a conference in the field of service marketing that relationship marketing is a marketing activity for enterprises to obtain, maintain and promote effective relationships with customers. Relationship marketing revolves around the concept of gaining loyal customers. Relationship marketing has been defined as all marketing activities directed toward establishing, developing and maintaining successful relational exchanges (Chaudhuri and Holbrook, 2001).

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2.7.1 Advertising as Rhetoric

Rhetoric as an area of study is concerned with how humans use language to reach an agreement that permits coordination effort. In its most basic form, rhetorical communication occurs wherever persuasion occurs; wherever one person engages another in an exchange of symbols to accomplish some goal (Hauser, 2002).

Rhetoric is pragmatic in its attempt to coordinate social action, and influence human choices on specific matters that require attention. Advertising is a rhetorical event insofar as it is a commercial message, sent from a sponsor to a consumer through a medium, with the specific intent of influencing purchase decisions or instigating thought on matters of consumption. The following theoretical conceptualization outlines the source, the message, and the audience as agents in rhetorical action, in order to understand their full range and roles in the marketing communication process.

2.7.2 Development of Constitutive Rhetorical Theory

The constitutive model of rhetoric dates back to the ancient Greek Sophists, with theories that speech moved audiences to action based on a contingent, shared knowledge. Kenneth Burke contributed to the theory of constitutive rhetoric by highlighting identification, rather than persuasion, as the major means by which language functioned. Burke contended that social identity is founded “spontaneously, intuitively, even unconsciously.” Edwin Black's theory of the second persona also aided scholars in rhetoric to analyze the imagined shared values and beliefs between speaker and audience through textual analysis. The audience must adopt a particular ethos prior to being persuaded by constitutive rhetoric, thus the ethos of the subject of discourse can be critically studied and interpreted through a text. While these theorists all contributed to the theory of constitutive rhetoric, James Boyd White was the first to coin the term.

In 1985, he explained that the term “constitutive rhetoric” described rhetoric that called a common, collective identity into existence. White wrote that persuasion and identification occur only when audiences already understand and relate to method and content. Thus, speech happens within culture, and speakers adapt messages to reflect the ideas and views of a community. When speeches address a diverse crowd as though they are of one community, White describes this as calling identity into being through material identification.

According to White, there are two methods of convincing an audience that they belong to an identity. The first is *peithō*, persuasion, and the second is deceitful manipulation or *dolos*. Using *peithō*, speakers convince audiences of shared identity openly and honestly. *Dolos* creates belonging through deceit.

In 1987, Maurice Charland further emphasized the importance of the narrative and Marxist theory. He observed, "While classical narratives have an ending, constitutive rhetoric's leave the task of narrative closure to their constituted subjects". Charland's theory draws from Burke and the philosopher Louis Althusser. Althusser explained interpellation, or "hailing," as the social phenomenon of a mass audience having already been "recruited" by an ideology. Ideologies create subjects of discourse for persuasion by further discourse. In other words the very existence of social subjects, who would become audience members has been already a rhetorical effect.

Political speeches, manifestos, and resistance movements participate in this type of discourse, to establish an identity and a call to action within that identity. A leader's speech calling a "nation" to war establishes a national identity within the discourse or text. A feminist speaking on women's right establishes the identity of the "woman". An African-American protesting during the Civil Rights Movement established an "African-American" identity. Every audience member may take part in shared identity because of common symbolic resources, even as the text may especially interpellate a smaller sub-group of the audience. An identity must be established in contrast to another identity. This creates divisions between "us" and "them," sometimes creating extreme divisions between different identifications.

According to Halstrøm and Galle, (2015) picked up on constitutive rhetoric within the field of design studies. They explained how it may provide useful concepts for analyzing designed artifacts. Design may be said to aim at providing an audience with a subject

position, which it is to confirm. Thus, it aims at persuading by seeking to constitute its audience.

2.7.3 Rhetoric and Constitutive Marketing

Rhetoric is the art of convincing and persuading people by language through public speaking or writing. The root of the word is from Greek ῥητορικὴ [τέχνη] roughly meaning the art of speech. Webster's dictionary defines it as the art or science of using words effectively in speaking or writing, especially the art or science of literary composition. The word effectively in this definition is definitely a relative matter. What is deemed effective in one cultural context may be entirely different in another cultural setting. Like for different genres, different languages differ in their rhetorical styles that is, in the way that they use language to accomplish various purposes. People can be trained in this skill. It is the art or the technique of persuasion, used by orators public speakers, writers and media.

2.7.4 Rhetoric Manipulation and Brand Building

Rhetoric is treated as a means of manipulation. Management and administration scholars frequently express a concern that supervisors use rhetoric to control employees (Barley & Kunda, 1992; David & Strang 2006; Oakes, Townley, & Cooper, 1998).. This concern is not always explicitly stated; in studies that focus on managers' strategic language, rhetoric is simply conceptualized as a powerful tool. It is up to the reader to infer the tool's primary uses. Furthermore, the rhetoric is integral to self-control and self-realization.

Plato, who was one of the first philosophers to use the concept, frequently pitted it against his preferred philosophical practice, dialectic, which is a form of communication directed toward knowledge and insight. He insisted that only dialectic could arrive at absolute truth. In contrast, rhetoric could produce only conviction without knowledge. The *Gorgias*, one of Plato's most scathing critiques of rhetoric, depicts Socrates and the Sophist Gorgias argue over rhetoric's definition and scope. Plato uses Socrates as his mouthpiece to claim analogically that rhetoric is to justice as cosmetics is to gymnastics or pastry baking is to medicine. Sham arts such as rhetoric and baking, he states, create only the appearance of beauty and knowledge. They are pleasurable simulations, mimicking on the surface what they lack in substance (Hamilton, 1998; Molina & Spicer, 2004).

According to Plato's argument (1987) soon moves into a discussion of false manipulation. His accusation, which has resonated in rhetorical studies, is that the artful use of language poses the threat of deception. It can manipulate an audience (or members of an organization). To Plato, an orator who can produce conviction and pleasure without substantial knowledge and experience is dangerous. Says Socrates, "When an orator is more persuasive than a doctor, a non-knower will be more persuasive than a knower among non-knowers" (quoted in Plato, 1987). The ancient charge against rhetoric is that its powerful potential conceals its own shortcoming. Some users of the language are knowledgeable and wise; some are not. Some users of language are morally sound; some are not. The thrust of Platonic scepticism is that persuasion, by definition, renders onto its user immense power and control.

There are a few exceptions to the manipulation view of rhetoric in management research. For instance, Feldman and Sköldbberg (2002) employ the term's theoretical, rather than pejorative, meaning. They use rhetorical theory to demonstrate how the special features of communicative practice, such as the function in a narrative sequence.

According to Lawrence and Suddaby (2006) treat rhetoric as the persuasive dimension of language in discourse analysis.

According to Sillince (1999) offers a position close to this article's thesis. He argues that rhetoric has frequently been used in managerial research to represent something unreal or manipulative and that it deserves to be used in the classical sense, as a stylistic resource. According to Sillince, human communication cannot avoid being rhetorical.

Rhetorical studies in management typically follow Barley and Kunda's lead (1992). The three terms are defined in certain ways, discourse focuses on the words spoken or written, with special attention to the content of the communication. Rhetoric is a kind of discourse, the speaking arm of ideology (Lawrence & Suddaby, 2006). The data from managerial research on rhetoric are frequently taken from interview transcripts of leaders' espoused values (Cliff, Langton, & Aldrich, 2005), from speeches (Emrich, Brower, Feldman & Garland, 2001), and from documents such as training manuals and value statements (Grint & Case, 1998). Rhetoric is seen as the attempt to purposefully communicate the values of the organization and the preferences of leaders.. Rhetoric is manipulative and non-substantive. In rhetorical scholarship, there are a variety of definitions to choose from regarding such complex terms as rhetoric, discourse, and ideology.

2.7.5 Rhetoric and Constitutive Identity

As the two aforementioned themes suggest, rhetoric is fundamental to the construction of identity (Heracleous & Barrett, 2001). A recurring insight in management scholarship is that this rhetorical construction happens individually and collectively. Moreover, it “has an inherently contextual and pragmatic orientation. Just as individuals garner a sense of self through language and social interaction, organizations acquire an identity via discursive practices. By participating in such practices, participants engage in sense-making, identity work (Musson & Duberly, 2007). Brown (2006) explains, organizational collective identities are multi-voiced, quasi fictional, plurivocal and reflexive constructions that unfold over time and are embedded in broader discursive (cultural) practices. According to Brown, this gradual unfolding primarily takes place in the narrative.

Some of those identities operate and contend within the context of professional and organizational memberships (Sillince & Jarzabkowski, 2004). At times, professional and personal identities interact: Actors are simultaneously bosses and coworkers, sisters and brothers, sons and daughters, friends and teachers.

According to Burke (1969) notes that identity formation is about individuality and sameness, In being identified with B, A is ‘substantially one’ with an individual other than one’s self. Burke further states that a person “remains unique, an individual locus of motives,” and for that reason, a person is both joined and separate, at once a distinct substance and consubstantial with another. Consider the kinds of internal tension that can arise within a workplace team. Every member ideally experiences a sense of shared identity, or sameness,

with the other team members. All members want the team to be successful and rewarded. From management's perspective, it is beneficial to emphasize this collective identity.

When the team's cooperative identity is more salient than competing identities, such as the socio emotional bonds that facilitate community among members, the organization earns a competitive advantage. At the same time, individual motives remain as long as each employee protects his or her interests. After all, salary and benefits are individual rewards that the employee is evaluated in light of other collectives, such as family. Every membership is a function of rhetorical practices that delineate social connections and divisions.

2.8 Customer Brand Relationship

Consumer-brand relationships simply mean a class of relationship between buyers and brands (Einar Breivik 2008). Consumer brand relationship consists of many elements. Principally, brand trust (Hess, 1995), brand identification (Escalas and Bettman, 2003) or brand commitment (Fullerton, 2005) is the constituents to form the consumer brand relationship.

According to (Mano & Oliver, 1993), emotions are unforgettable which increments loyalty towards a brand that is why the emotional aspect should be taken into consideration while building up brand loyalty. Loyal customer implies that customers have an emotional connection to the brand, which enhances the relationship between them and creates a strong customer- brand relationship, a goal that all businesses are striving for. The importance of keeping the promise over a significant period of time will lead to an emotional connection with the brand and customer brand loyalty (Iglesias et al., 2011; Şahin et al., 2011). In order

to increase customers' brand satisfaction, two factors need to be considered, being emotional and functional (Liljander & Strandvik, 1997; Mosley, 2007). Therefore, it is essential to investigate the customer's demands in order to keep them satisfied in an ongoing relationship (Algesheimer et al., 2005). According to (Morgan and Hunt, 1994; Fournier, 1998; Gruen et al., 2000; Esch et al., 2006), Consumer brand relationship main elements are trust and commitment because when a buyer puts the trust into your brand and further initiate a commitment than only there is a purchase of the brand. Henceforth, it also assists the company to again find their place in the marketplace.

There are dimensions in a relationship in which they all determine the strength of a consumer-brand relationship, these dimensions include love and passion, self-connection, interdependence, commitment, intimacy, and brand partner quality.

- **Love and passion** are the main core of all robust brand associations. It states the deepness of the passionate link between that brand and the buyer. One of the most notable works about brand love is of Batra, Ahuvia, Bagozzi (2012).
- **Self-connection** is the level to which the brand expresses significant individuality concerns, responsibilities, or refrains, consequently communicate a major aspect of self. A sturdy brand relationship is sustained by strong self-connections to the brand. The reason behind this is the ever-growing defending emotional state of distinctiveness, reliance, and reassurance of flexibility in the face of adverse events.
- **Interdependence** involves regular interactions between the brand and the consumer, increased scope and diversity of brand-related actions, and the increased intensity of personal experiences.

- **Promise** towards a brand is the constancy of buyer's approach towards brand connections and can be foreseen as the intent and devotion towards the long life of the relationship.
- **Closeness** towards a brand means shared understanding and approval of brand & buyer and also measures the closeness that the buyer feels about the particular brand.
- **Brand partner quality** simply states the perspective of the buyer towards the performance of the brand in the relationship while some of the elements of this quality are faith, dependability and expectation contentment.

Customer brand relationships stated this relationship is formed through the exchange of brand values in two dimensions - emotional values and rational values as also discussed in the literature review. Emotional value is reflected in self-expression through brands and acquiring a particular self-image through brand image and its benefits are a reinforcement of a consumer's personal self-image or self-expression. Rational value is reflected in exchange relationships and the benefits are measurably related to tangible brand factors, that is functional benefits or utilitarian benefits that is expressed in consumer brand relationship (Kilambi, Laroche & Richard, 2013).

2.9 Marketing Communication

Marketing communication is a process that involves management in the examination, planning, implementation and control of all marketing communication contacts, media and promotional tools focused on the selected target audience in such a way as to derive the greatest economy, efficiency, effectiveness, enhancement and coherence of

marketing. The communication effort in achieving predetermined product and corporate marketing communications objectives.

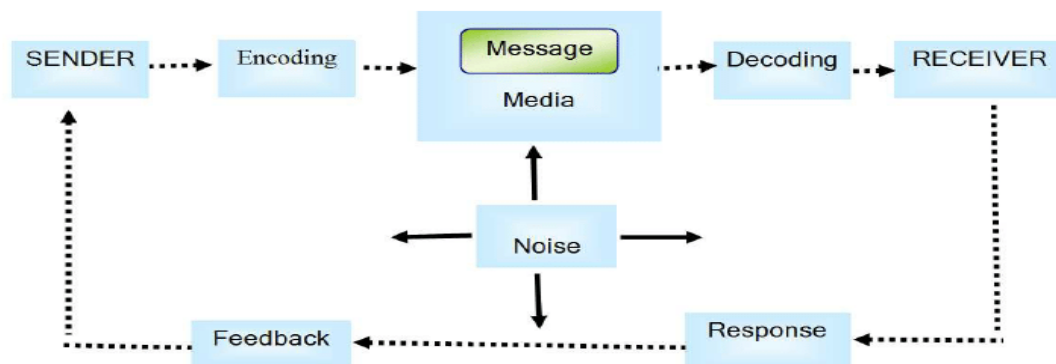
According to (Pickton and Broderick, 2001) the role of marketing communications is to get a contact to the consumers and give awareness of their company. Communication is the message that the firm needs to direct to the customer and marketing is the way they want to send it. Consumer responses to tropes in print advertising (Toncar and Munch, 2001), attitude towards ad as affected by context and ad similarity (Pelsmacker, Guens, and Anackaert, 2002), Previous studies has examined consumer responses to humour in advertisements (Cline, Altsech, and Kellaris, 2003), effects of campaign theme consistency (Braun-LaTour and LaTour, 2004), and the role of spokes-characters in creating trust and positive brand attitudes (Garretson and Neidrich, 2004).

According to Fill C. & Fill K. (2005) marketing communication is a process of management that focuses on external communication with various audiences. The main goal is to create a positive picture of the organization and its products or services to the audience.

However, the current body of research not examined the internal dynamics of advertising in identity formation and the constitution of collective bodies. As much as an advertisement and product offering is tailored to an identified target market, the message can also in a sense 'create' or 'call into being' the target market for whom them function that extends beyond its informative role. Advertising thus must be conceptualized in an expansive framework which draws upon its constitutive capabilities, its capacity to communicate cultural meaning, and to it, ability resonates ideological tenants within the minds of consumers.

According to Kotler and Keller (2006), marketing communication is the intention that the company tries to inform, persuade and remind consumers either direct or indirect about the products and brands that they sell. It also represents the voice the brand that creates a relationship with consumers. The marketing communication mix comprises of five main means of communication. There are advertising, event and experiences, public relations and publicity, direct marketing, and personal selling. According to the communication process model, there are nine elements which two major parties are sender and receiver, two major communication tools are message and media, four major communication functions are encoding, decoding, response, and feedback, and the last element is noise. The communication progression model by Kotler and Keller is presented in figure 2.9 and deliberated below.

Figure 2.5: The Communication Process Model



Source: (Kotler & Keller, 2006)

- Sender: The party that aims to send the message to another party.
- Encoding: The process of making thought into symbolic form such as wordings and illustrations.

- Message: The set of symbol that is transmitted by the sender.
- Media: The communication channel where the message is sent through.
- Decoding: The process that receiver translates the message by gives meaning to the encoded symbol.
- Receiver: The party that receives the message that is sent by another party (the sender).
- Response: The reaction of the receiver after exposed to the message.
- Feedback: The fragment of receiver's reply that is transferred back to the source.
- Noise: The distortion that happens during communication. It can affect any or all of the processes.

With effective communication, the sender has to transmit communication message through media that reach target audience and build a feedback channel to monitor the response (Kotler & Keller, 2006). The media is then presented as one of marketing tools for promotions in which can positively change perception of consumer (East, 1990; Hadjikhani et al., 1998). Moreover, Kean (1991) as cited in Hadjikhani et al. (1998) point out that media can either positively or negatively influence the brand and company's position. It can be acted according to the company's aims in order to create expected positive behavior of consumers. In contrast, it can be acted as an unbiased tool in spreading news or crisis, which could change consumer's perception negatively as well.

According to Kotler and Keller (2006) suggest that there are two types of communication channels, personal and non-personal. Also, there are many sub-channels in each. The personal communication channels involve two or more persons communicating directly. This channel enables individualized presentation and feedback effectively. For the

non-personal communication channel, it communicates to more than one person and it uses media, sales promotions, event and experiences, and public relation to assist. However, this two communication channels should be combined to achieve maximum impact. Personal communication is often more effective than mass communication; however, the mass media can be the major medium to stimulate personal communication. However, companies can consider the use of media and channel choice differently, even though they are in the same industry. Nevertheless, in order to create strong message consistency and greater sales impact, the Integrated Marketing Communications (IMC) should be applied.

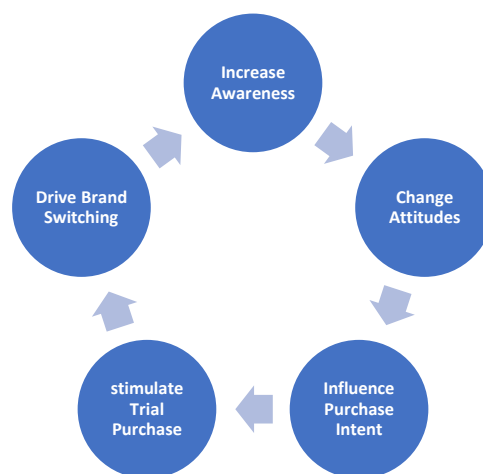
According to Clow and Baack (2006), it is the synchronization and an amalgamation of all marketing communication tools in order to exhaust the possibilities of the impact on consumers at minimal cost. Schultz and Kitchen (2000) as cited in Procter and Kitchen (2002) also support on the shift to use of IMC instead of emphasizing the individuality of advertising, sale promotion, personal selling, and public relations. As per prior mentioned, advertising is one of five major modes of marketing communication mix. Also, it requires appropriate media to transmit messages to the receiver. Advertising is non-personal presentation and promotion of ideas, products or service that is paid by identified company. It is a cost effective way of communication (Kotler & Keller, 2006). By conveying advertising message effectiveness and efficiency, a company has to consider the media that will be used to transmit information to consumers. There are various forms of media such as television, radio, magazine, newspaper, direct mail, internet and other new media such as cinema media. However, this paper will focus on three major media are being used and have prominent differences in characteristic. There are television, print which includes magazine and newspaper, and internet.

Customer brand relationships are formed through the exchange of brand values in two dimensions-emotional values and rational values (Kilambi, Laroche & Richard, 2013; Riesenbeck and Perry, 2009). Since formation of customer brand relationships involves two dimensions - emotional values and rational values the analysis of the present study is done in two sections assessing the impact of marketing communication on emotional values (brand personality) in the first and analyzing the impact of marketing communication on rational values (brand attitude) in the second section.

- **Marketing Communication Objectives**

Marketing communication objectives are long-term goals where marketing campaigns are intended to drive up the value of your brand over time. In contrast to sales promotions, which are short-term inducements to buy, communication goals, succeed when you persuade customers through consistent reinforcement that your brand has benefits they want or need.

Figure 2.6: Objective of Marketing Communication



- **Marketing Communications Mix**

The marketing communications mix entails eight foremost methods of communication. But in this study researcher, taken into consideration mainly (Advertising) as a Marketing Communication way and also word of mouth, but in an informal way. To know the impact of advertising media in formation of brand community.

1. **Advertising** means any paid form of nonpersonal presentation and promotion of ideas, to convey customers about their goods or services by an identified sponsor through print media, network media, broadcast media, electronic media, and display media. Advertising is one of the best ways of communication as advertisement provides comprehensive information about products and services which can be easily communicated target audience.

2. **Word of mouth** refers to communicating from one person to another, sharing experiences of good or services, either orally, written or through electronic media that relate to the experiences of purchasing or using products or services. This is one of the vital methods because the image of the brand depends on what the customer feels about the brand and what message he conveys to others.

3. **Publicity and public relation** refer to a variety of programs or social activities which are performed to create a positive image of a brand for customers. Companies are promoting various activities for enhancing relationships with the public such as child education, planting trees, blood donation camps.

4. **Direct marketing** includes communicating directly with potential customers through mobile phones, fax, email without the involvement of any third party.

5. **Sales promotion** means a variety of short-term incentives to encourage customers for trial or purchase of a product or service, comprising of consumer promotions, business and sales promotion, and trade promotions

6. **Personal selling** means when salesman interacts face to face with prospective customers and directly informs them about goods and services.

7. **Events and experiences** are promoted when Companies intention is to reinforce the brand in order to build long term relationship with customers. So various sponsored activities and programs are organized for customers, which include sports, entertainment, etc.

8. **Interactive marketing** refers to a communication tool where customers can interact for online activities and programs designed to engage customers directly or indirectly so as to raise awareness of products and services.

2.9.1 Advertising

Advertising is multidimensional. Dunn et al. (1978) defined advertising from its practical perception as a remunerated, non-personal communication through several media by business firms, non-profit organization, and persons who are in some way recognized in the advertising message and who hope to notify or coax members of a particular audience. Subsequently Arens (1996) is of the opinion that advertising is a communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process. It is a procedure of mass communication, a influential marketing gizmo, a constituent of the economic system, a means of backing the mass media, a social

institute, a skill form, a tool of business management, a field of employment and profession and above all, advertising is a large business (Chunnawala and Sethia, 2011).

When a firm or a marketer has developed a product to meet the market demand, there is a need to create contact with the target market that will ultimately sell the product. Furthermore, this has to be a mass contact with the same message which desired to reach the maximum number of people in order to obtain maximum exposure. Thus the greatest way to arrive at this mass market is mass communication in which advertising is one of the means of mass communication along with publicity, public relation and sales promotion.

Today, definitions of advertising are plenteous. Basically, an advertisement is known as an announcement to the public of a product, service or idea through a medium to which the public has access.. Conversely, the American Marketing Association expresses advertising as any remunerated form of non-personal exhibition of thoughts, merchandises and services by an identified backer. This definition reveals that advertising may be in any form of presentation such as a sign, symbol, an illustration, an ad message in a magazine or newspaper, a commercial on the radio or in television or in the wed, a circular dispatch through the mail or a pamphlet handed out at a street corner; a sketched or a message on the billboard or a poster or banner on the net.

Moreover, it excludes any form of personal selling and they are employed to communicate information about the products and services as well as communicate ideas for action. As the advertising is openly and directly paid for as against publicity, the sponsor which is identified by his company's name or brand name or both has control over the form, content and scheduling of advertisement.(Kotler et al., 2011) An advertising objective is a

specific communication function to be realized with a specific target audience during a specific period of time. It can be classified primarily based on its aim/purpose such as informative advertising, persuasive advertising, reminder advertising. Informative advertising is used to build primary demand when introducing a new product category in the market. The second category persuasive advertising is also known as comparative advertising since its aim is to compare its brand with one or more other brand and persuade the target audience by showing their superiority over their competitive brands. In order to sustain customer relationships and keep consumers thinking about their products, reminder advertising is adopted which is usually meant to advertise mature products.

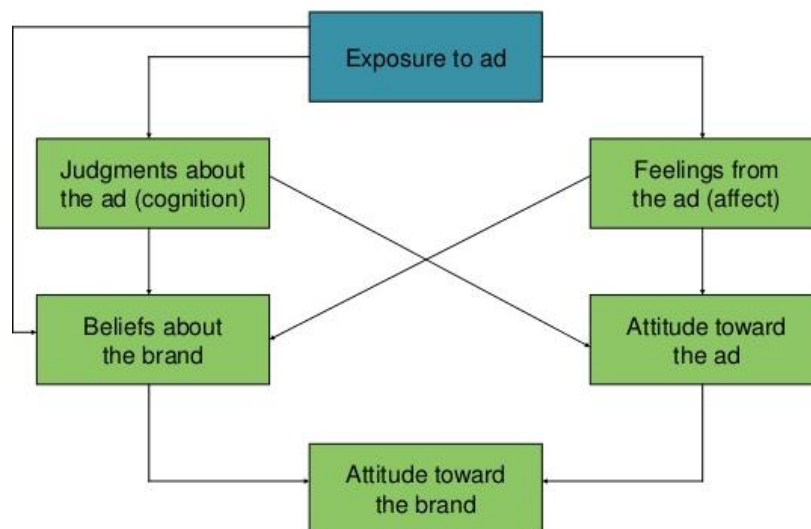
2.9.1.1 Advertising media

According to Kotler et al. (2011) The advertising media refer to the vehicles through which advertising messages are delivered to their intended audiences. It refers to the vehicle such as newspaper, magazines, television, radio, billboards and internet which are employed by the advertiser to communicate commercial messages to their target audiences and the media selection depends on the degrees on advertising revenue to cover the cost the operation. The functions of media are three folds i.e. they are used as entertainment, a source of information and business function as a medium of advertising. The media are mainly classified into four main categories- Print media, electronic media, out-of home media and digital media. This study had focused on selected print media such as newspaper, magazines and brochure, electronic media -television and radio, out of home media -billboards while digital media will include internet.

2.9.1.2 Attitude-toward-the-ad Model

MacKenzie and Lutz (1989); Moore and Harris (1996) Attitude towards the ad is the manner in which individuals evaluate an appeal in the advertisements they are exposed to, and such an evaluation can be favourable or unfavourable. According to the attitude-towards-the-ad-model (Schiffman and Kanuk, 1998), which is inspired by and based in part on Edell and Burke (1987), an individual forms various feelings (affects) and judgements (cognitions) when exposed to an advertisement (Figure 2.10). (Schiffman and Kanuk, 1998) such feelings and judgements affect the attitude towards the advertisement and beliefs about the brand, which are formed after the ad exposure. The individual attitude towards the ad and his or her beliefs about the brand influence his or her attitude towards the brand.. The feelings and judgements are two different and separate response sets and therefore should be measured separately.

Figure 2.7: Attitude-toward-the-ad Model



Source: Schiffman and Kanuk (1998)

According to Mackenzie, Lutz, and Belch (1986), in high-involvement situations, individuals are influenced more by their cognitions or judgements (central cues like information about price, features, benefits, etc.) and in low involvement situations, by the feelings generated from the ad (peripheral cues like celebrity endorser, background music, etc.). An advertisement which is liked by consumers may not result in a favourable attitude towards the advertised brand. Similarly, a disliked advertisement may not result in the brand being disliked (Biehal, Stephens, and Curlo, 1992). However, based on a research conducted by Lord, Lee, and Sauer (1995), it was found that individuals form attitude towards the ad based on both central and peripheral cues across all levels of their involvement. Therefore, attitude towards the advertisement is a result of both judgements about and feelings from the ad.

2.9.2 Word of Mouth

(Buttle, 1998; Carl, 2008; Samson 2010), Word of Mouth (WoM) communication, ‘a powerful force in the market place.

(Swanson and Kelley 2001; Magnini, 2011; Sweeney et al, 2012) ’is considered by companies as the ‘new means of marketing communication’ for improving customer satisfaction and loyalty,

(Dotson 2009; Kilian, 2012; Heinze, et al, 2012; Di Pietro, etal, 2012) social Media is a phenomenal change in communication.

(Manfred, et al, 2012) it gives companies an opportunity to listen to their consumers, to engage them, participate in discussions and even influence their conversations.

(Haywood, 1989; Sashi, 2012) to utilize the potential of Word of Mouth companies are taking to Social Media.

Claro and Bortoluzzo, (2015) strong social communities or groups strengthen the relationship between the product/brand and consumers over a period of time.

2.9.2.1 Definition of Word of Mouth

(Katz & Lazarsfeld, 1955) Word of mouth has been considered one of the major influential sources of information for the consumers.

Word of Mouth communication is well-defined as casual communications, focused at other customers, about possession, custom, or features about particular merchandises and services and/or their creators/vendors (Matos & Rossi, 2008), which worries assessments and impost of merchandises and services, (Anderson, 1998) and cannot be organized or prejudiced (Daniasa, 2010) is between customers who are not sponsored by companies, that is not commercially driven.

(Baker, et al, 2016). Also defined as ‘a firms’ intentional influencing of consumer-to-consumer communications by professional marketing techniques’, (Kozinets2010, Taufique 2011) or ‘any positive or negative statement available to a multitude of people and institutions via the internet’, (Hennig-Thurau et al, 2003/4)

Word of mouth has a better influence that’s way marketers give more emphasize on word of mouth than traditional marketing communication tools because traditional marketing communication tools trailing its efficiency (Nail, 2005).

Word of mouth is similarly worth spreading of info. It can guidance others' point of views, judgments and choice. Business can get long term consumers if they exploit and grow word of mouth correctly and also any brand can have sturdy image through the power of word of mouth. Word of mouth has a historic part in consumer procurement deeds. Though, the influence of word of mouth is dependent on the type of product (C. Park & Lee, 2009) and its faith (Lopez & Sicilia,2014). Word of mouth has valuable effects on constructing brand and faith. More than 90% of consumers have trust on the product or service which is commended by directly knowing people. Trust is one of the problematic subjects to bring about in the profitable biosphere. Word of mouth has both affirmative as well as bad influence on consumer purchasing deeds (Bolfing, 1989). Though destructive is more commanding than affirmative (Arndt, 1967).

The importance of word of mouth is publicized on a study based on special effects of word of mouth on buyer procuring choices (Chevalier & Mayzlin 2006). Word of mouth is like an casual communications amongst the customers concerning the personality of a merchandise or service (De Matos & Rossi, 2008). On the other hand, Mangold Et Al, 1999 established that the consumers needed the information and they searched for that which had active impact of word of mouth in purchasing decisions. Word of mouth can be both positive and negative impacts in consumer minds. Positive word of mouth occurs when consumers give favorable respond towards the product or service and when they unfavorable respond, then it becomes negative word of mouth (Buttle, 1998). Word of mouth is one of the key components in buying decision (Onghai, 2012).

2.9.3 Marketing Communication and Brand Attitude

Marketing communications play a significant role in changing the attitude of customers as they have different attitudes which can be positive or negative attitudes. Attitudes are learned from experiences towards the brand, purchase behavior and decision taken for a product or service.

According to Hughes and Fill (2007) attitudes are well-defined as the feeling of the individual towards a product or service. Customers' attitudes can be perceived through market research approaches instead of detecting directly. The main components of attitudes include cognitive means learning which means audiences are aware of the product, affective means feeling of customer towards product or service and conative means what audience do on the basis of feeling and knowledge they have towards goods or service.

According to Procter et al. (1982) cited by Ayanwale et al (2005) states that the main aim of the consumer behavior investigation is to explain why consumers behave in a specific in certain situations. According to Barry and Howard (1990) cited in Egan (2007) states that customers reply to any message in a systematic way which includes thinking, feeling and then doing action for product or services.

According to Botha et al (2004) three components which are helpful in changing attitude of the audience, a change in one attitude component inclines changes in other components also. The cognitive component demonstrates before focusing on anything else marketing communicator must emphasize on getting customer's attention. Affective component occurs when marketing communicator, able to develop interest and customers

aspires to buy a product or brand results into positive attitude toward the product or service required. In the Last stage of attitude which is conative component where prospective customers take action will buy if positive attitude or if negative attitude then not to buy a product or service.

According to Blythe (2006) AIDA (Attention, Interest, Desire, and Action) is one of the easiest model of marketing communication to know the response of the customers. This model work on four steps as stated above, customer goes through this model before the final purchase of any product. Attitudes can be molded by focusing what the customer's need processing useful information which leads to cognitive responses and affective responses which may lead to conation, or intended behavior of a customer. This means that customers learn about a product, and then reacts to what they feel after exposure to the product and then take positive or negative action, on a basis of what actually customer understood. Fill (2009) identified three main components of attitude comprises of Cognitive, affective and conative components .

Cognitive Component means when customers have knowledge and tends to learn more about desired product or services which he want to purchase. It is important if customer do not get complete information or have some doubt towards brand or any product then marketing communication should play a significant role by providing accurate and correct information which will be suitable to the intellectual capabilities of the target audience about the product which will be useful for customers to decide (Fill, 2009). Marketing communication tools such as advertising , sales promotion, public relations must be adopted

which will create awareness and provide accurate information so that customers can learn more about a brand or product.

Affective component shows how customers' feel about a product or service, customer can feel positive if he have positive attitude towards a brand and can buy product, but if he have negative attitude towards any product it becomes very difficult to change attitude of customers towards the brand, consequently at this stage information provided to customers should be emotional rather than rational because through emotional approach customer's feeling and attentiveness to use the product or brand could be used to change their mindset.

Conative Component implies the outcome from cognitive and affective components to know the customer response towards a purchase decision of any product or brand (Botha et al, 2004). Customers on the basis of their knowledge and feeling take a decision. Fill (2009) states conative approach excites people to freely try a particular brand without any allegiance. Customers usually attempt to use the product without any prior beliefs or feelings are changed either positive or in a negative way, this can be accomplished through marketing communication tools and persuade them to take positive actions. In the cognitive stage, the precedence of marketing communications is to change the attitude of customers' towards their purchase behavior, it is an enduring process which takes time.

According to Yorke and Littler (2011) state if the customer learns about the product properly, it will lead to customers' feeling or liking about the product which will result in the purchase of product by customers. Learn-feel-buy model of consumer responses to marketing communications which are based on what knowledge, customer have about a product or

brand, what he feels about the product or brand after knowing completely then he takes action (buy).

In conclusion, the researcher came to know from the above studies that attitude influences purchase decision, which is also proved in this study resulting in brand community formation. Advertisement and other marketing communication tools play an important role in changing customers' attitude and influence customers' behavior. In this study, the researcher tries to find out the impact through marketing communication predominantly Advertising and word of mouth in an informal way, marketing communicator also should understand the customer's behavior in order to provide them with the right information.

2.10 Identification of Gap

It may be observed from the literature review that extensive studies and literature exist on branding and different branding related issues. The body of knowledge has data and information on wide issues related to branding, however, when the issue of building brand community comes in, there are only a few studies that exist in the literature. Building brand communities is an important process for any marketing organization, therefore it becomes imperative for researchers to analyze the process, determine its antecedents or predecessors and provide meaningful insights for both academicians and marketing professionals. A fair amount of research has been done on branding, brand equity, brand personality, the effect of advertising on branding and other brand issues; however, very small amount of research is being done on process of brand community and its development. And when it comes to the relationship between brand community and variables like constitutive rhetoric, marketing communications and other variables, the literature becomes scarce or even nonexistent.

The importance of constitutive rhetoric and marketing communications in the development of in the brand community couldn't be ignored, especially in the present cut throat competition in all most every industry. However, this issue is being ignored and very few researchers have endeavored into the domain of branding through constitutive rhetoric and therefore the literature on such issues is very rare. Similarly the role brand personality, brand modernity, brand attitude in developing brand community is also being ignored in the literature and very few studies exist in this relation also. This study tries to fulfill these gaps in the literature and poses the below research questions.

1. What is the role of constitutive rhetoric in formation of brand community? Or Is there any impact of constitutive rhetoric on customer brand relationship dimensions leading to the formation of brand community?
 - i. Is there any impact of constitutive rhetoric on emotional value dimension of customer brand relationship leading to the formation of brand community?
 - ii. Is there any impact of constitutive rhetoric on rational value dimension of customer brand relationship leading to the formation of brand community?
2. What is the role of marketing communication in formation of brand community? Or Is there any impact of marketing communication on customer brand relationship dimensions leading to the formation of brand community?
 - i. Is there any impact of marketing communication on emotional value dimension of customer brand relationship leading to the formation of brand community?

- ii. Is there any impact of marketing communication on rational value dimension of customer brand relationship leading to the formation of brand community?
- 3. What are the metaphors (antecedents) of brand community formation when other antecedents or factors are playing in tandem? Is there any impact of different factors on formation of brand community?
 - i. What is the role of constitutive rhetoric in formation of brand community? Or is there any impact of constitutive rhetoric on customer brand relationship leading to the formation of brand community?
 - ii. What is the role of marketing communication in formation of brand community? Or is there any impact of marketing communication on customer brand relationship leading to the formation of brand community?
 - iii. What is the role of brand personality in formation of brand community? Or is there any impact of brand personality on customer brand relationship leading to the formation of brand community?
 - iv. What is the role of brand attitude in formation of brand community? Or is there any impact of brand attitude on customer brand relationship leading to the formation of brand community?
 - v. What is the role of brand modernity in formation of brand community? Or is there any impact of brand modernity on customer brand relationship leading to the formation of brand community?

- vi. What is the role of brand distinctness in formation of brand community? Or is there any impact of brand distinctness on customer brand relationship leading to the formation of brand community?
- 4. What is the role of customer brand relationship in formation of brand community? Or is there any impact of customer brand relationship on formation of brand community?

This study not only tries to fulfill this gap through exploring the impact of constitutive rhetoric on emotional value dimension (brand personality) and rational value dimension (brand attitude) of customer brand relationship leading to the formation of brand community. On the similar lines this study also explores the impact of marketing communication on emotional value dimension (brand personality) and rational value dimension (brand attitude) of customer brand relationship leading to the formation of brand community. Basically this study tries to find the impact of constitutive rhetoric and marketing communication on development of brand personality and formation of brand attitude separately. Both these analyses are done independently, that is the impact of constitutive rhetoric on customer brand relationship and the impact of marketing communication on customer brand relationship are assessed separately. Even the impact of each independent variable (constitutive rhetoric and marketing communication) on different dimensions of brand personality and brand attitude is assessed separately. Above stated question number 1 and 2 represents these analyses independently.

Though literature on these relationships exists in fair amount, however, in most of the studies the dependent variables, brand personality and brand attitude are considered as

unidimensional. It is well known that these variables have different aspects and are represented through many dimensions. Literature on different aspects of these variables is also scarce, therefore this study also tries to fulfill this gap. This study explores the five dimensions of brand personality which are: brand sincerity, brand excitement, brand sophistication, brand ruggedness and brand competency. Similarly this explores the five dimensions of brand attitude which are: brand awareness, brand recall, brand personification, brand preference and brand community.

Questions 1.(i), (ii) and 2.(i), (ii) are at overall levels of brand personality and brand attitude. Since this study considers five dimensions of both the variables the sub questions are:

Q.1. (i) Is there any impact of constitutive rhetoric on brand personality?

- Is there any impact of constitutive rhetoric on brand sincerity?
- Is there any impact of constitutive rhetoric on brand excitement?
- Is there any impact of constitutive rhetoric on brand sophistication?
- Is there any impact of constitutive rhetoric on brand ruggedness?
- Is there any impact of constitutive rhetoric on brand competency?

Q.1. (ii) Is there any impact of constitutive rhetoric on brand attitude?

- Is there any impact of constitutive rhetoric on brand awareness?
- Is there any impact of constitutive rhetoric on brand recall?
- Is there any impact of constitutive rhetoric on brand personification?
- Is there any impact of constitutive rhetoric on brand preference?

- Is there any impact of constitutive rhetoric on brand community?

Q.2 (i) Is there any impact of marketing communication on brand personality?

- Is there any impact of marketing communication on brand sincerity?
- Is there any impact of marketing communication on brand excitement?
- Is there any impact of marketing communication on brand sophistication?
- Is there any impact of marketing communication on brand ruggedness?
- Is there any impact of marketing communication on brand competency?

Q.2 (ii) Is there any impact of marketing communication on brand attitude?

- Is there any impact of marketing communication on brand awareness?
- Is there any impact of marketing communication on brand recall?
- Is there any impact of marketing communication on brand personification?
- Is there any impact of marketing communication on brand preference?
- Is there any impact of marketing communication on brand community?

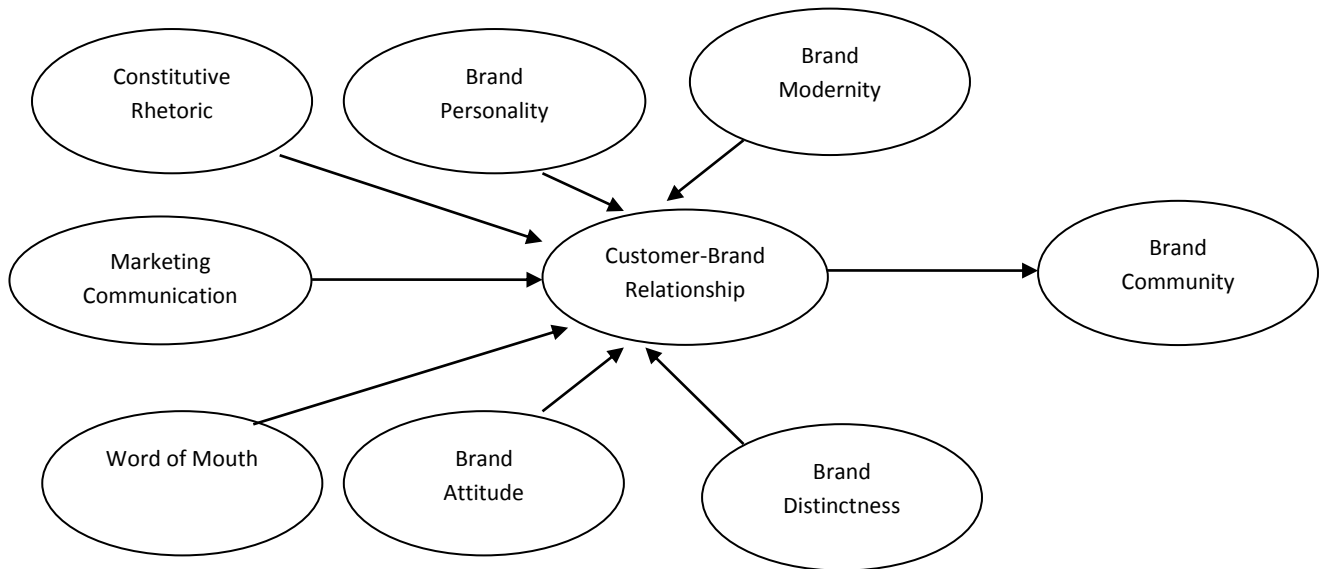
This study tries to answer these questions in the following chapters. Research questions 3 (i), (ii), (iii), (iv), (v), (vi) and question 4 are answered by proposed model to understand the relationships between formation of brand community and variables like constitutive rhetoric and marketing communications and others mentioned above.

2.11 Brand Community Model

This model explains the process of formation of brand community through its antecedents that affect development of customer brand relationship which in turn affect the

brand community. The model assesses the impact of antecedents on customer brand relationship and impact of customer brand relationship on the development of brand community. These relationships are hypothesized in the literature where it is concluded that customer brand relationship has a significant impact on brand community. The model also explains the formation of customer brand relationship through its seven antecedents of that are marketing communication, constitutive rhetoric, brand personality, brand attitude, brand modernity, brand distinctiveness and word of mouth. These antecedents were selected on the basis of literature review where the relationship between one or more antecedents and customer brand relationship is being confirmed.

Figure 2.8: Proposed Brand Community Model



The considered model tries to validate these relationships in the present context. The model has seven independent variables (the antecedents): marketing communication, constitutive rhetoric, brand personality, brand attitude, brand modernity, brand distinctness and word of mouth. It is hypothesized that these antecedents have a significant and positive

impact on the dependent variable of customer brand relationship .This is the first part of the model where consumer brand relation is considered as a dependent variable, in the next part it is considered as an independent variable that affect the brand community. Here it is hypothesized that consumer brand relationship has a significant and positive impact on brand community. The following relationships are hypothesized in the model:

H₄: there is a positive and significant effect of marketing communication on developing a customer brand relationship.

H₅: there is a positive and significant effect of constitutive rhetoric on developing a customer brand relationship.

H₆: there is a positive and significant effect of brand personality on developing a customer brand relationship.

H₇: there is a positive and significant effect of word of mouth on developing a customer brand relationship.

H₈: there is a positive and significant effect of brand attitude on developing a customer brand relationship.

H₉: there is a positive and significant effect of brand modernity on developing a customer brand relationship.

H₁₀: there is a positive and significant effect of brand distinctiveness on developing a customer brand relationship.

H₁₁: there is a positive and significant effect of customer brand relationship in building brand community.

2.9.1 Constructs of Proposed Model

1) Constitutive Rhetoric

Constitutive rhetoric is the process of composing a collective subject; it is a theory that understands the rhetor, audience and message as mechanisms in this process. This collective is established through the positioning of the subject as transhistorical, and through offering the audience the illusion of freedom, while constraining them to the narrative that calls them into being (Charland 1987).

2) Brand Attitude

Brand attitude refers to when customer view a brand through its own perspective when he completely knows about the brand. A positive attitude towards a brand is a necessity in creating brand loyalty. Attitude and emotions towards the brand are important, because emotions have been recently recognized as having the most effective in predicting consumer behavior (Johnson & Greyson, 2005) These attitudes and the overall perceived brand image are affected by the consumer brand experience: how the product makes the consumer feel or the fun experiences the brand provides (Solomon et al., 2010). The resulting brand experience is a combination of the consumer's feelings, sensations, cognitions and behavioral responses that evoke when interacting with the brand (Brakus et al., 2009).

3) Brand Community

Brand community means a community where members share their of a series of relationships shaped by the customers who are fond of a specific brand. A community in which consumers who share a set of social relationships based upon usage or interest in a product gathers and mutually interacts. According to (Kalman, 2009), Brand communities state that there are chances of connection and identification among consumers through specific brand consumption within the brand community.

4) Brand Distinctiveness

The ability of a brand of being recognized as unique and different from other brands, in order to address consumers need for uniqueness at both individual and social levels. Brand distinctiveness is achieved via refreshing and reminding brands into a consumer's perception rather than emphasizing different or unique attributes or value of brands (Romaniuk et al., 2007).

Brand distinctiveness is significant so as to help consumers to recognize brands easily, providing an effective communication with consumers, and reducing consumer's cognitive effort. Brand distinctiveness helps consumers to remember brands more easily since distinctive brands usually have strong and fresh elements that help people to remember brands, once consumers are exposed to distinctive elements within brands, the elements will help consumers at a later time to identify the brands easily. Brand distinctiveness can be accomplished, including elements brand name, colors, logos, taglines, symbols/characters, celebrities and advertising styles.

5) Brand Modernity

It simply states that social changes that have upraised in context with brand due to the emergence of industries, industrialization, and political issues. Brand modernity has totally eliminated the outdated social network. Henceforth, enabling a feeling of distinctiveness, but fear of alienation due to unknown future situations. With the help of this study, we can see whether there is an impact of brand modernity on customer brand relationship, which as a result leads to brand community formation.

6) Brand Personality

The personality of the brand indicates the kind of relationship a customer has with its brand. It is important from the beginning to differentiate the concept of brand personality to brand image, which is a debatable topic and often termed as same. While writing this article, it might have a brand image of an expert, but the personality in your mind, for me as a person might be different. Therefore, Brand personality gives the brand a place of human being. People often link up brands with personalities and that is why their connection to a brand will be driven by what they sense about your brand. Whether creating a new brand or strengthening an existing brand, brand personality cannot be ignored. As a buyer, we need the right equilibrium and right traits to make our brand distinctive.

7) Marketing Communication

Marketing Communication can be defined as the methodologies and tactics adopted by the companies to convey the messages in a unique and creative manner to their

existing and prospective customers about their offerings of products and services. The messaging communication is either direct or indirect in nature with an intention to persuade the customers to indulge in the purchase of the products and services.

The various channels and platforms of marketing communication include google promotions, print advertisements, television commercials, social media marketing, public relation exercises, blogging, content marketing, and participation in trade fairs and exhibitions amongst others. In order to attract the new set of customers and retain the existing ones on a long term basis, it is important for the marketing communication to be transparent, consistent, crisp, direct, and helps to solve the problems of the customers.

8) Customer brand relationship refers to a link between buyer and brand. A consumer-brand relationship is the link that buyers can ponder, sense and has with a product or company brand. This is also known as brand relationship, in other words. Customer brand relationships stated this relationship is formed through the exchange of brand values in two dimensions - emotional values and rational values. Consumer brand relationship main elements are trust and commitment because when a buyer puts the trust into your brand and further initiate a commitment than only there is a purchase of the brand. Henceforth, it also assists the company to again find their place in the marketplace.

9) Word of Mouth refers to paid or non paid form of communication which has both short term and long term effect on sales of product and services .Henceforth it is cost effecting.It may be negative or positive in nature.It draws attention to a person for

free. The main attempt is to manage people perception towards the brand. WOM helps in minimizing all over advertising cost and increase the awareness by stimulating business activity.

2.10 Research Question

1. What is the behavior and attitude of the consumers towards brands and branded products?
2. Is there any impact of constitutive rhetoric (myth) on audience?
3. What is the role of marketing communication (messaging) on developing brand community?
4. What is the role of marketing communication (messaging), constitutive rhetoric (myth) and other factors in building a brand community when these factors are playing in tandem?

2.11 Objectives of the Study

The study is taken into consideration so as to work on following objectives and look after the outcome of the following objectives.

1. To explore consumer behavior and attitude towards brands and branded products.
2. To delineate the impact of constitutive rhetoric(myth) on audience.
3. To understand the effect of marketing communication (messaging) on developing brand community.

4. To understand the metaphors (antecedents) of building a brand community when marketing communication (messaging) and constitution Rhetoric (myth) and other factors are playing in tandem.

Chapter Summary

This chapter focuses on research studies which as been done previously by many authors and researchers. The contribution made by them in various fields related to the topic and how various variables of study interrelated with each other. The brand community model which has been proposed by researcher in this study is also discussed in this chapter. The chapter closes with research questions which came out from the research gap and for answering such questions objectives were formulated.

RESEARCH METHODOLOGY

This chapter outlines the research methodology used in the present study. It elucidates the research objectives of the study and an appropriate methodology to accomplish those objectives. The researcher interested to investigate brand community formation process and which variables are responsible. The following sections cover the research methodology for this research: research objectives and research questions, research design, research approach, sources of data collection, sampling design and objective wise data analysis tools.

3.1 Research Objectives

This research has the four particular objectives:

1. To explore the consumer behavior and attitude towards brands and branded products.
2. To delineate the impact of constitutive rhetoric (myth) on audience .
3. To understand the effect of marketing communication (messaging) on developing brand community.
4. To understand the metaphors (antecedents) of building brand community when marketing communication (messaging) and constitution rhetoric (myth) and other factors are playing in tandem.

3.2 Research Questions

The research questions are derived from the research objectives and are as follows:

1. What is the behavior and attitude of the consumers towards brands and branded products?
2. What is the role of marketing communication (messaging) in developing brand community?
3. Is there any impact of constitutive rhetoric (myth) on the audience?
4. What is the role of marketing communication (messaging), constitution Rhetoric (myth) and other factors in building brand community when these factors are playing in tandem?

3.3 Research Hypotheses

The hypotheses for this research are derived from the nature of research questions leading to research objectives. The hypotheses are formulated only for objectives 2, 3 and 4 since objective 1 is descriptive in nature it doesn't have any hypothesis. The hypotheses related to objective 2 are H1 and H2 and for objective 3 are H3 and H4, these hypotheses consist of null and alternate hypotheses. While the hypotheses related to objective 4 are H6 to H12 and consist of only single testable proposition. The formulated hypotheses are as follows:

H₀1: there is no significant association between constitutive rhetoric and response towards brand personality.

H_A1: there is a significant association between constitutive rhetoric and response towards brand personality.

This is the main hypothesis regarding the impact of constitutive rhetoric on brand personality. Brand personality is measured through five dimensions and the impact of

constitutive rhetoric on each dimension is assessed through a separate Chi Square Test of Association, five sub null and alternate hypotheses were formulated as mentioned below:

H₀₁1: there is no significant association between constitutive rhetoric and response towards brand sincerity.

H_{A1}1: there is a significant association between constitutive rhetoric and response towards brand sincerity.

H₀₂1: there is no significant association between constitutive rhetoric and response towards brand excitement.

H_{A2}1: there is a significant association between constitutive rhetoric and response towards brand excitement.

H₀₃1: there is no significant association between constitutive rhetoric and response towards brand competency.

H_{A3}1: there is a significant association between constitutive rhetoric and response towards brand competency.

H₀₄1: there is no significant association between constitutive rhetoric and response towards brand sophistication.

H_{A4}1: there is a significant association between constitutive rhetoric and response towards brand sophistication.

H₀₅1: there is no significant association between constitutive rhetoric and response towards brand ruggedness.

H_{A5}1: there is a significant association between constitutive rhetoric and response towards brand ruggedness.

H₀2: there is no significant association between constitutive rhetoric and response towards brand attitude of audience.

H_A2: there is a significant association between constitutive rhetoric and response towards brand attitude of audience.

This is the main hypothesis regarding the impact of constitutive rhetoric on brand attitude. Brand attitude is measured through five behaviors or dimensions and the impact of constitutive rhetoric on each dimension is assessed through a separate Chi Square Test of Association, therefore five sub null and alternate hypotheses were formulated as mentioned below:

H₀₁2: there is no significant association between constitutive rhetoric and response towards brand awareness.

H_{A1}2: there is a significant association between constitutive rhetoric and response towards brand awareness.

H₀₂2: there is no significant association between constitutive rhetoric and response towards brand recall.

H_{A2}2: there is a significant association between constitutive rhetoric and response towards brand recall.

H₀₃2: there is no significant association between constitutive rhetoric and response towards brand personality.

H_{A3}2: there is a significant association between constitutive rhetoric and response towards brand personality.

H₀₄2: there is no significant association between constitutive rhetoric and response towards brand preference.

H_{A4}2: there is a significant association between constitutive rhetoric and response towards brand preference.

H₀₅2: there is no significant association between constitutive rhetoric and response towards brand community.

H_{A5}2: there is a significant association between constitutive rhetoric and response towards brand community.

H₀₂: there is no significant association between constitutive rhetoric and response towards brand attitude of the audience.

H_{A2}: there is a significant association between constitutive rhetoric and response towards brand attitude of the audience.

This is the main hypothesis regarding the impact of constitutive rhetoric on brand attitude. Since brand attitude is measured through five behaviors or dimensions, five sub null and alternate hypotheses were formulated as mentioned below:

H₀₁2: there is no significant association between constitutive rhetoric and response towards brand awareness.

H_{A1}2: there is a significant association between constitutive rhetoric and response towards brand awareness.

H₀₂2: there is no significant association between constitutive rhetoric and response towards brand recall.

H_{A2}2: there is a significant association between constitutive rhetoric and response towards brand recall.

H₀₃2: there is no significant association between constitutive rhetoric and response towards brand personality.

H_{A3}2: there is a significant association between constitutive rhetoric and response towards brand personality.

H₀₄2: there is no significant association between constitutive rhetoric and response towards brand preference.

H_{A4}2: there is a significant association between constitutive rhetoric and response towards brand preference.

H₀₅2: there is no significant association between constitutive rhetoric and response towards brand community.

H_{A5}2: there is a significant association between constitutive rhetoric and response towards brand community.

H₀₃: there is no significant association between marketing communication and response towards the development of brand personality.

H_{A3}: there is a significant association between marketing communication and response towards development of brand personality.

This is the main hypothesis regarding the impact of marketing communication on brand personality. Brand personality is measured through five dimensions and the impact of marketing communication on each dimension is assessed through a separate Chi Square Test of Association, five sub null and alternate hypotheses were formulated as mentioned below:

H₀₁₃: there is no significant association between marketing communication and response towards the development of brand sincerity.

H_{A13}: there is a significant association between marketing communication and response towards development of brand sincerity.

H₀₂₃: there is no significant association between marketing communication and response towards development of brand excitement.

H_{A23}: there is a significant association between marketing communication and response towards development of brand excitement.

H₀₃₃: there is no significant association between marketing communication and response towards development of brand competency.

H_{A3}: there is a significant association between marketing communication and response towards development of brand competency.

H₀₃: there is no significant association between marketing communication and response towards development of brand sophistication.

H_{A4}: there is a significant association between marketing communication and response towards development of brand sophistication.

H₀₅: there is no significant association between marketing communication and response towards development of brand ruggedness.

H_{A5}: there is a significant association between marketing communication and response towards development of brand ruggedness.

H₀₄: there is no significant association between marketing communication and response towards brand attitude of the audience.

H_{A4}: there is a significant association between marketing communication and response towards brand attitude of the audience.

This is the main hypothesis regarding the impact of marketing communication on brand attitude. Brand attitude is measured through five behaviors or dimensions and the impact of marketing communication on each dimension is assessed through a separate Chi Square Test of Association, therefore five sub null and alternate hypotheses were formulated as mentioned below:

H₀₁4: there is no significant association between marketing communication and response towards brand awareness.

H_{A1}4: there is a significant association between marketing communication and response towards brand awareness.

H₀₂4: there is no significant association between marketing communication and response towards brand recall.

H_{A2}4: there is a significant association between marketing communication and response towards brand recall.

H₀₃4: there is no significant association between marketing communication and response towards brand personality.

H_{A3}4: there is a significant association between marketing communication and response towards brand personality.

H₀₄4: there is no significant association between marketing communication and response towards brand preference.

H_{A4}4: there is a significant association between marketing communication and response towards brand preference.

H₀₅4: there is no significant association between marketing communication and response towards brand community.

H_{A5}4: there is a significant association between marketing communication and response towards brand community.

On the basis of the relationships proposed in the model the following hypotheses were formulated:

H6: there is a positive and significant effect of marketing communication on developing customer brand relationship.

H7: there is a positive and significant effect of constitutive rhetoric on developing customer brand relationship.

H8: there is a positive and significant effect of brand personality on developing customer brand relationship.

H9: there is a positive and significant effect of brand attitude on developing customer brand relationship.

H10: there is a positive and significant effect of word of mouth on developing customer brand relationship.

H11: there is a positive and significant effect of brand distinctiveness on developing customer brand relationship.

H12: there is a positive and significant effect of customer brand relationship on brand community formation.

3.4 Research Design

The research design is in tandem with the objectives stated above. Both the exploratory and descriptive research designs are employed in this research. Exploratory research means when the problem is not clear and need to be defined. While descriptive research or statistical research, describes data and feature about the phenomenon being studied. Descriptive research

answers the questions who, what, where, when and how. Objective number one of this study tries to explore consumer behavior and attitude towards brands and branded products, therefore it employs 'exploratory research design'. Objective number two, three and four assess and establish the effect of constitutive rhetoric on developing a brand personality and brand attitude and the effect of marketing communication on developing brand personality and attitude, and impact of constitutive rhetoric, marketing communication and other variables on the audience and understands the metaphors of building brand community respectively. As these objectives, assess the relationships through hypothesis testing, therefore 'descriptive and diagnostic research design' is being applied in these objectives.

3.5 Research Approach

Research approach or the type of research is in accordance with the research design employed in the study. When the research design is exploratory, by and large 'qualitative research approach' is applied, whereas the descriptive or diagnostic research design involving hypothesis testing employs a quantitative research approach. The Qualitative research approach usually contains content analysis and experience survey. This study takes the help of the customer or expert survey to explore consumer behavior and attitude towards brands and branded products to accomplish objective one. The tool of content analysis is also applied in the literature review part of the study to understand the fundamental concepts of brands, consumer behavior, brand behavior and also to analyse the findings of other studies leading to the research problem, objectives and research hypotheses. For objectives two, three and four 'quantitative research approach' is applied since it utilizes various data analysis tools to establish the relationships among considered variables related to brand behavior.

3.6 Data Collection Sources

The sources for the collection of data are selected as per the requisite of the study. Since this study requires both the secondary and primary data the sources are mentioned accordingly:

3.6.1 Secondary Data it is data which are collected previously by someone else for some other purpose. It is already available in the literature. Both the published and unpublished secondary data was collected. The main source for the secondary data were: various Indian government and foreign government publication, publications of or of international bodies and organizations, various branding and consumer behavior journals, different books, magazines and other publications related to subject of this study. Various newspapers articles and reports were analyzed and publications of various associations connected with marketing and retailed were referred, different researches and reports prepared by research scholars, universities etc. in different fields, some public records and statistics, historical documents, and other sources of published information. The unpublished sources were: data available with trade associations and other public/ private individuals and organizations and various research scholars and professionals.

3.6.2 Primary Data – the primary data related to the brand behavior was collected through Survey of the consumers involved in buying of branded products and services. The survey was done through a ‘structured questionnaire’. The questionnaire was developed in accordance with the requirements of the research questions leading to research objectives. The questionnaire is shown in appendix A. The Questionnaire consisted of the following three sections:

Section A: It contained set of questions related to the demography of the customers. The demographic details captured here:

1. Gender
2. Age
3. Education
4. Occupation
5. Marital status
6. Area
7. Family Income

Section B: It contained the questions related to brand awareness and brand behavior of the customers. These were:

1. Have you heard about branded products?
2. Do you watch brand's advertisements and other form of brand promotion?
3. Do you believe that marketing firms employ rhetoric (language, symbol, exaggeration, myth or other narratives) while promoting their brands?
4. Does advertisement urge you to buy new brand?
5. Where do you see the advertisements?
6. How much familiar are you with branded products?
7. Do you consider branded products more in your shopping?
8. How do you feel after using branded products?

Section C: This section contained the psychographic statements measuring brand behavior of the customers. The various factors related to brand behavior were measured through Likert Type Scale consisting of several statements which were to be responded on a five point rating scale. The five categories of responses were 'strongly agree', 'agree', 'neutral', 'disagree' and

‘strongly disagree’. In all there were thirty psychographic statements as shown in the questionnaire in appendix A.

3.7 Sampling Design

This section discusses about the population of the study, sample unit, sampling technique, sample size and actual data collection.

3.7.1 Population— it includes all the market or customers buying or using branded products. As in most of the research studies the population is too large to survey all the customers. Hence the concept of sampling was resorted to and a representative sample was selected and surveyed.

3.7.2 Sampling Unit – individual customers involved in buying or usage of branded products were the respondents in the present study.

3.7.3 Sample Size Conceived – it was planned to collect at least 300 responses from the population involved in buying branded products.

3.7.4 Sampling Technique – Non probabilistic sampling technique was employed to select the respondents from the population. The Probabilistic sampling technique was employed due to non availability of the sampling frame in India and also due to other research limitations like time and budget. The particular non–probabilistic techniques employed were ‘Convenience and Judgmental Sampling’. Initially the individuals in the vicinity of the researcher were approached conveniently and were inquired for buying and using of branded products. Once it was judged or confirmed that the individual is interested and involved in buying of branded products then only the questionnaire was administered for the survey. This process was repeated in established malls

in the city of Lucknow where showrooms for the branded products are aplenty. The unknown individuals were requested to fill the questionnaire at the instant whereas acquaints were given a day or two to fill and return the survey.

3.7.5 Data Collection – A total of 300 questionnaires were distributed to the identified brand buying customers. After continuous follow up and persistence, a total of 284 responses could be collected. After the initial processing and data cleaning only 256 responses were found complete and considered fit for further analysis.

Table 3.1: Final Sample Size Selection

Sr. No.	Name of Malls	Total Questionnaires Distributed	Filled Questionnaires Received
1	Sahara Ganj Mall	45	39
2	Fun Republic Mall	45	42
3	Wave Mall	35	33
4	Phoenix United Mall	35	29
5	Singapore Mall	35	27
6	One Awadh Centre Mall	35	33
7	INOX-Riverside Mall	35	26
8	SRS City Mall	35	27
	TOTAL	300	256

3.8 Research and Data Analysis Tools

Excel software and SPSS version 23 was employed to perform data analysis. The collected data were entered into SPSS and was further analyzed. An initial processing of the data was done through the surfing of the prepared SPSS data file and then running the basic analysis tools like ‘frequency distribution’ and ‘missing data’. As a part of data cleaning any redundant or unwanted value found in the data (entered by mistake) was removed. In a frequency distribution the study missed values were analyzed and the cases with missed values were removed. As stated above after data cleaning only 256 responses were found complete and considered fit for further analysis.

Statistical Tools: data analysis tools were selected according to the need of the situation or objective. The data analysis tools employed in the study are presented below:

3.8.1 Demographic Analysis: – this section analyses the demographic factors related to the sample collected. This analysis reveals the demographic profile of the customers buying and using branded products. The descriptive analysis tools like frequency tabulation & distribution, percentage, cumulative frequency, tabular representation of data. Pie charts, bar & column charts, arrow diagrams were used to show and analyse the data graphically.

3.8.2 Objective 1 – objective one analyses the brand behavior of consumers in terms of brand awareness and other characteristics mentioned in section 3.3.2 of this chapter. Since this objective explores and describe the nature and behavior of customers towards branded products, it also employs descriptive analysis tools of frequency distribution, percentage, cumulative frequency, tables and cross tabs, pie charts, bar and column charts.

3.8.3 Objective 2 & 3 – these objectives, assesses the impact of some independent variables on the dependent variables of the study. Objective two understands the effect of constitutive rhetoric on developing a brand personality and brand attitude and objective three understands the effect of marketing communication on developing a brand personality and brand attitude. The independent variables in both the objectives (marketing communication & constitutive rhetoric) were categorical in nature with two categories each. The dependent variables of objective two and three are (brand personality) having five dimensions of brand sincerity, brand excitement, brand competency, brand sophistication and brand ruggedness and (brand attitude) was also having five dimensions of brand awareness or familiarity, brand recall or recognition, brand personification or creating brand personalities, brand preference and brand community. All these dimensions were Likert Scale having five categories. Since both the independent and dependent variables ‘Chi Square Test of Association or Independence’ was applied to the impact of independent variables on the dependent variables. Chi Square Test establishes the association between two categorical variables. Since the dependent variables were having distinct ten dimensions (five dimensions of brand personality and five dimensions of brand attitude) a separate Chi Square Test of Association is applied for each dimension and Additive property of Chi Square is exploited to determine the overall impact on dependent variables.

3.8s.4 Objective 4 – The fourth objective is to understand the metaphors (antecedents) of building brand community when marketing communication (messaging) and constitutive rhetoric (myth) and other factors are playing in tandem. The other factors or variables considered here were word of mouth, brand personality, brand attitude, brand modernity and brand distinctiveness and all these factors were measured through Likert Scale with thirty items or variables each having five categories as mentioned earlier. This objective was accomplished in

two phases. In the first phase an ‘Exploratory Factor Analysis’ was conducted to extract factors and measure them at scale or ratio level from the observed variables (which were measured at ordinal with five categories from ‘strongly disagree’ to ‘strongly agree’) Once the factors were extracted and measured at ratio level ‘Multiple Linear Regression’ was applied to determine the effect of independent variables on the dependent variables considered in this objective.

Table 3.2 Overview of Research Methodology

Research Methodology at a Glance	
Particular	Research Method or Tool
Formulation of Research Objectives and Hypotheses	Exploratory Research
Sources of Data Collection	Secondary and Primary data
Secondary Data	Past Researches, Reports, Documents, Company Records and various Publications
Primary Data	Survey
Primary Data Tool/Method	Tool: Questionnaire/Method: Personal administration
Method of Administration	Personal
Research Design or Type of Research	Exploratory and Descriptive or Diagnostic
Research Approach	Both Qualitative & Quantitative
Population	All the customers involved buying and using branded products
Sampling Unit	Individual customer buying and using branded products
Sample Size	Planned: 300; Actual Size: 256
Sampling Technique	Non Probabilistic: Convenience and Judgmental Sampling
Objective 1	Descriptive Analysis: Tabulation, Frequency Distribution, Cumulative Frequencies, Percentages, etc. Graphical Presentations: Pie charts, bar charts, Column charts
Objective 2 & 3	Chi Square Test of Association or Independence and its ‘Additive Property’
Objective 4	Exploratory Factor Analysis & Multiple Linear Regression

Chapter Summary

In this chapter we have taken into consideration both primary and secondary data ,discussed about the tools and techniques which has been used in research, formulation of research objectives and hypotheses, the hypotheses for this research are derived from the nature of research questions which has been discussed in study leading to research objectives,chapter consist of research design , sources of data , sampling design and also discussed research and data analysis tool which has been used to fulfill objective.

The questionnaire consisted of three sections; first section recorded the demographic details of the respondents, the second section comprises questions related to branding attributes related to respondents and the third segment contained the psychographic statements measuring different variables related to branding through constitutive marketing. Data analysis has been done in the following three sections in accordance with the objectives of the study:

- 4.1 Descriptive analysis of the sample: analysis of demographic variables.
- 4.2 Analysis of brand behavior of consumers – Objective 1.
- 4.3 Assessing the impact of constitutive rhetoric on the audience – Objective 2.
- 4.4 Assessing the impact of marketing communication on developing a brand community – Objective 3.
- 4.5 To understand the metaphors (antecedents) of building brand community when marketing communication, constitutive Rhetoric (myth) and other variables are played in tandem – Objective 4.

4.1 Analysis of Demographic Variables

The demographic variables considered to study branding and constitutive marketing were: Gender, Age, Marital Status, Education, Occupation and Area.

The demographic variables were analyzed through SPSS and MS Excel. The descriptive analysis of these variables is done employing frequency tabulation and various pie, bar and column charts. The results are presented in the below section:

1. Gender of Respondent

Table 4.1: Gender Distribution of Respondents

Gender				
Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Male	167	65.23	65.23	65.23
Female	86	33.59	33.59	98.83
Prefer not to say	3	1.17	1.17	100.00
Total	256	100	100	

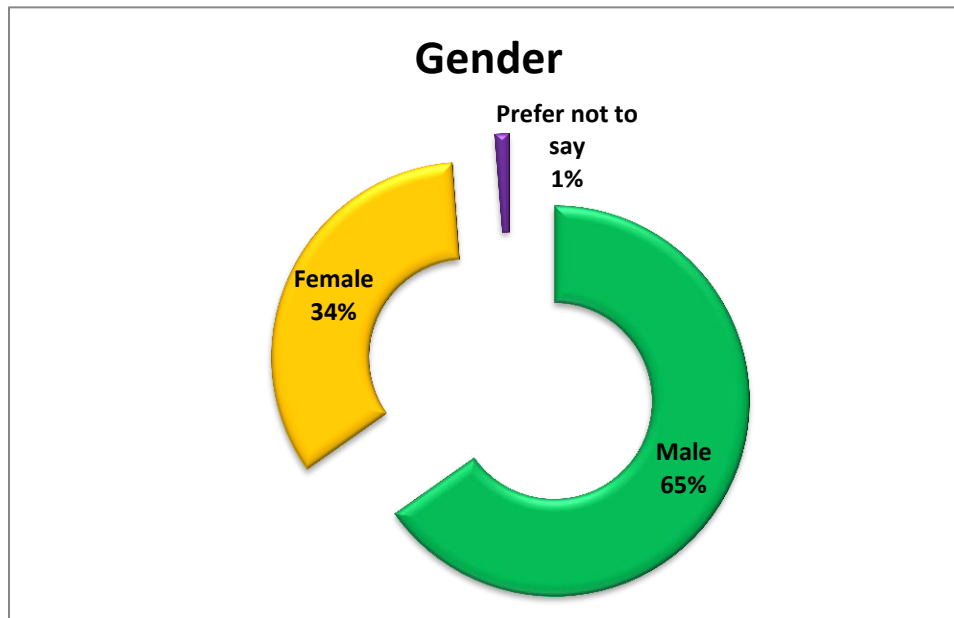


Chart 4.1: Gender Distribution of Respondents

Interpretation: From the above table 4.1 it is observed that 65% of the respondents were males, about 34% were females and whereas 1% preferred to not state their gender. It is found that the majority (about two-third) of the respondents studied for branding and constitutive marketing

were males while females also represent a considerable part of the sample with about one-third of the total sample size.

2. Age of Respondents

Table 4.2: Age Distribution of Respondents

Age Group				
Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25 years	41	16.0	16.0	16.0
26 - 35 years	107	41.8	41.8	57.8
35 - 45 years	64	25.0	25.0	82.8
Above 45 years	44	17.2	17.2	100.0
Total	256	100.0	100	

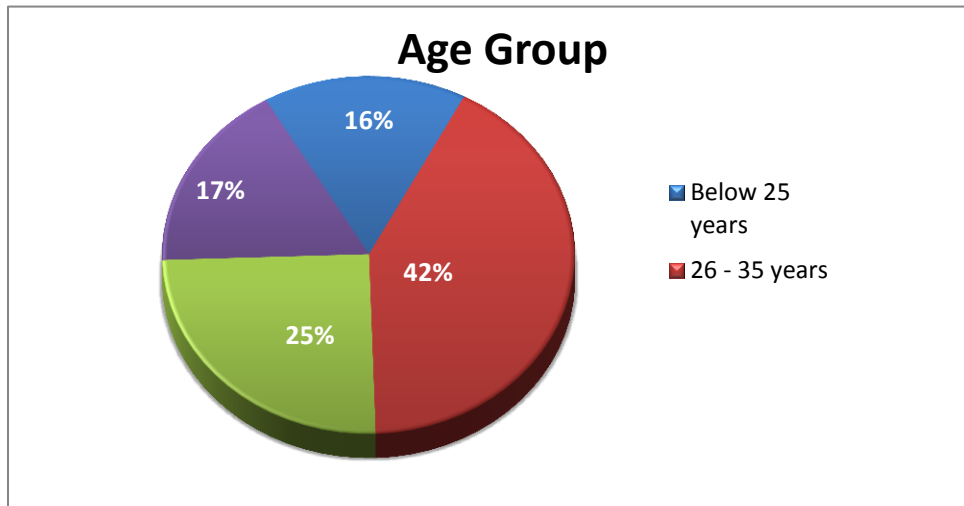


Chart 4.2: Age Distribution of Respondents

Interpretation: From the above table 4.2 it was observed that 16% of the respondents were in the group of below 20 years of age, 42% were in the age group of 26–35 years of age, 25% were in 35–45 years age group whereas 17% of the respondents were of the age above 45 years. It is

found a large section of the respondents were in majority of the online consumers were in 26–35 years of age group with about two-fifth representation, one-fourth of the respondents were in 35–45 years age group, while the age group of below 20 years and above 45 years were represented in approximately same proportion in the sample.

3. Marital Status of Respondents

Table 4.3: Marital Status Distribution of Respondents

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Married	141	55.1	55.1	55.1
Never Married	107	41.8	41.8	96.9
Divorced	8	3.1	3.1	100.0
Total	256	100.0	100	

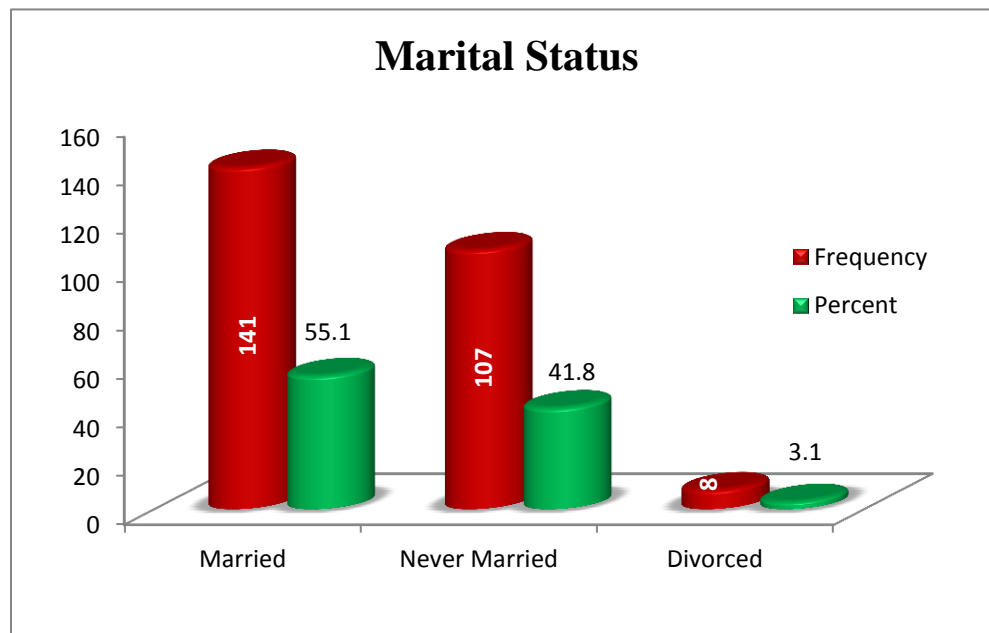


Chart 4.3: Marital Status Distribution of Respondents

Interpretation: From the above table 4.3 it is observed that 55.1% of the respondents were married, 41.8% were never married while only 3.1% of the respondents were divorced. It is found that though majority of the respondents in the sample were married, the never married section in the sample was also represented well with more than two-fifth representation.

4. Education Level of Respondents

Table 4.4: Education Distribution of Respondents

Education Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Below UG	36	14.1	12.1	12.1
UG	81	31.6	28.1	40.2
PG	107	41.8	46.1	86.3
Professional	21	8.2	9.4	95.7
Others	11	4.3	4.3	100.0
Total	256	100.0	100	

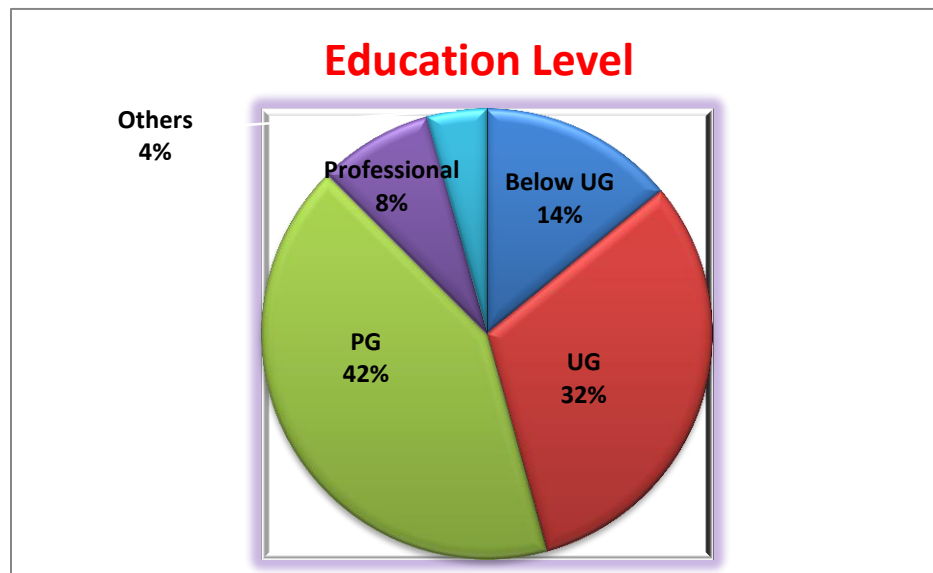


Chart 4.4: Education Distribution of Respondents

Interpretation: From the above table 4.4 it is observed that about 14% of the respondents were having education below the UG level, 32% were at the educational level of graduation, and 42% were having a qualification of Post Graduation, 8% were professional while 4% reported ‘others’ as their level of education. It is found that the largest group in the same was that of Post Graduates with more than two–fifth of representation followed by graduates with about one–third representation in the sample while professionals, below UG were also represented in the sample.

5. Occupation of Respondents

Table 4.5: Occupation Distribution of Respondents

Occupation				
Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	40	15.6	15.6	15.6
Private Employee	134	52.3	52.3	68.0
Govt. Employee	30	11.7	11.7	79.7
Business	25	9.8	9.8	89.5
Household	27	10.5	10.5	100.0
Total	256	100.0	100.0	

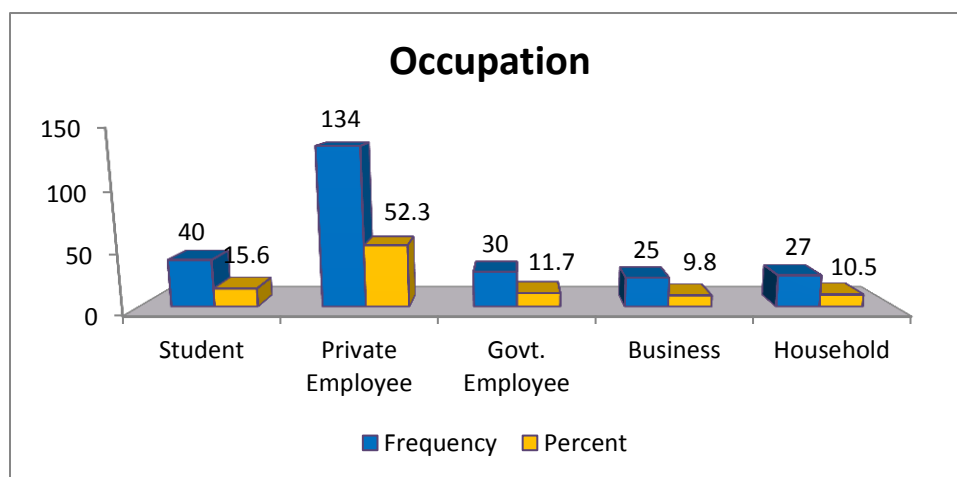


Chart 4.5: Occupation Distribution of Respondents

Interpretation: From the above table 4.5 it is observed that 15.1% of the respondents were in the student category, 52.3% were Private Employee, 11.7% were Government Employees. 9.8% of the respondents were having their own business while 10.5 were involved in households. It is found that the majority (more than half) of the respondents were Private Sector Employees while all the other categories of occupation were represented more or less in the same proportion.

6. Area of Respondents

Table 4.6: Area Distribution of Respondents

Area				
Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Urban	221	86.3	86.3	86.3
Rural	35	13.7	13.7	100.0
Total	256	100.0	100.0	

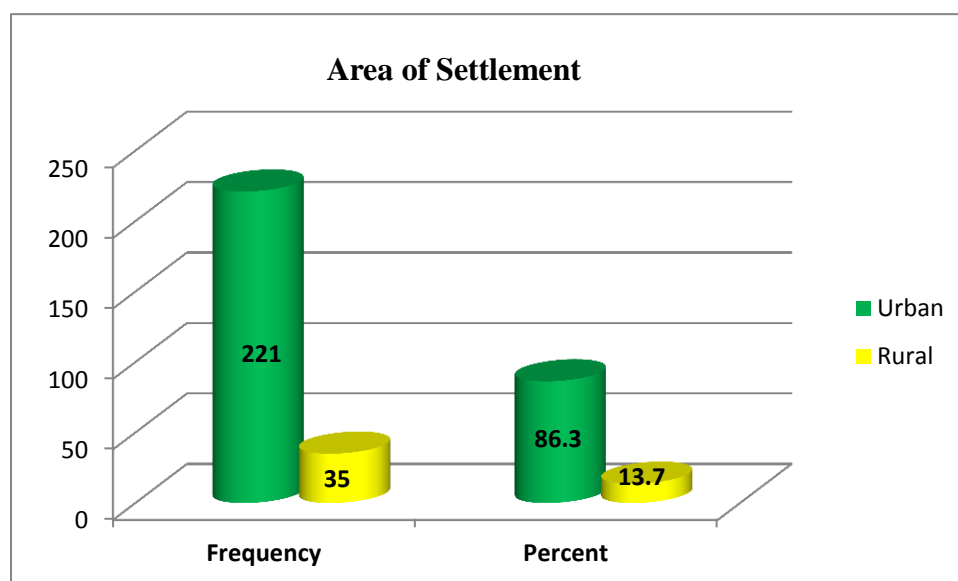


Chart 4.6: Area of Distribution of Respondents

Interpretation: From the above table 4.6it is observed that 86.3% of the respondents belonged to urban areas while 13.7% of the respondents belong to rural area. It is found that a very strong majority of the respondents in the sample belonged to urban areas while rural respondents were a small part of the sample.

7. Income Group of Respondents

Table 4.7: Income Distribution of Respondents

Income				
Income Group	Frequency	Percent	Valid Percent	Cumulative Percent
< Rs. 30000	37	14.5	14.5	14.5
Rs. 30000 - 40000	126	49.2	49.2	63.7
Rs. 40000 - 50000	48	18.8	18.8	82.4
Rs. 50000 - 60000	33	12.9	12.9	95.3
Rs. > 60000	12	4.7	4.7	100.0
Total	256	100.0	100.0	

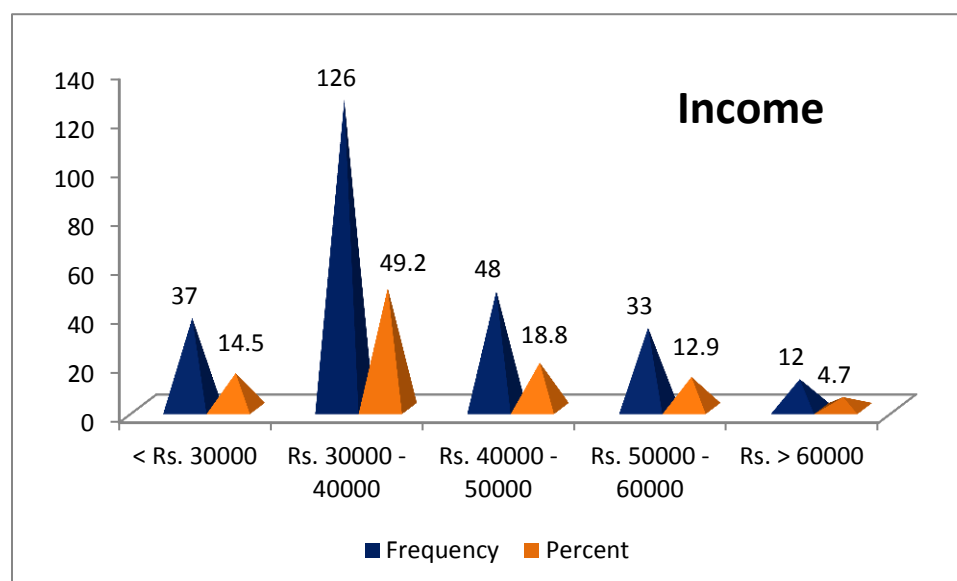


Chart 4.7: Income of Distribution of Respondents

Interpretation: From the above table 4.7 it is observed that 14.5% of the respondents were having a monthly income <Rs. 30,000, 49.2% respondents were in the monthly bracket of Rs. 30,000 to 40,000, 18.8% of the respondents were having a monthly income of Rs. 40,000 to 50000, 12.9% were having a monthly income between 50,000 to 60,000 while 4.7 of the respondents were having a monthly income > Rs. 60,000. It is found that almost half of the respondents in the sample belonged to monthly income bracket of Rs. 30,000 to 40,000 while other income categories were also represented well in the sample.

4.2 Objective 1: To explore the consumer behavior and attitude towards brands and branded products

The consumer behavior and attitude towards brands and branded products was explored through assessing the following behavior or characteristics related to brands:

1. Awareness of Branded Products
2. Watching, Brand Advertisements and other Form of Brand Promotion
3. Acknowledge or Recognition of the rhetoric that marketing firms employ while promoting their Brands.
4. Advertisement's Urge to Buy New Brand
5. Advertisement Media Exposure Preference
6. Familiarity about Branded Products
7. Shopping of Branded Products
8. Perception of using Branded Products

The behavior of the consumer towards brands and branded products is analyzed by employing descriptive tools through SPSS and Microsoft Excel. The descriptive analysis is done tools shown below and the results are presented in the next section.

- Frequency Tabulation of various characteristics
- Bar Charts
- Column charts.

1. Awareness of Branded Products

Table 4.8: Awareness of Branded Products

Have you heard about branded products?			
	Frequency	Percent	Cumulative Percent
Yes	235	91.8	91.8
No	21	8.2	100.0
Total	256	100.0	

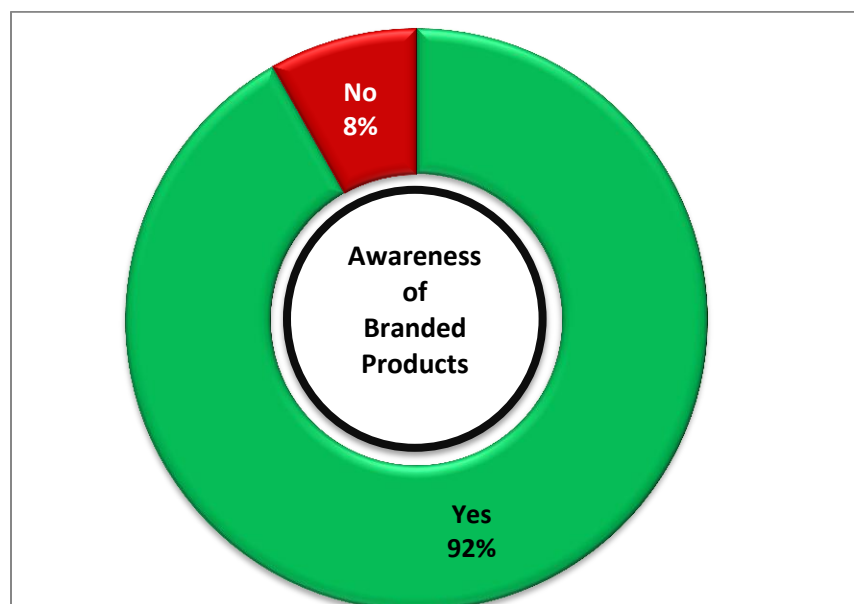


Chart 4.8: Awareness of Branded products

Interpretation: From the above table 4.8 it is observed that about 92% of the consumers have heard about the branded products and have awareness about the brands while only 8% of the consumers haven't heard about the branded products and do not have any awareness about the brands. It is found that a very strong majority the online consumers have heard about the branded products and have an awareness.

2. Watching Brand Advertisements and other Form of Brand Promotion

Table 4.9: Watching Brand Advertisements

Do you watch brand's advertisements?			
	Frequency	Percent	Cumulative Percent
Yes	194	75.8	75.8
No	62	24.2	24.2
Total	256	100.0	

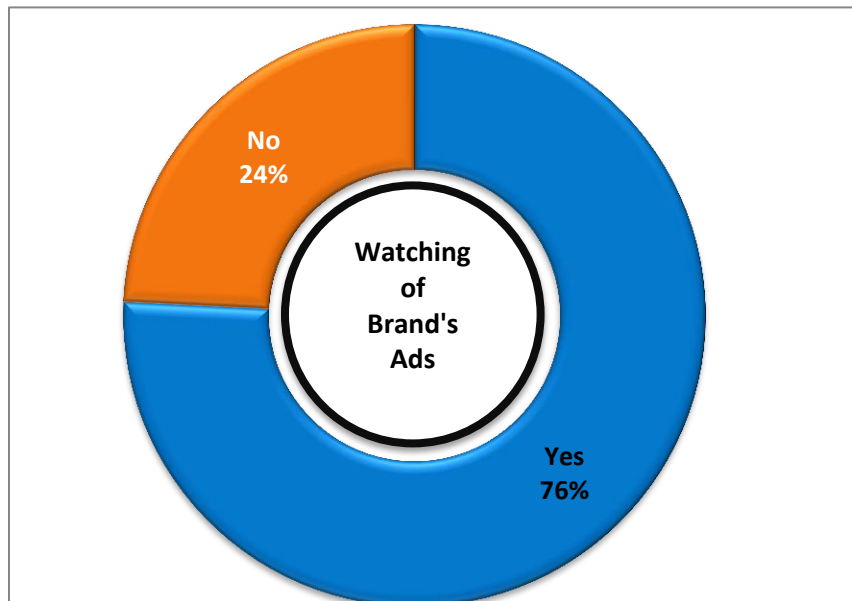


Chart 4.9: Watching Brand Advertisements

Interpretation: From the above table 4.9 it is observed that about 76% of the consumers watch brand’s advertisement whereas 24% of the consumers do not watch brand’s advertisement. It is found that a strong majority (two–third) the online consumers watch brand’s advertisement whereas a considerable section of about one–fourth consumers do not watch brand’s advertisement.

3. Acknowledgment or Recognition of the Constitutive Rhetoric

Table 4.10: Acknowledgment of the Constitutive Rhetoric

Do you believe that marketing firms employ rhetoric (exaggeration, myths or other narratives) while promoting their brands?			
	Frequency	Percent	Cumulative Percent
Yes	205	80.1	80.1
No	51	19.9	100.0
Total	256	100.0	



Chart 4.10: Acknowledgment of the Constitutive Rhetoric

Interpretation: From the above table 4.10 it is observed that about 80% of the consumers believe that marketing firms employ rhetoric (exaggeration, myths or other narratives) while promoting their brands while about 20% of the consumers do not believe that marketing firms employ rhetoric (exaggeration, myths or other narratives) while promoting their brands. It is found that a strong majority (four-fifth) the online consumers watch brand’s acknowledge rhetoric whereas a considerable section of one-fourth consumers do not watch acknowledge rhetoric in brand promotion.

4. Advertisement’s Urge to Buy New Brand

Table 4.11: Ads Urge to Buy New Brand

Does advertisement urge you to buy new brand ?			
	Frequency	Percent	Cumulative Percent
Yes	138	53.9	53.9
No	118	46.1	46.1
Total	256	100.0	

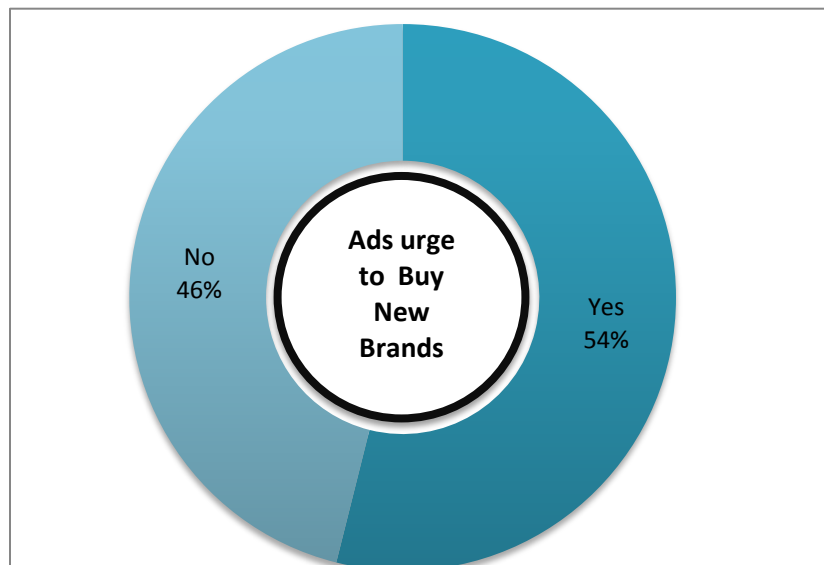


Chart 4.11: Ads Urge to Buy New Brand

Interpretation: From the above table 4.11 it is observed that about 54% of the consumers believe that advertisement urge them to buy new brand whereas 46% of the consumers do not believe that advertisement urge them to buy new brand. It is found that a majority (more than half) of the online consumers believes that advertisement urge them to buy new brand while approximately another half don't believe that advertisement urge them to buy new brand.

5. Advertisement Media Exposure

Table 4.12: Ad Media Exposure

Where do you see the advertisements?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Radio	27	10.5	10.5	10.5
TV	114	44.5	44.5	55.1
Magazine	31	12.1	12.1	67.2
Newspaper	67	26.2	26.2	93.4
Websites	17	6.6	6.6	100.0
Total	256	100.0	100.0	

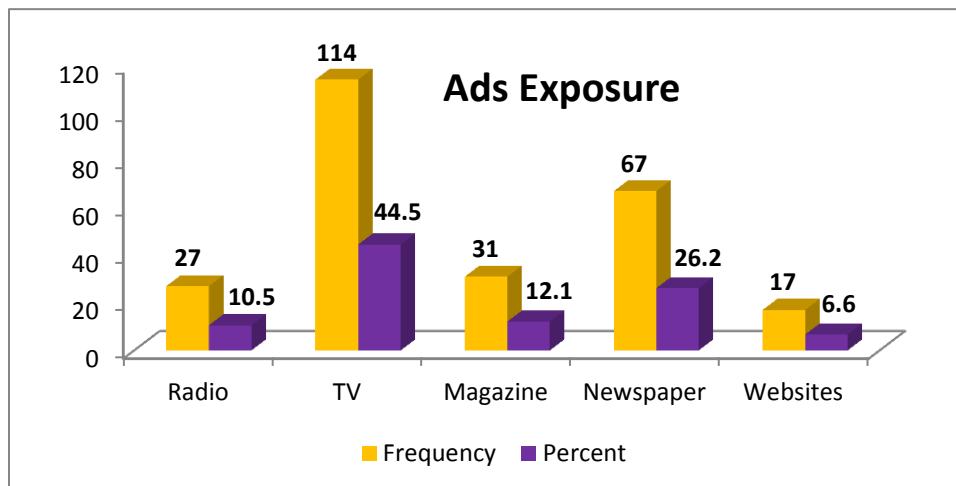


Chart 4.12: Ad Media Exposure

Interpretation: From the above table 4.12 it is observed that about 1.5% of the consumers get exposed to brand’s advertisement through radio, 44.5% through TV, 12.1 through magazines, 26.2% by newspaper while 6.6 of the consumers of the consumers get exposed to brand’s advertisement through websites. It is found that TV is most preferred media to watch ads among customers, newspaper is second most preferred media followed by magazine, radio and websites.

6. Familiarity about Branded Products

Table 4.13: Familiarity about Branded Products

How much familiar are you with branded products?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all	37	14.5	14.5	14.5
Slightly	54	21.2	21.2	35.7
Moderately	93	36.5	36.5	72.2
Fairly	48	18.8	18.8	91.0
Extremely	23	9.0	9.0	100.0
Total	255	100.0	100.0	

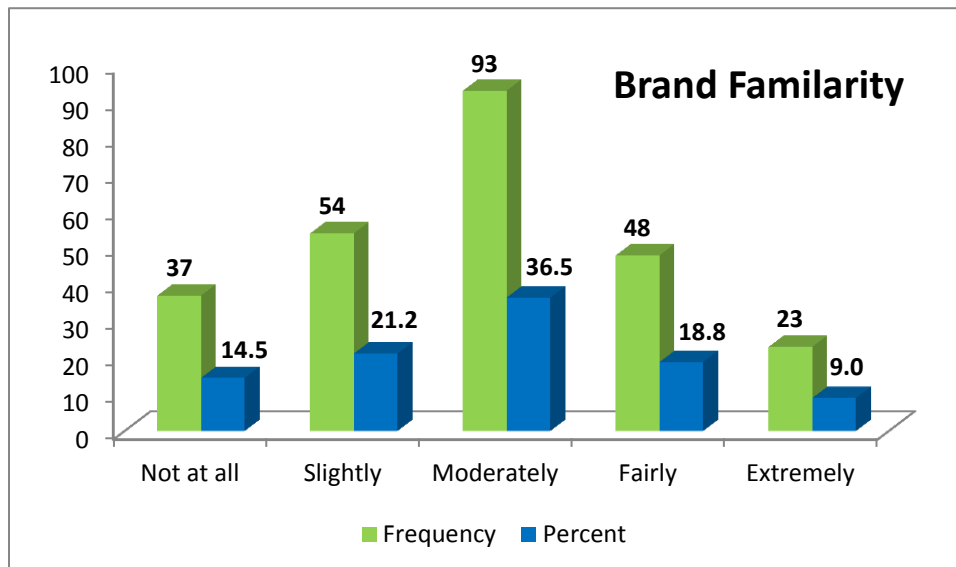


Chart 4.13: Familiarity about Branded Products

Interpretation: From the above table 4.13 it is observed that about 9% of the consumers are extremely familiar with the branded products, 18.8% are fairly familiar, 36.5% are moderately familiar, 21.2% are slightly familiar whereas 14.5% are not at all familiar with the branded products. It is found that a majority (two-third) the online consumers watch are familiar with the branded products brand's advertisement whereas one-third of the consumers are not familiar.

7. Shopping of Branded Products

Table 4.14: Shopping of Branded Products

Do you consider branded products more in your shopping?			
	Frequency	Percent	Cumulative Percent
Yes	141	55.1	75.8
No	115	44.9	24.2
Total	256	100.0	

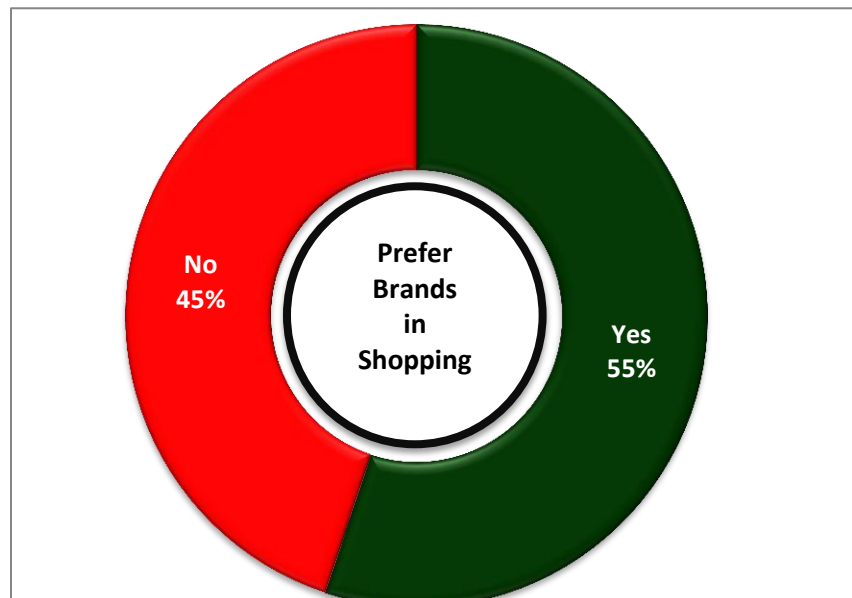


Chart 4.14: Shopping of Branded Products

Interpretation: From the above table 4.14 it is observed that about 55% of the consumers consider branded products more in their shopping whereas 45% of the consumers do not consider branded products more in their shopping. It is found that the majority (half) the online consumers consider branded products more in their shopping whereas a another half do not consider branded products more in their shopping.

8. Perception of using Branded Products

Table 4.15: Brand Usage Perception

How do you feel after using branded products?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very Positive	52	20.5	20.5	20.5
Positive	87	34.3	34.3	54.7
Neutral	46	18.1	18.1	72.8
Negative	42	16.5	16.5	89.4
Very Negative	27	10.6	10.6	100.0
Total	254	100.0	100.0	

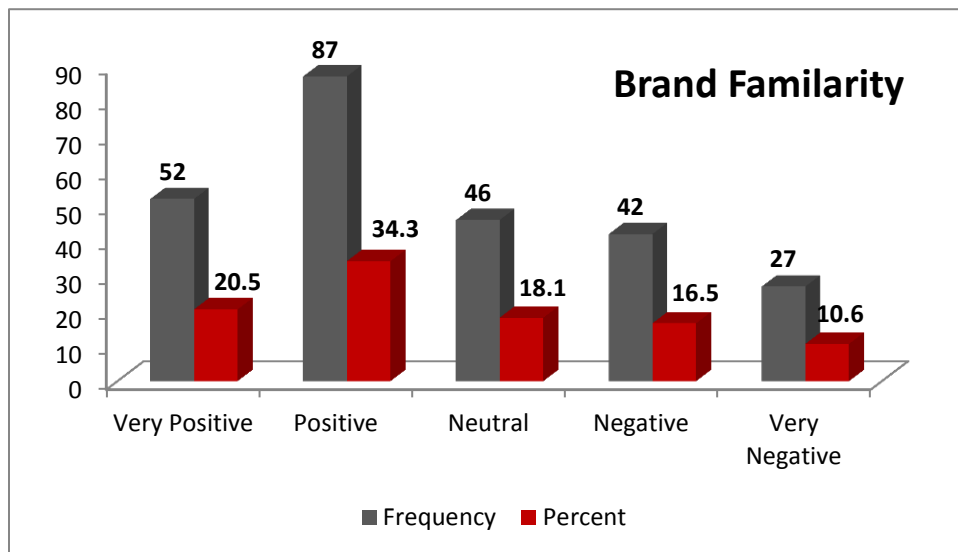


Chart 4.15: Brand Usage Perception

Interpretation: From the above table 4.15 it is observed that about 20.5% of the consumers feel very positive about branded products, 34.3% feel positive, 18% of the consumers are have neutral feeling about branded products, 16.5 have negative feeling while 10.6 % have very negative feeling about branded products. It is found that a majority (two-third) the online consumers have positive about branded products, about one-fourth have neutral feelings while one-fourth have negative feeling about branded products.

4.3 Objective 2: To delineate the impact of constitutive rhetoric on audience (to establish constitutive rhetoric as a precursor to constitutive marketing).

This section tries to understand and establish constitutive rhetoric as a precursor to constitutive marketing. White (1985) has proposed theory of constitutive rhetoric where it is considered as utilization of language through combination of literature, symbols and narratives to create a collective identity for an audience. In relation to marketing, branding and promotion rhetoric is considered as basic form of communication that occurs for persuasion when one party tries to persuade other (Hauser, 2002). In this context Kilambi, Laroche & Richard (2013) have considered that advertising is a rhetorical event as it is sponsored commercial message communicated through some medium to influence purchase decisions or to instigate thoughts related to consumption of products and services. Drawing on the above findings this study considers advertising rhetorical event or ‘constitutive rhetoric’ in so far it consists of literature, symbols, narratives, myth and exaggerations for branding and persuading the customers. The other part of this objective is constitutive marketing which is essentially relationship marketing and involves the formation of brand communities through the mechanisms of constitutive rhetoric (Kilambi, Laroche & Richard, 2013). They also stated that the most common area of

research in relationship marketing is interpersonal relationship between the consumer and brand. Riesenbeck and Perry (2009) in their study on customer brand relationships stated this relationship is formed through the exchange of brand values in two dimensions - emotional values and rational values as also discussed in literature review. Emotional value is reflected in self expression through brands and acquiring a particular self image through brand image and its benefits are reinforcement of a consumer's personal self-image or self-expression. Rational value is reflected in exchange relationships and the benefits are measurable related to tangible brand factors, that is functional benefits or utilitarian benefits that is expressed in consumer brand relationship (Kilambi, Laroche & Richard, 2013; Riesenbeck and Perry, 2007).

Aaker (1997) dealt specifically with the brand and developed a theoretical framework of brand personality. In the study Aaker concluded that consumers recognize brands to have five distinct personality dimensions - sincerity, excitement, competence, sophistication, and ruggedness. He stated that brand personality serves a symbolic, self-expressive role through brand personification, refers to the set of human character traits associated with a brand. Extrapolating the findings of the research it may be considered that the emotional value of customer brand relationship may be represented brand personality. Aaker (1997) also differentiated between the brand personality and brand attribute. He argued that brand personality serves symbolic, self expressive, emotional values while serves the utilitarian or functional benefits.

Drawing on these researches, this study considers that is constitutive marketing is essentially a relationship marketing that involves the formation of brand communities through constitutive rhetoric. This study focuses on the interpersonal relationship between the consumer

and brand. As discussed above, this relationship is formed through the exchange of brand values in two dimensions - emotional values and rational values which are represented through brand personality and brand attitude respectively in this study.

The below section's accomplishes objective two of the study to establish constitutive rhetoric as a precursor to constitutive marketing, this involves the formation of brand communities through interpersonal relationship between the consumer and brand. Since customer brand relationship has two dimensions of brand personality and brand attitude the impact of rhetoric on these two dimensions is assessed separately. The first section delineates the impact of constitutive rhetoric on of brand personality, whereas second section assesses the impact of constitutive rhetoric on brand attitude.

4.3.1 Impact of Constitutive Rhetoric on Emotional Value Dimension (Brand Personality) of Constitutive Marketing

In this study constitutive rhetoric is measured through assessing the belief of consumers that rhetoric (combination of language, symbol, exaggeration, myths or narratives) is employed in advertising while promoting the brands and customers are affected by it. It is measured through the response to the question: Do you believe that marketer's employ rhetoric (combination of language, symbol, exaggeration, myths or narratives) for promoting their brands? The 'constitutive rhetoric' variable was recorded on two categories of 'yes' and 'no'.

The brand personality is measured through assessing the following five generic brand personality dimensions representing the following dimensions of brands:

1. **Sincerity:** down-to-earth, honest, wholesome, cheerful
2. **Excitement:** daring, spirited, imaginative, up-to-date
3. **Competence:** reliable, intelligent, successful
4. **Sophistication:** upper class, charming
5. **Ruggedness:** outdoorsy, tough

These five dimensions were measured through Likert Type Scale with following five psychographic statements:

1. **Sincerity:** ‘I feel that brands are sincere in terms of their honesty, down-to-earth and wholesomeness’.
2. **Excitement:** ‘Brands excite me and sprit up the imaginations’.
3. **Competence:** ‘I feel branded products are competent due to their reliability, intelligence and success’.
4. **Sophistication:** ‘Branded products endow sophistication through their charm and upper class appeal’.
5. **Ruggedness:** ‘Brands shows their ruggedness when the products are required to be tough and vigorous’.

These five dimensions were considered as distinct five variables to measure brand personality. Each of the psychographic statements or variables was recorded on a five point rating with continuous categories ranging from ‘strongly disagree, disagree, neutral, agree to strongly agree. Since both the variables of ‘constitutive rhetoric’ and ‘brand personality’ were categorical in nature ‘Chi Square Test of Association’ is used to assess the impact of constitutive rhetoric on brand personality. The following main null and alternate hypothesis was formulated:

H₀₁: there is no significant association between constitutive rhetoric and response towards brand personality.

H_{A1}: there is a significant association between constitutive rhetoric and response towards brand personality.

This is the main hypothesis regarding the impact of constitutive rhetoric on brand personality. Brand personality is measured through five dimensions and the impact of constitutive rhetoric on each dimension is assessed through a separate Chi Square Test of Association, five sub null and alternate hypotheses were formulated as mentioned below:

H₀₁: there is no significant association between constitutive rhetoric and response towards brand sincerity.

H_{A1}: there is a significant association between constitutive rhetoric and response towards brand sincerity.

H₀₂: there is no significant association between constitutive rhetoric and response towards brand excitement.

H_{A2}: there is a significant association between constitutive rhetoric and response towards brand excitement.

H₀₃: there is no significant association between constitutive rhetoric and response towards brand competency.

H_{A3}1: there is a significant association between constitutive rhetoric and response towards brand competency.

H₀₄1: there is no significant association between constitutive rhetoric and response towards brand sophistication.

H_{A4}1: there is a significant association between constitutive rhetoric and response towards brand sophistication.

H₀₅1: there is no significant association between constitutive rhetoric and response towards brand ruggedness.

H_{A5}1: there is a significant association between constitutive rhetoric and response towards brand ruggedness.

The result of each chi square would yield association of constitutive rhetoric with each brand personality dimension separately. To get the association of constitutive rhetoric with brand personality as a whole the additive property of chi square test is employed. After all the five chi square values (chi square values for all five brand personality dimensions) are found, these chi square values are summed along with the respective degrees of freedom (Dof). This obtained total chi value with total Dof is compared with the table value to finally test H₀1 and assess the association of constitutive rhetoric with brand personality as a whole. Once the obtained value and table value of chi square is compared and conclusion regarding the overall association of constitutive rhetoric with brand personality as a whole is made.

Before the chi square tests are conducted some alteration were made in the variables of brand personality. Originally, the response of these variables, were recorded in five point rating scale giving rise to five categories as mentioned above. **Chi Square Test** is employed to find the association between categorical variables and it is a well known fact that the test is most effective for either two or three categories. To make the test more effective the original ‘five categories’ of brand personality variables were reduced to ‘three categories.’ The categories were reduced through combining the original two categories of ‘strongly disagree’ and ‘disagree’ into a single category of ‘disagree’. Similarly the other two original categories of ‘strongly agree’ and ‘agree’ category were combined into a single category of ‘agree.’ The third category of ‘neutral’ was kept as it is. Now each variable was having three categories of ‘disagree’, ‘neutral’ and ‘agree.’ The separate chi square test for each brand personality dimension are conducted in the below sections. Once the test values are found for all the five variables, they are added up to find out overall association between constitutive rhetoric and brand personality.

4.3.1.1 Hypothesis H₀₁ Testing

As mentioned above Chi Square Test of Association is employed to test Hypotheses H₀₁. First of all the hypothesis is stated, next the cross tabulation between rhetoric and brand sincerity is shown, next chi square test statistics is given along with the conclusion.

H₀₁: there is no significant association between constitutive rhetoric and response towards brand sincerity.

H_{A1}: there is a significant association between constitutive rhetoric and response towards brand sincerity.

Table: 4.16: Constitutive Rhetoric & Brand Sincerity Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Sincerity Cross Tab		Brand Sincerity		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	111	41	42
	No	48	6	8
Pearson Chi-Square Test				
		Brand Sincerity		
Do you acknowledge constitutive rhetoric?	Chi-square	8.287		
	df	2		
	Sig.	0.016		

The observed p-value is less than .05 so the null hypothesis of no association between constitutive rhetoric and brand sincerity may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of constitutive rhetoric on brand sincerity. Hence it may be inferred that constitutive rhetoric plays a significant role in developing brand sincerity.

4.3.1.2 Hypothesis H₀₂1 Testing

Chi Square Test of Association is employed to test Hypotheses H₀₂1. First of all the hypothesis is stated, next the cross tabulation between rhetoric and brand excitement is shown, next chi square test statistics is given along with the conclusion.

H₀₂1: there is no significant association between constitutive rhetoric and response towards brand excitement.

H_{A2}1: there is a significant association between constitutive rhetoric and response towards brand excitement.

Table: 4.17: Constitutive Rhetoric & Brand Excitement Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Excitement Cross Tab		Brand Excitement		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	99	47	48
	No	45	8	9
Pearson Chi-Square Test				
		Brand Excitement		
Do you acknowledge constitutive rhetoric?	Chi-square	8.890		
	df	2		
	Sig.	0.012		

The observed p-value is less than .05 so the null hypothesis of no association between constitutive rhetoric and brand excitement may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of constitutive rhetoric on brand excitement. Hence it may be inferred that constitutive rhetoric plays a significant role in developing brand excitement.

4.3.1.3 Hypothesis H₀₃1 Testing

Chi Square Test of Association is employed to test Hypotheses H₀₃1. First of all the hypothesis is stated, next the cross tabulation between rhetoric and brand competency is shown, next chi square test statistics is given along with the conclusion.

H₀₃1: there is no significant association between constitutive rhetoric and response towards brand competency.

H_{A3}1: there is a significant association between constitutive rhetoric and response towards brand competency.

Table: 4.18: Constitutive Rhetoric & Brand Competency Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Competency Cross Tab		Brand Competency		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	96	47	51
	No	37	12	13
Pearson Chi-Square Test				
		Brand Competency		
Do you acknowledge constitutive rhetoric?	Chi-square	1.956		
	df	2		
	Sig.	0.376		

The observed p-value is more than .05 so the null hypothesis of no association between constitutive rhetoric and brand competency cannot be rejected. Therefore it is concluded that constitutive rhetoric and brand competency are independent and there is no significant impact of constitutive rhetoric on brand competency. Hence it may be inferred that constitutive rhetoric does not play a significant role in developing brand competency.

4.3.1.4 Hypothesis H₀₄1 Testing

Chi Square Test of Association is employed to test Hypotheses H₀₄1. First of all the hypothesis is stated, next the cross tabulation between rhetoric and brand sophistication is shown, next chi square test statistics is given along with the conclusion.

H₀₄1: there is no significant association between constitutive rhetoric and response towards brand sophistication.

H_{A4}1: there is a significant association between constitutive rhetoric and response towards brand sophistication.

Table: 4.19: Constitutive Rhetoric & Brand Sophistication Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Sophistication Cross Tab		Brand Sophistication		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	105	39	50
	No	45	8	9
Pearson Chi-Square Test				
		Brand Sophistication		
Do you acknowledge constitutive rhetoric?	Chi-square	6.642		
	df	2		
	Sig.	0.036		

The observed p-value is less than .05 so the null hypothesis of no association between constitutive rhetoric and brand sophistication may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of constitutive rhetoric on brand sophistication. Hence it may be inferred that constitutive rhetoric plays a significant role in developing brand sophistication.

4.3.1.5 Hypothesis H₀₅1 Testing

Chi Square Test of Association is employed to test Hypotheses H₀₅1. First of all the hypothesis is stated, next the cross tabulation between rhetoric and brand ruggedness is shown, next chi square test statistics is given along with the conclusion.

H₀₅1: there is no significant association between constitutive rhetoric and response towards brand ruggedness.

H_{A5}1: there is a significant association between constitutive rhetoric and response towards brand ruggedness.

Table: 4.20: Constitutive Rhetoric & Brand Ruggedness Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Ruggedness Cross Tab		Brand Ruggedness		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	101	46	47
	No	44	10	8
Pearson Chi-Square Test				
		Brand Ruggedness		
Do you acknowledge constitutive rhetoric?	Chi-square	7.004		
	df	2		
	Sig.	0.030		

The observed p-value is less than .05 so the null hypothesis of no association between constitutive rhetoric and brand ruggedness may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of constitutive rhetoric on brand ruggedness. Hence it may be inferred that constitutive rhetoric plays a significant role in developing brand ruggedness.

4.3.1.6 Main Hypothesis H₀1 Testing

As discussed above, the additive property of Chi Square is applied to test main hypothesis H₀1. The Chi Square value and Dof related to five sub hypotheses H₀₁1 to H₀₅1 are

added to obtain total Chi Square and Dof. This total observed value is compared to the table value of Chi Square associated with the total Dof. It was observed that out of five sub null hypotheses only four could be rejected. Hence it may be inferred that constitutive rhetoric has significant impact on four dimensions of developing brand personality while it does not have a significant impact on brand competency. The testing of main hypothesis H_{01} is presented below. First of all the main hypothesis is presented and then it is assessed whether or not to reject the null hypothesis on the basis of total chi square value of the entire five tests:

H_{01} : there is no significant association between constitutive rhetoric and response towards brand personality.

H_{A1} : there is a significant association between constitutive rhetoric and response towards brand personality.

Table: 4.21: Hypothesis H_{01} Testing

SN	Brand Personality Dimensions & Related Hypothesis		Chi Square	Dof
1	Brand Sincerity	H_{01}	8.287	2
2	Brand Excitement	H_{02}	8.890	2
3	Brand Competency	H_{03}	1.956	2
4	Brand Sophistication	H_{04}	6.642	2
5	Brand Ruggedness	H_{05}	7.000	2
Total			32.775	10

The total Dof is 10 and the critical value of chi square at this Dof for 95% confidence level is 18.307. It is evident from above table that the total observed chi square 32.775 and it is

more than the critical value. Hence we can reject main null hypothesis of no significant association between constitutive rhetoric and response towards brand personality in favor of alternate. Therefore it may be concluded that there is a significant association between constitutive rhetoric and response towards brand personality. It may be inferred that constitutive rhetoric is a significant precursor of brand personality and plays a significant role in development of customer brand relationship through brand personality characteristics manifesting itself in form of symbolic or self expression value from brands.

4.3.1.7 Snapshot of Hypothesis H₀2 Testing

Table 4.22: Snapshot of Hypothesis H₀2 Testing

SN	Brand Personality Dimensions & Related Hypothesis		Result
1	Sincerity	H ₀₁ 1: there is no significant association between constitutive rhetoric and response towards development of brand sincerity.	Null Rejected
2	Excitement	H ₀₂ 1: there is no significant association between constitutive rhetoric and response towards development of brand excitement.	Null Rejected
3	Competency	H ₀₃ 1: there is no significant association between constitutive rhetoric and response towards development of brand competency	Null Not Rejected
4	Sophistication	H ₀₄ 1: there is no significant association between constitutive rhetoric and response towards development of brand sophistication.	Null Rejected
5	Ruggedness	H ₀₅ 1: there is no significant association between constitutive rhetoric and response towards development of brand ruggedness.	Null Rejected
Overall Brand Personality		H₀1: there is no significant association between constitutive rhetoric and response towards brand personality	Null Rejected

4.3.2 Impact of Constitutive Rhetoric on Rational Value Dimension (Brand Attitude) of Constitutive Marketing

The second variable that is consumer attitude towards brands and it is measured through assessing the following five behaviors or attitude of consumers towards the brands:

1. Brand Awareness or Familiarity
2. Brand Recall or Recognition
3. Brand Personification or Creating Brand Personality
4. Brand Preference
5. Brand Community

These five behaviors were measured through Likert Type Scale with following five psychographic statements:

- 1. Brand Awareness or Familiarity:** The narratives, symbols and other associations with brands increases awareness and familiarity about a product.
- 2. Brand Recall or Recognition:** Brands communicated through myths and narratives are easy to recall and recognize.
- 3. Brand Personification or Creating Brand Personalities:** The myths helps to associate the brands with different personality characteristics in a better way in.
- 4. Brand Preference:** I prefer the brands that are associated with myths, narratives or other associations.
- 5. Brand Community:** I associate myself with the groups having same feelings about brands.

These five attitude dimension were considered as five variables to measure overall attitude towards brand. Each of the psychographic statements or variables was recorded on a five point rating with continuous categories ranging from ‘strongly disagree, disagree, neutral, agree to strongly agree. Since both the variables of ‘Constitutive Rhetoric’ and ‘Brand Attitude’ were categorical in nature ‘Chi Square Test of Association’ is used to assess the impact of constitutive rhetoric on audience’s brand attitude. The following null and alternate hypotheses were formulated:

H₀2: there is no significant association between constitutive rhetoric and response towards brand attitude of audience.

H_A2: there is a significant association between constitutive rhetoric and response towards brand attitude of audience.

This is the main hypothesis regarding the impact of constitutive rhetoric on brand attitude. Brand attitude is measured through five behaviors or dimensions and the impact of constitutive rhetoric on each dimension is assessed through a separate Chi Square Test of Association, therefore five sub null and alternate hypotheses were formulated as mentioned below:

H₀12: there is no significant association between constitutive rhetoric and response towards brand awareness.

H_A12: there is a significant association between constitutive rhetoric and response towards brand awareness.

H₀22: there is no significant association between constitutive rhetoric and response towards brand recall.

H_{A2}: there is a significant association between constitutive rhetoric and response towards brand recall.

H₀₃: there is no significant association between constitutive rhetoric and response towards brand personality.

H_{A3}: there is a significant association between constitutive rhetoric and response towards brand personality.

H₀₄: there is no significant association between constitutive rhetoric and response towards brand preference.

H_{A4}: there is a significant association between constitutive rhetoric and response towards brand preference.

H₀₅: there is no significant association between constitutive rhetoric and response towards brand community.

H_{A5}: there is a significant association between constitutive rhetoric and response towards brand community.

The result of each chi square would yield association of constitutive rhetoric with each brand attitude dimension separately. To get the association of constitutive rhetoric with brand attitude as a whole the additive property of chi square test is employed. Subsequent to all the five chi square values (chi square values for all five brand attitude dimensions) are found, these chi square values are summed along with the respective degrees of freedom (Dof). This obtained total chi value with total Dof is compared with the table value to finally test H₀ and assess the association of constitutive rhetoric with brand attitude as a whole. After this the obtained value and table value of chi square is compared and conclusion regarding the overall association of constitutive rhetoric with brand attitude as a whole is made.

Before the chi square tests are conducted some alteration were made in the variables of brand attitude. Originally, the response of these variables, were recorded in five point rating scale giving rise to five categories as mentioned above. **Chi Square Test** is employed to find the association between categorical variables and it is a well known fact that the test is most effective for either two or three categories. To make the test more effective the original 'five categories' of brand attitude variables were reduced to 'three categories.' The categories were reduced through combining the original two categories of 'strongly disagree' and 'disagree' into a single category of 'disagree'. Similarly the other two original categories of 'strongly agree' and 'agree' category were combined into a single category of 'agree.' The third category of 'neutral' was kept as it is. Now each variable was having three categories of 'disagree', 'neutral' and 'agree.' A separate chi square test for each brand attitude dimension is conducted in the below sections. Once the test values are found for all the five variables, they are added up to find out overall association between constitutive rhetoric and brand personality. The analysis is shown from the next page.

4.3.2.1 Hypothesis H₀₁₂ Testing

As mentioned above Chi Square Test of Association is employed to test Hypotheses H₀₁₂. First of all the hypothesis is stated, next the cross tabulation between believing constitutive rhetoric and brand awareness is shown, next chi square test statistics is given along with the conclusion.

H₀₁₂: there is no significant association between constitutive rhetoric and response towards brand awareness.

H_{A12}: there is a significant association between constitutive rhetoric and response towards brand awareness.

Table: 4.23: Constitutive Rhetoric & Brand Awareness Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Awareness Cross Tab		Brand Awareness		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	123	39	43
	No	41	6	4
Pearson Chi-Square Test				
		Brand Awareness		
Do you acknowledge constitutive rhetoric?	Chi-square	7.712		
	df	2		
	Sig.	0.021		

The observed p-value is less than .05 so the null hypothesis of no association between constitutive rhetoric and brand awareness may be rejected in favor of alternate hypothesis. Therefore, it is concluded that there is a significant impact of constitutive rhetoric on brand awareness. Hence it may be inferred that constitutive rhetoric plays an important role in developing brand awareness among audience.

4.3.2.2 Hypothesis H₀₂ Testing

Chi Square Test of Association is employed to test Hypotheses H₀₂1. First of all the hypothesis is stated, next the cross tabulation between believing constitutive rhetoric and brand recall is shown, next chi square test statistics is given along with the conclusion.

H₀₂: there is no significant association between constitutive rhetoric and response towards brand recall.

H_{A2}: there is a significant association between constitutive rhetoric and response towards brand recall.

Table: 4.24: Constitutive Rhetoric & Brand Recall Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Recall Cross Tab		Brand Recall		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	122	41	42
	No	41	5	6
Pearson Chi-Square Test				
		Brand Recall		
Do you acknowledge constitutive rhetoric?	Chi-square	6.700		
	df	2		
	Sig.	0.035		

The observed p-value is less than .05 so the null hypothesis of no association between constitutive rhetoric and brand recall may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of constitutive rhetoric on brand recall. Hence it may be inferred that constitutive plays an important role in developing brand recall or recognition among audience.

4.3.2.3 Hypothesis H₀₃₂ Testing

Chi Square Test of Association is employed to test Hypotheses H₀₃₁. First of all the hypothesis is stated, next the cross tabulation between believing constitutive rhetoric and brand personality is shown, next chi square test statistics is given along with the conclusion.

H₀₃2: there is no significant association between constitutive rhetoric and response towards brand personality.

H_{A3}2: there is a significant association between constitutive rhetoric and response towards brand personality.

Table: 4.25: Constitutive Rhetoric & Brand Personality Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Personality Cross Tab		Brand Personality		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	181	11	13
	No	35	7	9
Pearson Chi-Square Test				
		Brand Personality		
Do you acknowledge constitutive rhetoric?	Chi-square	12.005		
	df	2		
	Sig.	0.002		

The observed p-value is less than .05 so the null hypothesis of no association between constitutive rhetoric and brand personality may be rejected. Therefore it is concluded that there is a significant impact of constitutive rhetoric on brand personality. Hence it may be inferred that constitutive rhetoric plays an important role in developing brand personality among audience.

4.3.2.4 Hypothesis H₀₄2 Testing

Chi Square Test of Association is employed to test Hypotheses H₀₄1. First of all the hypothesis is stated, next the cross tabulation between believing constitutive rhetoric and brand preference is shown, next chi square test statistics is given along with the conclusion.

H₀₄2: there is no significant association between constitutive rhetoric and response towards brand preference.

H_{A4}2: there is a significant association between constitutive rhetoric and response towards brand preference.

Table: 4.26: Constitutive Rhetoric & Brand Preference Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Preference Cross Tab		Brand Preference		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	31	33	141
	No	7	6	38
Pearson Chi-Square Test				
		Brand Preference		
Do you acknowledge constitutive rhetoric?	Chi-square	0.749		
	df	2		
	Sig.	0.688		

The observed p-value is more than .05 so the null hypothesis of no association between constitutive rhetoric and brand preference cannot be rejected. Therefore it is concluded that constitutive rhetoric and brand preference are independent and there is no significant impact of constitutive rhetoric on brand preference. Hence it may be inferred that constitutive rhetoric does not play an important role in developing brand preference among audience.

4.3.2.6 Hypothesis H₀₅2 Testing

Chi Square Test of Association is employed to test Hypotheses H₀₅1. First of all the hypothesis is stated, next the cross tabulation between believing constitutive rhetoric and brand community is shown, next chi square test statistics is given along with the conclusion.

H₀₅2: there is no significant association between constitutive rhetoric and response towards brand community.

H_{A5}2: there is a significant association between constitutive rhetoric and response towards brand community.

Table: 4.27: Constitutive Rhetoric & Brand Community Cross Tab and Chi Square Test

Constitutive Rhetoric & Brand Community Cross Tab		Brand Competency		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you acknowledge constitutive rhetoric?	Yes	98	52	55
	No	38	6	7
Pearson Chi-Square Test				
		Brand Competency		
Do you acknowledge constitutive rhetoric?	Chi-square	11.713		
	df	2		
	Sig.	0.003		

The observed p-value is less than .05 so the null hypothesis of no association between constitutive rhetoric and brand community may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of constitutive rhetoric on brand community. Hence it may be inferred that constitutive rhetoric plays an important role in developing brand community among audience.

4.3.2.6 Main Hypothesis H₀2 Testing

As discussed above, the additive property of Chi Square is applied to test main hypothesis H₀2. The Chi Square value and Dof related to five sub hypotheses H₀₁2 to H₀₅2 are

added to obtain total Chi Square and Dof. This total observed value is compared to the table value of Chi Square associated with the total Dof. It was observed that out of five sub-null hypotheses only four could be rejected. Hence it may be inferred that constitutive rhetoric has significant impact on four dimensions of brand attitude while it does not have a significant impact on brand preference. The testing of main hypothesis H_02 is presented below. First of all the main hypothesis is presented and then it is assessed whether or not to reject the null hypothesis on the basis of total chi square value of the entire five tests:

H_02 : there is no significant association between constitutive rhetoric and response towards brand attitude of audience.

H_A2 : there is a significant association between constitutive rhetoric and response towards brand attitude of audience.

Table: 4.28: Hypothesis H_02 Testing

SN	Brand Attitude Dimensions & Related Hypothesis		Chi Square	Dof
1	Brand Awareness or Familiarity	H_{012}	7.712	2
2	Brand Personification or Creating Brand personalities	H_{022}	6.700	2
3	Brand Recall or Recognition	H_{032}	12.5	2
4	Brand Preference	H_{042}	0.749	2
5	Brand Community	H_{052}	11.730	2
Total			39.391	10

The total Dof is 10 and the critical value of chi square at this Dof for 95% confidence level is 18.307. It is evident from the above table that the total observed chi square 39.39 and it is

more than the critical value. Hence we can reject main null hypothesis of no significant association between constitutive rhetoric and response towards brand attitude in favor of alternate. Therefore, it may be concluded that there is a significant association between constitutive rhetoric and response towards brand attitude. It may be inferred that constitutive rhetoric is also a significant precursor of brand attitude and plays a significant role in the development of customer brand relationship through brand attitude manifesting itself in form of utilitarian or functional value obtained from brands.

4.3.2.7 Snapshot of Hypothesis H₀2 Testing

Table 4.29: Snapshot of Hypothesis H₀2 Testing

SN	Brand Attitude Dimensions & Related Hypothesis		Result
1	Brand Awareness or Familiarity	H ₀₁ 2: there is no significant association between constitutive rhetoric and response towards brand awareness.	Null Rejected
3	Brand Personification	H ₀₃ 2: there is no significant association between constitutive rhetoric and response towards brand recall.	Null Rejected
3	Brand Recall or Recognition	H ₀₃ 2: there is no significant association between constitutive rhetoric and response towards brand personality.	Null Rejected
4	Brand Preference	H ₀₄ 2: there is no significant association between constitutive rhetoric and response towards brand preference.	Null Not Rejected
5	Brand Community	H ₀₅ 2: there is no significant association between constitutive rhetoric and response towards brand community.	Null Rejected
Overall Brand Attitude		H₀2: there is no significant association between constitutive rhetoric and response towards brand attitude of audience.	Null Rejected

Overall conclusion regarding constitutive rhetoric as a precursor of constitutive marketing:

It is found that constitutive rhetoric is a significant precursor of both emotional value (brand personality) and rational value (brand attitude) dimension of customer brand relationship. Specifically constitutive rhetoric affects four brand personality dimensions of sincerity, excitement, sophistication and ruggedness however it does not affect brand competency. Similarly constitutive rhetoric affects four brand attitude dimensions: brand awareness, brand personification, brand recall and brand community however it does not affect brand preference. Overall it may be concluded that constitutive rhetoric is a significant precursor of customer brand relationship leading to brand community formation as a part of constitutive marketing. Hence it is concluded that constitutive rhetoric is a significant precursor of constitutive marketing.

4.4 Objective 3: To understand the effect of marketing communication (messaging) on developing brand community.

This objective tries to establish that formation of brand communities are an offshoot to marketing communication (messaging) or it may be stated that brand communities are also spin-off results of marketing communication along with other major objectives (promotion, selling, preference etc.) of marketing communication. As discussed in earlier sections formation of brand communities involves interpersonal relationship between the consumer and brand and this customer brand relationships is formed through the exchange of brand values in two dimensions - emotional values and rational values (Kilambi, Laroche & Richard, 2013; Riesenbeck and Perry, 2009). Since formation of customer brand relationships involves two dimensions - emotional values and rational values the analysis is done in two section assessing the impact of

marketing communication on emotional values (brand personality) in the first and analyzing the impact of marketing communication on rational values (brand attitude) in the second section.

4.4.1 Impact of Marketing Communication on Emotional Value Dimension (Brand Personality) of Brand Relationship

This section understands the effect of marketing communication (messaging) on brand personality. Marketing communication is mainly measured through assessing the exposure of the customer to brand advertisements and other forms of brand promotion. It is measured through following question:

- Do you watch brand's advertisements and other form of brand promotion?
a) Yes b) No

The 'marketing communication' variable was recorded on two categories of 'yes' and 'no' as shown above. The brand personality is measured through assessing the following five generic brand personality dimensions representing the following characteristics of brands:

2. Sincerity
3. Excitement
4. Competence
5. Sophistication
6. Ruggedness

These five dimensions were measured through Likert Type Scale with following five psychographic statements:

1. **Sincerity:** ‘I feel that brands are sincere in terms of their honesty, down-to-earth and wholesomeness’.
2. **Excitement:** ‘Brands excite me and sprit up the imaginations’.
3. **Competence:** ‘I feel branded products are competent due to their reliability, intelligence and success’.
4. **Sophistication:** ‘Branded products endow sophistication through their charm and upper class appeal’.
5. **Ruggedness:** ‘Brands shows their ruggedness when the products are required to be tough and vigorous’.

These five dimensions were considered as five variables to measure brand personality. Each of the psychographic statements or variables was recorded on a five point rating with continuous categories ranging from ‘strongly disagree, disagree, neutral, agree to strongly agree. Since both the variables of ‘Marketing Communication’ and ‘Brand Personality’ were categorical in nature ‘**Chi Square Test of Association**’ is used to assess the impact of marketing communication on brand personality. The following null and alternate hypotheses were formulated:

H₀3: there is no significant association between marketing communication and response towards development of brand personality.

H_A3: there is a significant association between marketing communication and response towards development of brand personality.

This is the main hypothesis regarding the impact of marketing communication on brand personality. Brand personality is measured through five dimensions and the impact of marketing communication on each dimension is assessed through a separate Chi Square Test of Association, five sub null and alternate hypotheses were formulated as mentioned below:

H₀₁₃: there is no significant association between marketing communication and response towards development of brand sincerity.

H_{A13}: there is a significant association between marketing communication and response towards development of brand sincerity.

H₀₂₃: there is no significant association between marketing communication and response towards development of brand excitement.

H_{A23}: there is a significant association between marketing communication and response towards development of brand excitement.

H₀₃₃: there is no significant association between marketing communication and response towards development of brand competency.

H_{A33}: there is a significant association between marketing communication and response towards development of brand competency.

H₀₄₃: there is no significant association between marketing communication and response towards development of brand sophistication.

H_{A4}3: there is a significant association between marketing communication and response towards development of brand sophistication.

H₀53: there is no significant association between marketing communication and response towards development of brand ruggedness.

H_{A5}3: there is a significant association between marketing communication and response towards development of brand ruggedness.

The result of each chi square would yield association of marketing communication with each brand personality dimension separately. To get the association of marketing communication with brand personality as a whole the additive property of chi square test is employed. After all the five chi square values (chi square values for all five brand personality dimensions) are found, these chi square values are summed along with the respective degrees of freedom (Dof). This obtained total chi value with total Dof is compared with the table value to finally test H₀3 and assess the association of marketing communication with brand personality as a whole. Once the obtained value and table value of chi square is compared and conclusion regarding the overall association of marketing communication with brand personality as a whole is made.

Before the chi square tests are conducted some alteration were made in the variables of brand personality. Originally, the response of these variables, were recorded in five point rating scale giving rise to five categories as mentioned above. **Chi Square Test** is employed to find the association between categorical variables and it is a well known fact that the test is most effective for either two or three categories. To make the test more effective the original 'five categories' of brand personality variables were reduced to 'three categories.' The categories were

reduced through combining the original two categories of 'strongly disagree' and 'disagree' into a single category of 'disagree'. Similarly the other two original categories of 'strongly agree' and 'agree' category were combined into a single category of 'agree.' The third category of 'neutral' was kept as it is. Now each variable was having three categories of 'disagree', 'neutral' and 'agree.' The separate chi square test for each brand personality dimension are conducted in the below sections. Once the test values are found for all the five variables, they are added up to find out overall association between marketing communication and brand personality. The analysis is started from the next page.

4.4.1.1 Hypothesis H₀₁₃ Testing

As mentioned above Chi Square Test of Association is employed to test Hypotheses H₀₁₃. First of all the hypothesis is stated, next the cross tabulation between watching advertisement and brand sincerity is shown, next chi square test statistics is given along with the conclusion.

H₀₁₃: there is no significant association between marketing communication and response towards development of brand sincerity.

H_{A13}: there is a significant association between marketing communication and response towards development of brand sincerity.

Table: 4.30: Watching Ad & Brand Sincerity Cross Tab and Chi Square Test

Watching Ad & Brand Sincerity Cross Tab		Brand Sincerity		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	117	36	37
	No	53	7	6
		170	43	43
Pearson Chi-Square Test				
		Brand Sincerity		
Do you watch brand's advertisements?	Chi-square	7.759		
	df	2		
	Sig.	0.021		

The observed p-value is less than .05 so the null hypothesis of no association between marketing communication and brand sincerity may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of marketing communication on brand sincerity. Hence it may be inferred that marketing communication plays a significant role in developing brand sincerity.

4.4.1.2 Hypothesis H₀₂₃ Testing

Chi Square Test of Association is employed to test Hypotheses H₀₂₃. First of all the hypothesis is stated, next the cross tabulation between watching advertisement and brand excitement is shown, next chi square test statistics is given along with the conclusion.

H₀₂₃: there is no significant association between marketing communication and response towards development of brand excitement.

H_{A23}: there is a significant association between marketing communication and response towards development of brand excitement.

Table: 4.31: Watching Ad & Brand Excitement Cross Tab and Chi Square Test

Watching Ad & Brand Excitement Cross Tab		Brand Excitement		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	94	49	35
	No	44	18	16
		138	67	51
Pearson Chi-Square Test				
		Brand Excitement		
Do you watch brand's advertisements?	Chi-square	0.561		
	df	2		
	Sig.	0.756		

The observed p-value is less than .05 so the null hypothesis of no association between marketing communication and brand excitement may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of marketing communication on brand excitement. Hence it may be inferred that marketing communication plays a significant role in developing brand excitement.

4.4.1.3 Hypothesis H₀₃₃ Testing

Chi Square Test of Association is employed to test Hypotheses H₀₃₃. First of all the hypothesis is stated, next the cross tabulation between watching advertisement and brand competency is shown, next chi square test statistics is given along with the conclusion.

H₀₃: there is no significant association between marketing communication and response towards development of brand competency.

H_{A3}: there is a significant association between marketing communication and response towards development of brand competency.

Table: 4.32: Watching Ad & Brand Competency Cross Tab and Chi Square Test

Watching Ad & Brand Competency Cross Tab		Brand Excitement		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	94	49	35
	No	44	18	16
		138	67	51
Pearson Chi-Square Test				
		Brand Excitement		
Do you watch brand's advertisements?	Chi-square	0.561		
	df	2		
	Sig.	0.756		

The observed p-value is more than .05 so the null hypothesis of no association between marketing communication and brand competency cannot be rejected. Therefore, it is concluded that marketing communication and brand competency are independent and there is no significant impact of marketing communication on brand competency. Hence it may be inferred that marketing communication does not play a significant role in developing brand competency.

4.4.1.4 Hypothesis H₀₄3 Testing

Chi Square Test of Association is employed to test Hypotheses H₀₃. First of all the hypothesis is stated, next the cross tabulation between watching advertisements and brand sophistication is shown, next chi square test statistics is given along with the conclusion.

H₀₄3: there is no significant association between marketing communication and response towards the development of brand sophistication.

H_{A4}3: there is a significant association between marketing communication and response towards the development of brand sophistication.

Table: 4.33: Watching Ad & Brand Sophistication Cross Tab and Chi Square Test

Watching Ad & Brand Sophistication Cross Tab		Brand Sophistication		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	82	47	57
	No	43	18	9
		125	65	66
Pearson Chi-Square Test				
		Brand Sophistication		
Do you watch brand's advertisements?	Chi-square	9.379		
	df	2		
	Sig.	0.009		

The observed p-value is less than .05 so the null hypothesis of no association between marketing communication and brand sophistication may be rejected in favor of alternate hypothesis. Therefore, it is concluded that there is a significant impact of marketing communication on brand sophistication. Hence it may be inferred that marketing communication plays a significant role in developing brand sophistication.

4.4.1.5 Hypothesis H₀₅3 Testing

Chi Square Test of Association is employed to test Hypotheses H₀₃4. First of all the hypothesis is stated, next the cross tabulation between watching advertisements and brand ruggedness is shown, next chi square test statistics is given along with the conclusion.

H₀₅₃: there is no significant association between marketing communication and response towards the development of brand ruggedness.

H_{A53}: there is a significant association between marketing communication and response towards the development of brand ruggedness.

Table: 4.34: Watching Ad & Brand Ruggedness Cross Tab and Chi Square Test

Watching Ad & Brand Ruggedness Cross Tab		Brand Ruggedness		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	78	45	43
	No	57	18	15
		135	63	58
Pearson Chi-Square Test				
		Brand Ruggedness		
Do you watch brand's advertisements?	Chi-square	6.353		
	df	2		
	Sig.	0.042		

The observed p-value is less than .05 so the null hypothesis of no association between marketing communication and brand ruggedness may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of marketing communication on brand ruggedness. Hence it may be inferred that marketing communication plays a significant role in developing brand ruggedness.

4.4.1.6 Main Hypothesis H₀₃ Testing

As discussed above, the additive property of Chi Square is applied to test main hypothesis H₀₃. The Chi Square value and Dof related to five sub hypotheses H₀₁₃ to H₀₅₅ are added to obtain total Chi Square and Dof. This total observed value is compared to the table

value of Chi Square associated with the total Dof. It was observed that out of five sub null hypotheses only four could be rejected. Hence it may be inferred that marketing communication has significant impact on four dimensions of developing brand personality while it does not have a significant impact on brand competency. The testing of main hypothesis H₀₃ is presented below. First of all the main hypothesis is presented and then it is assessed whether or not to reject the null hypothesis on the basis of total chi square value of the entire five tests:

H₀₃: there is no significant association between marketing communication and response towards development of brand personality.

H_{A3}: there is a significant association between marketing communication and response towards development of brand personality.

Table: 4.35: Hypothesis H₀₃ Testing

SN	Brand Personality Dimensions & Related Hypothesis		Chi Square	Dof
1	Brand Sincerity	H ₀₁₃	7.75	2
2	Brand Excitement	H ₀₂₃	0.75	2
3	Brand Competency	H ₀₃₃	13.83	2
4	Brand Sophistication	H ₀₄₃	9.37	2
5	Brand Ruggedness	H ₀₅₃	6.35	2
Total			38.05	10

The total Dof is 10 and the critical value of chi square at this Dof for 95% confidence level is 18.307. It is evident from above table that the total observed chi square 38.05 and it is more than the critical value. Hence we can reject main null hypothesis of no significant

association between marketing communication and response towards development of brand personality in favor of alternate. Therefore it may be concluded that there is a significant association between marketing communication and response towards development of brand personality. It may be inferred that marketing communication through advertisement plays a significant role in development of overall brand personality.

4.4.1.7 Snapshot of Hypothesis H₀₃ Testing

Table 4.36: Snapshot of Hypothesis H₀₃ Testing

SN	Brand Personality Dimensions & Related Hypothesis		Result
1	Sincerity	H ₀₁₃ : there is no significant association between marketing communication and response towards development of brand sincerity.	Null Rejected
2	Excitement	H ₀₂₃ : there is no significant association between marketing communication and response towards development of brand excitement.	Null Not Rejected
3	Competency	H ₀₃₃ : there is no significant association between marketing communication and response towards development of brand competency	Null Rejected
4	Sophistication	H ₀₄₃ : there is no significant association between marketing communication and response towards development of brand sophistication.	Null Rejected
5	Ruggedness	H ₀₅₃ : there is no significant association between marketing communication and response towards development of brand ruggedness.	Null Rejected
Overall Brand Personality		H₀₃: there is no significant association between marketing communication and response towards brand personality	Null Rejected

4.4.2 Impact of Marketing Communication on Rational Value Dimension (Brand Attitude) of Brand Relationship

Marketing communication is mainly measured through assessing the exposure of the customer to brand advertisements and other forms of brand promotion. It is measured through following question ‘do you watch brand’s advertisements and other form of brand promotion’? The ‘marketing communication’ variable was recorded on two categories of ‘yes’ and ‘no’ as shown above. The second variable that is consumer attitude towards brands and it is measured through assessing the following five behaviors or attitude of consumers towards the brands:

1. Brand Awareness or Familiarity
2. Brand Recall or Recognition
3. Brand Personification or Creating Brand personalities
4. Brand Preference
5. Brand Community

These five behaviors were measured through Likert Type Scale with following five psychographic statements as mentioned in the above sections. Here also these five attitude dimensions were considered as five variables to measure overall attitude towards brand. Each of the psychographic statements or variables was recorded on a five point rating with continuous categories ranging from ‘strongly disagree, disagree, neutral, agree to strongly agree. Since both the variables of ‘Marketing Communication’ and ‘Brand Attitude’ were categorical in nature ‘Chi Square Test of Association’ is used to assess the impact of marketing communication on audience’s brand attitude. The following null and alternate hypotheses were formulated:

H₀4: there is no significant association between marketing communication and response towards brand attitude of the audience.

H_{A4}: there is a significant association between marketing communication and response towards brand attitude of the audience.

This is the main hypothesis regarding the impact of marketing communication on brand attitude. Brand attitude is measured through five behaviors or dimensions and the impact of marketing communication on each dimension is assessed through a separate Chi Square Test of Association, therefore five sub null and alternate hypotheses were formulated as mentioned below:

H₀₁₄: there is no significant association between marketing communication and response towards brand awareness.

H_{A14}: there is a significant association between marketing communication and response towards brand awareness.

H₀₂₄: there is no significant association between marketing communication and response towards brand recall.

H_{A24}: there is a significant association between marketing communication and response towards brand recall.

H₀₃₄: there is no significant association between marketing communication and response towards brand personality.

H_{A34}: there is a significant association between marketing communication and response towards brand personality.

H₀₄₄: there is no significant association between marketing communication and response towards brand preference.

H_{A44}: there is a significant association between marketing communication and response towards brand preference.

H₀₅4: there is no significant association between marketing communication and response towards brand community.

H_{A5}4: there is a significant association between marketing communication and response towards brand community.

The result of each chi square would yield association of marketing communication with each brand attitude dimension separately. To get the association of marketing communication with brand attitude as a whole the additive property of chi square test is employed. After all the five chi square values (chi square values for all five brand attitude dimensions) are found, these chi square values are summed along with the respective degrees of freedom (Dof). This obtained total chi value with total Dof is compared with the table value to finally test H₀4 and assess the association of marketing communication with brand attitude as a whole. After this the obtained value and table value of chi square is compared and conclusion regarding the overall association of marketing communication with brand attitude as a whole is made.

As discussed in the above sections, before conducting chi square tests some modifications were made in the variables of brand attitude. Originally, the response of these variables were recorded in five point rating scale which was modified to three point scale giving because **Chi Square Test** is most effective for either two or three categories. The same procedure as followed in above sections was followed here also. A separate chi square test for each brand attitude dimension is conducted in the below sections. Once the test values are found for all the five variables, they are added up to find out overall association between marketing communication and brand personality.

4.4.2.1 Hypothesis H₀₁₄ Testing

As mentioned above Chi Square Test of Association is employed to test Hypothesis H₀₁₄. First of all the hypothesis is stated, next the cross tabulation between believing marketing communication and brand awareness is shown, next chi square test statistics is given along with the conclusion.

H₀₁₄: there is no significant association between marketing communication and response towards brand awareness.

H_{A14}: there is a significant association between marketing communication and response towards brand awareness.

Table: 4.37: Watching Ad & Brand Awareness Cross Tab and Chi Square Test

Watching Ad & Brand Awareness Cross Tab		Brand Awareness		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	118	37	39
	No	40	6	5
Pearson Chi-Square Test				
		Brand Awareness		
Do you watch brand's advertisements?	Chi-square	6.277		
	df	2		
	Sig.	0.043		

The observed p-value is less than .05 so the null hypothesis of no association between marketing communication and brand awareness may be rejected in favor of alternate. Therefore it is concluded that there is a significant impact of marketing communication on brand

awareness. Hence it may be inferred that marketing communication through advertisement plays an important role in developing brand awareness among audience.

4.4.2.2 Hypothesis H₀₂₄ Testing

Chi Square Test of Association is employed to test Hypotheses H₀₂₄. First of all the hypothesis is stated, next the cross tabulation between believing marketing communication and brand recall is shown, next chi square test statistics is given along with the conclusion.

H₀₂₄: there is no significant association between marketing communication and response towards brand recall.

H_{A24}: there is a significant association between marketing communication and response towards brand recall.

Table: 4.38: Watching Ad & Brand Recall Cross Tab and Chi Square Test

Watching Ad & Brand Recall Cross Tab		Brand Recall		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	98	45	49
	No	31	24	7
Pearson Chi-Square Test				
		Brand Recall		
Do you watch brand's advertisements?	Chi-square	8.420		
	Df	2		
	Sig.	0.015		

The observed p-value is less than .05 so the null hypothesis of no association between marketing communication and brand recall may be rejected in favor of alternate hypothesis. Therefore it is concluded that there is a significant impact of marketing communication on brand recall. Hence it may be inferred that marketing communication through advertisement plays an important role in developing brand recall or recognition among audience.

4.4.2.3 Hypothesis H₀₃₄ Testing

Chi Square Test of Association is employed to test Hypotheses H₀₃₄. First of all the hypothesis is stated, next the cross tabulation between believing marketing communication and brand personality is shown, next chi square test statistics is given along with the conclusion.

H₀₃₄: there is no significant association between marketing communication and response towards brand personality.

H_{A34}: there is a significant association between marketing communication and response towards brand personality.

Table: 4.39: Watching Ad & Brand Personality Cross Tab and Chi Square Test

Watching Ad & Brand Personality Cross Tab		Brand Personality		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	161	15	16
	No	44	9	9
Pearson Chi-Square Test				
		Brand Personality		
Do you watch brand's advertisements?	Chi-square	5.069		
	df	2		
	Sig.	0.079		

The observed p-value is more than .05 so the null hypothesis of no association between marketing communication and brand personality cannot be rejected. Therefore, it is concluded that there is no impact of marketing communication on brand personality. Hence it may be inferred that marketing communication does not play an important role in developing brand personality among audience.

4.4.2.4 Hypothesis H₀₄ Testing

Chi Square Test of Association is employed to test Hypotheses H₀₄. First of all the hypothesis is stated, next the cross tabulation between believing marketing communication and brand preference is shown, next chi square test statistics is given along with the conclusion.

H₀₄: there is no significant association between marketing communication and response towards brand preference.

H_{A4}: there is a significant association between marketing communication and response towards brand preference.

Table: 4.40: Watching Ad & Brand Preference Cross Tab and Chi Square Test

Watching Ad & Brand Preference Cross Tab		Brand Preference		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	121	31	42
	No	46	7	8
Pearson Chi-Square Test				
		Brand Preference		
Do you watch brand's advertisements?	Chi-square	3.578		
	Df	2		
	Sig.	0.167		

The observed p-value is more than .05 so the null hypothesis of no association between marketing communication and brand preference cannot be rejected. Therefore it is concluded that there is no impact of marketing communication on brand preference. Hence it may be inferred that marketing communication does not play an important role in developing brand preference among audience.

4.4.2.5 Hypothesis H₀₅₄ Testing

Chi Square Test of Association is employed to test Hypotheses H₀₅₄. First of all the hypothesis is stated, next the cross tabulation between believing marketing communication and brand community is shown, next chi square test statistics is given along with the conclusion.

H₀₅₄: there is no significant association between marketing communication and response towards brand community.

H_{A54}: there is a significant association between marketing communication and response towards brand community.

Table: 4.41: Watching Ad & Brand Community Cross Tab and Chi Square Test

Watching Ad & Brand Community Cross Tab		Brand Competency		
		Agree	Neutral	Disagree
		Count	Count	Count
Do you watch brand's advertisements?	Yes	107	51	36
	No	45	8	9
Pearson Chi-Square Test				
		Brand Competency		
Do you watch brand's advertisements?	Chi-square	6.492		
	Df	2		
	Sig.	0.039		

The observed p-value is less than .05 so the null hypothesis of no association between marketing communication and brand community may be rejected in favor of alternate hypothesis. Therefore, it is concluded that there is a significant impact of marketing communication on brand community. Hence it may be inferred that marketing communication plays an important role in developing a brand preference among the audience.

4.4.2.6 Main Hypothesis H₀₄ Testing

As discussed above, the additive property of Chi Square is applied to test main hypothesis H₀₄. The Chi Square value and Dof related to five sub hypotheses H₀₁₄ to H₀₅₄ are added to obtain a total Chi Square and Dof. This total observed value is compared to the table value of Chi Square associated with the total Dof. It was observed that out of five sub-null hypotheses only three could be rejected. Hence it may be inferred that marketing communication has significant impact on three dimensions of brand attitude while it does not have a significant impact on brand personality and preference. The testing of main hypothesis H₀₄ is presented below. First of all the main hypothesis is presented and then it is assessed whether or not to reject the null hypothesis on the basis of total chi square value of the entire five tests:

H₀₄: there is no significant association between marketing communication and response towards brand attitude of audience.

H_{A4}: there is a significant association between marketing communication and response towards brand attitude of audience.

Table: 4.42: Hypothesis H₀₄ Testing

SN	Brand Attitude Dimensions & Related Hypothesis		Chi Square	Dof
1	Brand Awareness or Familiarity	H ₀₁₄	6.277	2
2	Brand Personification or Creating Brand personalities	H ₀₂₄	8.420	2
3	Brand Recall or Recognition	H ₀₃₄	5.69	2
4	Brand Preference	H ₀₄₄	4.578	2
5	Brand Community	H ₀₅₄	6.492	2
Total			30.457	10

The total Dof is 10 and the critical value of chi square at this Dof for 95% confidence level is 18.307. It is evident from above table that the total observed chi square 30.45 and it is more than the critical value. Hence we can reject main null hypothesis of no significant association between marketing communication and response towards development of customer brand relationship in favor of alternate. Therefore, it may be concluded that there is a significant association between marketing communication and response towards development of customer brand relationship. It may be inferred that marketing communication through advertisement plays a significant role in the development of overall brand attitude among the audience.

4.4.2.7 Snapshot of Hypothesis H₀₄ Testing

Table 4.43: Snapshot of Hypothesis H₀₄ Testing

SN	Brand Attitude Dimensions & Related Hypothesis		Result
1	Brand Awareness or Familiarity	H ₀₁₄ : there is no significant association between marketing communication and response towards brand awareness.	Null Rejected
3	Brand Personification	H ₀₃₄ : there is no significant association between marketing communication and response towards brand recall.	Null Rejected
3	Brand Recall or Recognition	H ₀₃₄ : there is no significant association between marketing communication and response towards brand personality.	Null Not Rejected
4	Brand Preference	H ₀₄₄ : there is no significant association between marketing communication and response towards brand preference.	Null Not Rejected
5	Brand Community	H ₀₅₄ : there is no significant association between marketing communication and response towards brand community.	Null Rejected
Overall Brand Attitude		H₀₄: there is no significant association between marketing communication and response towards brand attitude of audience.	Null Rejected

Overall conclusion regarding the formation of brand communities as an offshoot to marketing communication: It is found that marketing communication is also a significant antecedent of both emotional value (brand personality) and rational value (brand attitude) dimension of customer brand relationship. Specifically, marketing communication affects four brand personality dimensions of sincerity, competency sophistication and ruggedness however, it does not affect brand excitement. Similarly, marketing communication affects three brand attitude dimensions: brand awareness, brand personification and brand community however it

does not affect brand preference and brand recall. Overall it may be concluded that marketing communication is a significant antecedent of customer brand relationship leading to formation of brand community. Hence it is concluded that brand communities do form as an offshoot to marketing communication.

4.5 Objective 4: To understand the metaphors (antecedents) of building brand community when marketing communication (messaging) and constitution rhetoric (myth) and other factors are playing in tandem.

This section determines the antecedents or factors (metaphors) affecting the process of building brand community. Specifically the role of marketing communication and constitution rhetoric in building brand community is delineated. The following factors were identified that affects the process of building brand community:

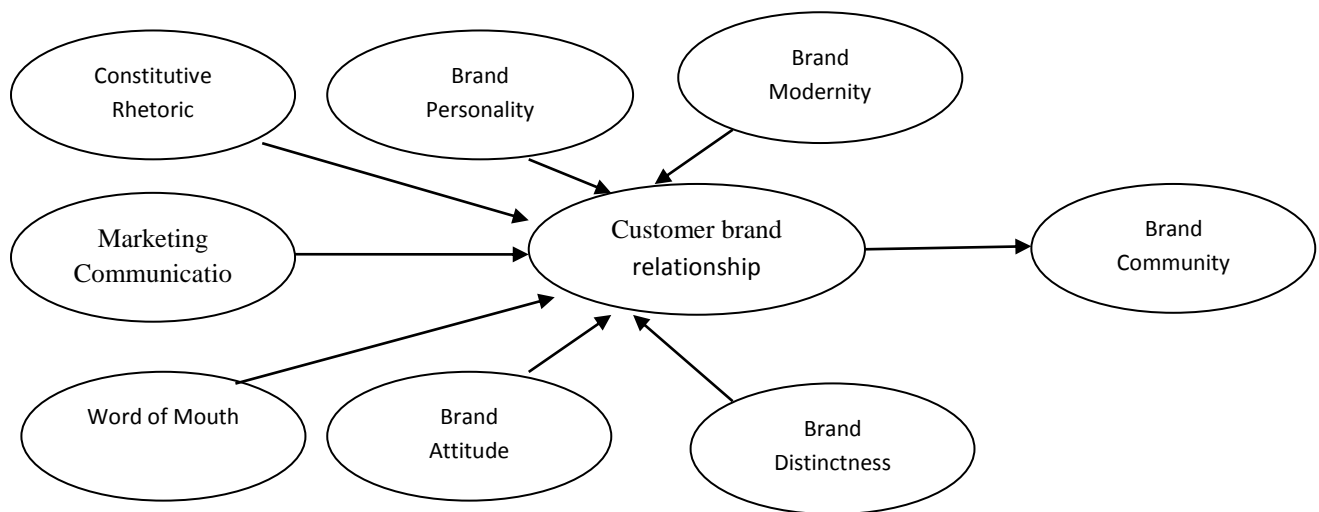
- 1) Constitutive Rhetoric
- 2) Marketing Communication or Advertising
- 3) Brand Personality
- 4) Brand Attitude
- 5) Word of Mouth
- 6) Brand Modernity
- 7) Brand Distinctiveness

These factors are the independent variables that affect the dependent variables which are:

1. Customer-Brand Relationship
2. Brand Community

Here ‘Customer Brand Relationship’ is measured as relationship between the brand and the consumer. The independent variables mentioned above affect customer brand relationship which ultimately affects formation of ‘Brand Community.’ The relationship between the variables is shown in the model presented in below section and Multiple Linear Regression Technique is employed to assess these relationships.

Figure: 4.1 Brand Community Model



4.5.1 Factor Measurement

The identified factors were measured through Likert Type Scale having a set of psychographic statements or instruments for each factor. All the factors were measured through at least three instruments though more instruments were also employed as and where it was required. Each instrument was recorded on a on a five point responses with continuous categories ranging from ‘strongly disagree, disagree, neutral, agree and strongly agree. Since the data obtained from Likert Scale measurement is not eligible for applying certain statistical techniques therefore factor analysis is done to determine whether the instruments are actually

measuring the factors they are meant to measure or the instruments are valid to measure the considered factors. To perform this validity an ‘Exploratory Factor Analysis’ is conducted. Once the considered factors are determined and measured through factor analysis the above represented model is assessed through regression.

4.5.1.1 Exploratory Factor Analysis

An Exploratory Factor Analysis (EFA) is done through SPSS to determine and measure the considered factors from the instruments (items) recorded in the questionnaire responded on five point Likert Type Scale. After determination and measurement of the factors the ‘factor scores’ corresponding to each factor are computed. These factor scores are considered to be at ratio scale and are suitable for application of regression technique to assess the brand community model. Prior to EFA the following working hypothesis was formulated:

H5: there is significant correlation among the variables considered in the study and there are latent factors among the variables.

An EFA explores the presence of different latent factors and these factors are said to be extracted in the analysis. In the present model nine different factors were conceived before the start of the analysis. EFA was done to check whether these nine factors actually existed and to extract or measure them if they exist. Hence nine priori factors were conceived.

4.5.1.2 Reliability Analysis

Reliability analysis was performed on 31 recorded items to assess inter-item consistency among various items. Reliability analysis was done by means of Cronbach’s Alpha statistic

through SPSS. It was found that the value of alpha for the obtained sample is 0.74. The acceptable value for alpha is in the range of 0.7 to 0.8 (Field, 2009). Hence the present scale was considered to be reliable for conducting EFA.

4.5.1.3 Sample Adequacy and Test of Sufficient Correlation

The preliminary criteria to obtain and validate the results from EFA is to ascertain the size of the sample used in the analysis and then assess whether there is sufficient correlation among the items or variables considered in the study. Sample adequacy is tested through Keiser-Meyer-Olkin (KMO) Test and the sufficiency of correlation is tested through Bartlett’s Test of Sphericity. SPSS provides these statistics along with many other. The below table shows the values of the tests:

Table 4.44: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.757
Bartlett's Test of Sphericity	Approx. Chi-Square	1739.4
	df	364
	Sig.	0.000

As stated above KMO test is observed to establish the adequacy of sample size, the observed value of KMO test is in the range of 0 and 1. It is recommended in literature (Keiser, 1974) that a KMO value greater than 0.5 is merely acceptable, a value in the range of 0.5 to 0.7 is mediocre, the value in the range of 0.7 to 0.8 is good where as the value in the range of 0.8 - 0.9 is great and value greater than 0.9 is considered as superb. The observed KMO value for the

present sample size is 0.757. Therefore the present sample size may be considered as good. Hence it may be considered that sample is adequate to move further in EFA.

The next statistic observed is Bartlett's Test of Sphericity that establishes there is sufficient amount of correlation between among the observed variables. The latent factors can only be extracted if there is sufficient amount of correlation among the observed variables. The null hypothesis of Bartlett's Test is: 'there is no correlation among the observed variables in the population' as against the alternate: 'there is significant correlation among the observed variables in the population'. Essentially Bartlett's Test of Sphericity is a Chi Square Test with associated degree of freedom. Obviously the significant value of Bartlett's Test of Sphericity establishes that there is sufficient correlation among observed variables and latent factors can be extracted from the observed variables. The observed value of Chi Square for the present sample is 1739.4 which is significant at 0.000 level. Therefore the null hypothesis may be rejected in favor of alternate and it may be concluded that there is significant correlation among the observed variables in the population and latent factors can be extracted from the present observed variables.

4.5.1.4 Initial Solution

Subsequent to the establishment of adequate size of sample and sufficient correlation among observed variables, the EFA analysis was conducted further and results were assessed. At the first instance EFA was conducted without any rotation and it was observed that the amount of variance explained in the observed variables is 55.4% and the number of extracted factors was five. After the detailed analysis it was observed that the initially extracted factors could not be interpreted as per the priori set factors. To improve the meaningfulness of the factors next round

of EFA was conducted and with 'oblique rotation method.' The oblique rotation method selected because all the conceived and priori set factor are related to brand community formation and hence would be correlated among themselves. Oblique rotation method is opposite of the 'orthogonal rotation method' where it is considered that there is no correlation among the factors. To confirm that oblique rotation method is appropriate the 'Component Transformation Matrix' is assessed. As per the recommendation of Field (2009), when no rotation is required, the observed component transformation matrix is an identity matrix (diagonal components in the matrix are 1 and all off-diagonal components are equal to 0) and if orthogonal rotation is appropriate then this matrix is a symmetric matrix with same off-diagonal components in the matrix. The obtained component transformation matrix is an 'unsymmetrical matrix'. Therefore the matrix indicates that there is correlation among the latent actors. Hence proving that application of oblique rotation method is appropriate. Consequently, to interpret the latent factors properly in the light of priori set factors 'oblique rotation' method is applied. There a number of rotation methods in oblique rotation itself, Field (2009) recommend 'Direct Oblimin Method' in oblique rotation for a variable set where latent factors are correlated. Following the recommendation 'Direct Oblimin Method' of oblique rotation was employed.

Table 4.45: Extracted Communalities

Variable No.	Initial	Extraction	Variable No.	Initial	Extraction
1	1.000	.633	16	1.000	.378
2	1.000	.600	17	1.000	.885
3	1.000	.423	18	1.000	.785
4	1.000	.802	19	1.000	.375
5	1.000	.621	20	1.000	.831
6	1.000	.487	21	1.000	.550
7	1.000	.666	22	1.000	.785
8	1.000	.703	23	1.000	.781
9	1.000	.611	24	1.000	.399
10	1.000	.474	25	1.000	.369
11	1.000	.456	26	1.000	.885
12	1.000	.406	27	1.000	.428
13	1.000	.304	28	1.000	.580
14	1.000	.803	29	1.000	.515
15	1.000	.709	30	1.000	.579
Avg.		.580	Avg.		.608
Overall Average			0.594		
Extraction Method: Principal Component Analysis.					

4.5.1.5 Factor Extraction and Interpretation

The initial solution of EFA was analyzed primarily to check whether a considerable amount of variance in observed variable is explained by the extracted or not. The requirement of rotation is also assessed at this level. It was observed 55.4% of the variance is explained which is considerable and deemed fit for a good factor solution. It is also established that oblique rotation method would be proper. Once both these things are sorted the required extraction and proper interpretation of the factors is done. By default SPSS uses Keiser's (1960) criteria to extract the factors and this criteria state that only components having 'Eigenvalue' 1 or more should be

considered as factors. When this default criterion was employed, SPSS extracted five factors that explained 55.4% of the variance in the observed variables. Keiser (1960) states that this criterion is suitable in two situations, first situation: when there are < 30 variables and all communalities after factor extraction are greater than 0.7; second situation: when the sample size is > 250 and the average communality after factor extraction is > 0.6 . It was observed that both the criteria were not met in this case.

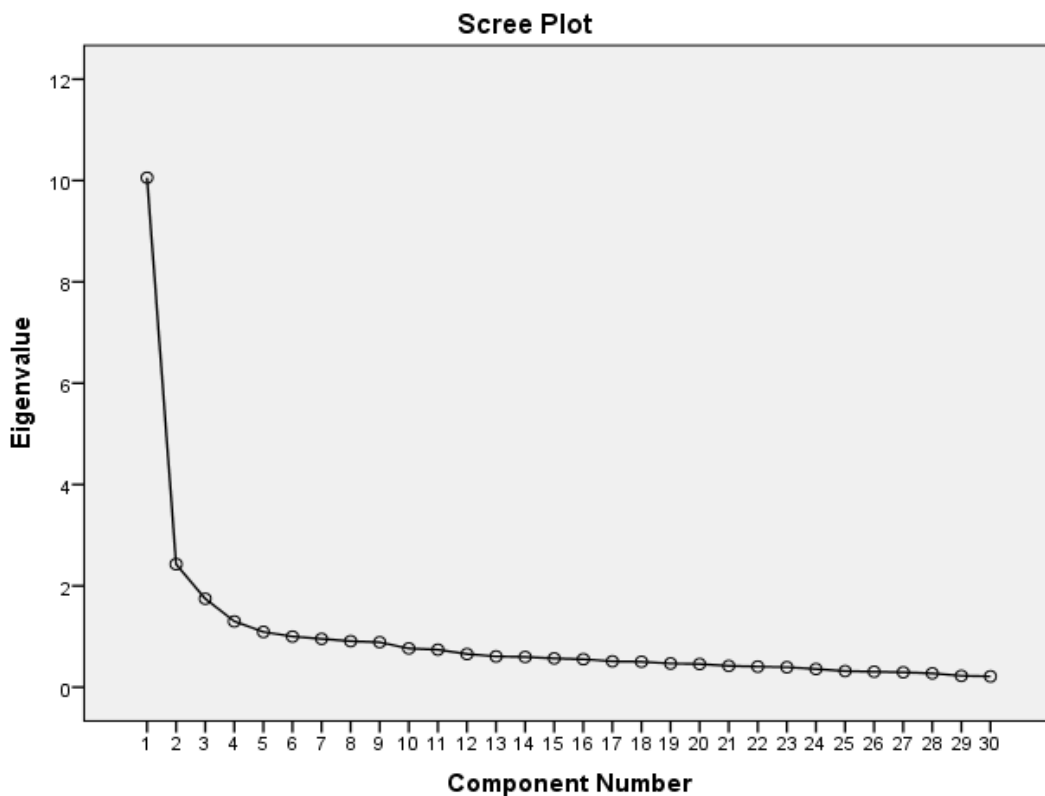


Chart 4.16: Scree Plot

The two situation are assesses, first situation: there were 30 variables in the scale and the communalities after factor extraction were also not > 0.7 as shown in the below table, so the first situation did not meet; second situation: the sample size was > 250 but the average communality

after extraction was not < 0.6 , the second situation also did not meet. Hence the Keiser (1960) criterion was not appropriate for this situation.

Since the required number of factors could not be extracted through Keiser's (1960) criteria so the subsequent choice was Scree Plot which is a plot between number of factors and eigenvalue. In this plot a sharp point of inflexion is sought to ascertain the number of the factors that could be extracted. It was that observed (shown in the above figure) that there was no clear sharp point of inflexion. The plot suggests either six or seven factors to be extracted. Hence this criterion was also not that useful. Consequently Joillife's (1986) criterion was tried. Joliffe (1986) argues that Kaiser's criterion is relatively harsh and he advises that the component may be considered as a factor even at the eigenvalues of > 0.7 . When Joillife's (1986) recommendation was followed employing Direct Oblimin method of oblique rotation, SPSS extracted 'Eight Factors' explaining 65.4% of variance. This solution of EFA was accepted and shown in the below.

Though nine factors were set in priori EFA suggests that only eight factors could be extracted from given set of observed variables. This solution was accepted for the considered set of variables through the observed data. These factors explained a total of 65.4% variance present in the observed variables which is considerable. After extraction of eight factors the extracted communalities were near to 0.7 whereas the average communality was .723. This suggests that a considerable amount of variance is explained in each observed variable. It is evident from the above table that first extracted factor explains about 33% variance and the subsequent seven factors explained approx. 8%, 5.8%, 4.3%, 3.6%, 3.3%, 3.1%, and 3% of the variance respectively in the observed variables.

Table 4.46: Final Solution

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	10.057	33.522	33.522	10.057	33.522	33.522	5.815
2	2.428	8.092	41.615	2.428	8.092	41.615	3.580
3	1.746	5.820	47.434	1.746	5.820	47.434	2.981
4	1.299	4.330	51.764	1.299	4.330	51.764	4.602
5	1.092	3.638	55.403	1.092	3.638	55.403	3.326
6	.900	3.334	58.736	1.000	3.334	58.736	5.117
7	.854	3.181	61.917	0.954	3.181	61.917	4.802
8	.719	3.031	64.949	0.909	3.031	65.488	1.923
9	.686	2.956	67.905	0.887	2.956	67.905	3.649
10	.664	2.546	70.451	0.764	2.546	70.451	2.240
...							
...							
...							
...							
30	.131	0.510	100.000				

Extraction Method: Principal Component Analysis.

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

4.5.1.6 Factor Interpretation

After the factors are extracted the next step is to interpret them on the basis of variables they are composed of. The extracted factors are interpreted and named consequently. This step basically involves assessing the factor loadings of variables onto the various extracted factors. In EFA all the variables in the study are allowed to correlate among themselves and hence they

have loadings on all the extracted factors but only substantial loadings are interpreted while the smaller ones are ignored (suppressed in SPSS). Steven (1992) recommends that a loading of minimum .4 is substantial and should be considered important.

Table 4.47: Factor Loadings – Pattern Matrix

	Pre Conceived (Extracted) Factors							
Factor No.	1	2	3	4	5	6	7	8
Variable No.	Brand Personality	Brand Attitude	Const. Rhetoric	Brand Community	Word of Mouth	Marketing Comm.	Cus-Brand Relationship	Brand Uniqueness
11	.623							
7	.608							
21	.581							
29	.511							
1		.864						
6		.800						
15		.620						
24		.615						
20			.849					
12			.801					
14			.744					
5				.750				
19				.730				
13				.657				
9					.876			
10					.781			
2					.656			
23						.781		
4						.601		
28						.513		
26							.671	
8							.513	
17								.571
Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser Normalization. a. Rotation converged in 24 iterations.								

However the importance of loading depends upon the sample size. A critical range of factor loadings as per the sample size is recommended by Steven (1992). As a thumb rule, for a

big sample size even a small loading is meaningful whereas for small sample size only large loading are meaningful. The following section presents critical loadings as per the sample size: sample size – 50, loadings 0.722; sample size – 100, loadings should be > 0.512; sample size – 200, loadings 0.364; and sample size – 1000, loadings 0.162. Since the sample size for the present study was 256 a loading of minimum 0.364 was considered as important. Normally many iterations of EFA are done to obtain a lucid structure of factors many. Since a priori structure of factors was considered in the study, many iterations were done (assessing the loadings of variables onto the respective factors) trying to load the variables onto their respective pre conceived factors.

During various EFA iterations it was observed that some of the variables load substantially onto the factors other than the respective pre conceived factors, this is called as ‘cross loading’. Because we have a pre conceived structure of the considered factors cross loadings are not allowed. Therefore many iterations of EFA were repeated ‘with and without the cross loaded variables’ to get a pre conceived structure of factors. Only those variables were retained which did not cross load (cross loaded variables were dropped). The loadings (obtained in the final analysis) of retained variables onto their pre conceived factors are shown in the above table.

On the basis of above discussions we can fully support the hypothesis H₄ that there is significant correlation among the variables considered in the study and there are latent factors among the variables. In the final analysis eight factors were extracted therefore we can conclude that out of nine pre conceived factors only eight can be measured through the data collected on considered observed variables. It was found that the pre conceived factor ‘Brand Modernity’

could not be measured, through the current set of observed variables. These eight measured factors are:

1. Constitutive Rhetoric
2. Marketing Communication or Advertising
3. Brand Personality
4. Word of Mouth
5. Customer Brand Relationship
6. Brand Distinctiveness
7. Brand Attitude
8. Brand Community

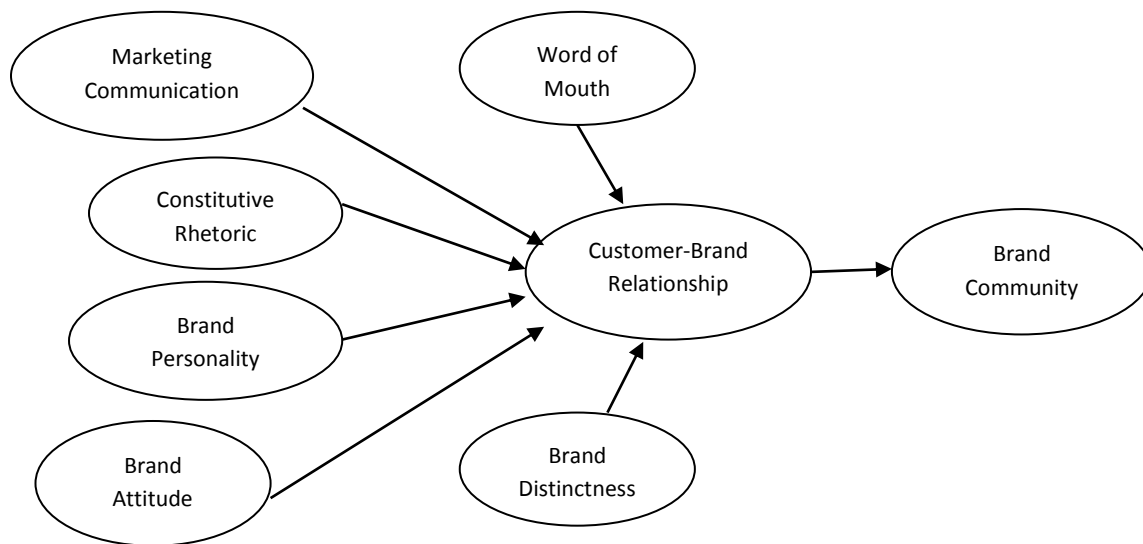
Once the factor are finalized the ‘factor scores’ were determined. Since the factors were not totally independent Anderson Rubin was used to determine the factor scores. Among the eight obtained factors customer brand relationship and brand community were considered as dependent variable in the model while all others were independent. In the next section ‘Multiple Linear Regression’ is used to determine the effect of independent variables on dependent variables.

4.5.2 Multiple Linear Regressions

Multiple Linear Regression is applied to estimate the Brand Community model. The model considered in this study assesses the metaphors (antecedents) of building brand community when various brand community formation factors are playing in tandem. Basically the model determines the effect of marketing communication (messaging), constitution rhetoric (myth) and

other factors on developing customer brand relationship and in turn the effect of customer brand relationship on formation of brand community. Initially seven independent variables were considered to be affecting customer brand relationship however only six variables could be measured or extracted through EFA. The variable ‘Modernity’ could not be measured from the observed data therefore the model was corrected and only six independent variables were considered to be affecting customer brand relationship. The rectified model is represented below.

Figure: 4.2 Final Proposed Model



It may be observed from the above model that there are two dependent variables, therefore the regression is being run in two phases. The first phase determines the effect of independent variables on customer brand relationship and the second phase determines the effect of customer brand relationship on brand community. The variable customer brand relationship is considered as dependent variable in the first phase, whereas it is considered independent variable in the second phase.

4.5.2.1 Hypotheses Formulation

On the basis of the relationships proposed in the model the following hypotheses were formulated:

H6: there is a positive and significant effect of marketing communication on developing customer brand relationship.

H7: there is a positive and significant effect of constitutive rhetoric on developing customer brand relationship.

H8: there is a positive and significant effect of brand personality on developing customer brand relationship.

H9: there is a positive and significant effect of brand attitude on developing customer brand relationship.

H10: there is a positive and significant effect of word of mouth on developing customer brand relationship.

H11: there is a positive and significant effect of brand distinctiveness on developing customer brand relationship.

H12: there is a positive and significant effect of customer brand relationship on brand community formation.

These hypotheses H6 to H12 were tested through multiple linear regression. The proposed model is represented through two regression equations as follows or two models

1. **Model 1: Customer Brand Relationship** = $b_0 + b_1 \cdot \text{Marketing Communication} + b_2 \cdot \text{Constitutive Rhetoric} + b_3 \cdot \text{Brand Personality} + b_4 \cdot \text{Brand Attitude} + b_5 \cdot \text{Word of Mouth} + b_6 \cdot \text{Brand Distinctiveness} + \epsilon_1$.

2. **Model 2: Brand Community** = $b_{00} + b_7 \cdot \text{Customer Brand Relationship} + \epsilon_2$.

Here b_0 is intercept and b_1, b_2, b_3, b_4, b_5 & b_6 are the regression coefficients and ϵ_1 is the error for the first phase of regression while b_{00} is intercept and b_7 are the regression coefficients and ϵ_2 is the error for the second phase of regression. The regression coefficients associated with the variable are mentioned in the respective regression equation. As discussed above, these two equations were tested in two phases, in the first phase all the six independent variables were entered into the regression analyses employing 'Enter Method with customer brand relationship as the dependent variable in SPSS 23. The results of the first phase of regression are presented below:

4.5.2.2 Model 1 Summary

The first result obtained in regression is the model summary which states the amount of variance explained in the dependent variable by the independent variables. It may be observed from the above table that the multiple correlation coefficient (R) between the dependent and six independent variables is 0.634 and we know that amount of variance explained is calculated by squaring the value of R. Therefore the R square is 0.411 which means 41.1% of the variance in customer brand relationship is explained by considered six independent brand formation variables. The adjusted R^2 is 39.2% and it does not deviate much from R^2 , this means that if we estimate the model from the population there would be small decrease of about 1.9% in the

variance explained in the customer brand relationship. Therefore, it may be concluded that six brand formation variables together explains 41.1% of the variance in the customer brand relationship.

Table 4.48: Model 1 Summary: R and R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.626 ^a	.411	.392	.807
a. Predictors: (Constant), marketing communication, constitutive rhetoric, word of mouth, brand personality, brand attitude and brand distinctiveness.				

4.5.2.3 Model 1 Significance

The second result obtained in regression is ANOVA, which determines the significance of the overall regression model. The significance of the overall model is assessed by the ratio of the variance explained (by six independent variables) to variance unexplained (variance remaining after the estimation of the model). This ratio is called as F statistic which assesses the significance through F test. The significance of the statistic indicates that the overall model is significant and vice versa. The value of F statistics observed in this model was 8.305 which was significant at p-value < 0.000. Hence it may be concluded that the proposed model is a good fit of observed data. This indicated there is a significant overall impact of independent variables on the dependent variable. Therefore, it may be concluded that six brand formation variables together explains 41.1% of the variance in the customer brand relationship and the overall model is a significant one. Since it is established that the proposed model is significant, therefore we

may proceed further to interpret the effect of considered independent variables on customer brand relationship.

Table 4.49: Model 1 ANOVA

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	44.018	6	7.336	8.305	.000 ^b
	Residual	287.982	326	0.883		
	Total	332.000	332			
a. Dependent Variable: customer brand relationship						
b. Predictors: (Constant), marketing communication, constitutive rhetoric, brand personality, brand attitude, word of mouth and brand distinctiveness.						

4.5.2.4 Model 1 Regression Coefficients

The next result obtained in regression is the coefficient for relationship between dependent variable with each independent. The coefficients are shown in below table that shows the unstandardised beta coefficients, standardized beta coefficients, t values and significance level associated with each independent variable. This analysis reveals some interesting results. It was observed that four of the independent variables have significant effect on customer brand relationship while two does not have any significant impact. The standardized coefficient of significant variables in the descending order are Brand Personality ($b_5 = .288$, p value .001), Constitutive Rhetoric ($b_2 = .192$, p value .003), Marketing Communication ($b_1 = .130$, p value .022) and Brand Attitude ($b_4 = .167$, p value .004). While for insignificant variables coefficients were Word of Mouth ($b_5 = .099$, p value .060) and Brand Distinctiveness influence ($b_6 = .070$, p value .182).

Table 4.50: Model 1 Regression Coefficients

Coefficients ^a					
Model	Unstandardised Coefficients		Standardized Coefficients	t	Sig.
Variables	B	Std. Error	Beta		
(Constant)	4.174	.714		8.120	.000
Brand Attitude	.130	.056	.130	2.305	.022
Constitutive Rhetoric	.192	.058	.192	3.293	.003
Marketing Communication	.167	.058	.167	2.885	.004
Brand Personality	.313	.182	.288	3.503	.001
Word of Mouth	.099	.053	.099	1.884	.060
Brand Distinctiveness	.070	.052	.070	1.338	.182

The importance of different factors for customer brand relationship may be gauged from the size of the standardized beta coefficient. It is found that the standardized beta coefficient is highest for Brand Personality indicating that this variable has strongest effect on customer brand relationship and is the most important among the considered factors. The second highest standardized beta coefficient was that of Constitutive Rhetoric indicating it to be second most important factor after word of mouth. This finding may be against the common belief that constitutive rhetoric has the strongest impact in developing customer brand relationship. Marketing communication was found to have third strongest effect in development of the customer brand relationship since it has third largest standardized beta coefficient among the considered variables. This indicates that marketing communication is also one the important factor for development of the customer brand relationship. Next in line was Brand Attitude which was found to have weakest though significant effect on customer brand relationship among the considered factors. It was found that Word of Mouth and Brand Distinctiveness do not

have a significant impact in the development of customer brand relationship. These are quite interesting findings because it is against the belief that word of mouth and brand uniqueness (distinctiveness) plays an important role in the development of customer brand relationship. After the determination of impact of independent variables on customer brand relationship the second phase of the regression was run. In this phase the impact of customer brand relationship on brand community formation is determined. The results of the second phase of regression are presented below:

4.5.2.5 Model 2 Summary

It may be observed from the above table that the multiple correlation coefficient (R) between the customer brand relationship and brand community is 0.361 and R square is 0.194 which mean 19.4% of the variance in brand community is explained by customer brand relations

Table 4.51: Model 2 Summary: R and R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.361 ^a	.194	.181	.967
a. Predictors: (Constant), customer brand relationship				

4.5.2.6 Model 2 Significance

The value of F statistic observed for this model was 24.23 which is significant at p-value < 0.000. Hence it may be concluded that the proposed model is a good fit of observed data. This indicated there is significant impact of customer brand relationship on brand community.

Therefore, it may be concluded that customer brand relationship explains 19.44 of the variance in the brand community and the model is a significant. Since it is established that the proposed model is significant therefore we may proceed further to interpret the effect of customer brand relationship on brand community

Table 4.52: Model 2 ANOVA

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
2	Regression	22.649	1	22.649	24.234	.000 ^b
	Residual	309.351	331	0.935		
	Total	332.000	332			
a. Dependent Variable: brand community						
b. Predictors: (Constant), customer brand relationship						

4.5.2.7 Model 2 Regression Coefficients

The next result obtained is the coefficients for relationship between customer brand relationship and brand community. The coefficients are shown below:

Table 4.53: Model 2 Regression Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Variables	B	Std. Error	Beta		
(Constant)	0.000	.053		0.000	1.000
Customer Brand Relationship	.261	.053	.261	4.923	.000

The above table shows the unstandardised beta coefficients, standardized beta coefficients, t values and significance level associated with customer brand relationship. This

analysis reveals that there is a significant effect of customer brand relationship on brand community with beta value $b_7 = .261$ significant at p value .000. It may be concluded that customer brand relationship plays an important role in formation of brand community.

Chapter Summary

This chapter has outlined the analysis and Interpretation of data relevant tools and techniques after collecting data next phase is to analyse and interpret the data in order to solve the problem. Demographic variables has been analyzed through SPSS and MS Excel ,the descriptive analysis of these variables and Objective 1 is done employing frequency tabulation and various pie, bar and column charts. Objective 2 and Objective 3 is accomplished through Chi Square Test. In Objective 4 Factor analysis is done to check the validity an ‘Exploratory Factor Analysis’ is conducted. Once the considered factors are determined and measured through factor analysis then brand community model is assessed through regression. Multiple Linear Regression Technique is employed to assess these relationships.

FINDINGS AND CONCLUSION

In the fifth chapter the major findings and conclusions of the study has been discussed. The findings and conclusion are made from the analysis, which has been done in previous chapter four. The findings and conclusions are mentioned below objective wise. Descriptive analysis represents the findings of study and conclusions are made from testing of hypotheses with different tools and techniques. After the findings and conclusions chapter, the next chapter will cover Limitations and suggestions for future research.

Objective wise findings and conclusions are presented below:

5.1 Findings from Descriptive Analysis:

1. It is found that the majority (about two-third) of the respondents studied for branding and constitutive marketing were males while females also represent a considerable part of the sample with about one-third of the total sample size.
2. It is found a large section of the respondents were in the majority of the online consumers were in 26–35 years of age group with about two-fifth representation, one-fourth of the respondents were in 35–45 years age group, while the age group of below 20 years and above 45 years were represented in approximately the same proportion in the sample.
3. It is found that though the majority of the respondents in the sample were married, the never married section in the sample was also represented well with more than two-fifth representation.

4. It is found that the largest group in the same was that of Post Graduates with more than two-fifth of representation followed by graduates with about one-third representation in the sample while professionals, below UG were also represented in the sample.
5. It is found that the majority (more than half) of the respondents were Private Sector Employees while all the other categories of occupation were represented more or less in the same proportion.
6. It is found that a very strong majority of the respondents in the sample belonged to urban areas while rural respondents were a small part of the sample.
7. It is found that almost half of the respondents in the sample belonged to the monthly income bracket of Rs. 30,000 to 40,000 while other income categories were also represented well in the sample.

5.2 Findings from Objective 1: To explore the consumer behavior and attitude towards brands and branded products.

1. It is found that a very strong majority the online consumers have heard about the branded products and have awareness.
2. It is found that a strong majority (two-third) the online consumers watch brand's advertisement whereas a considerable section of about one-fourth consumers do not watch brand's advertisement.
3. It is found that a strong majority (four-fifth) the online consumers watch brand's acknowledge rhetoric whereas a considerable section of one-fourth consumers do not watch acknowledge rhetoric in brand promotion.

4. It is found that a majority (more than half) of the online consumers believes that advertisement urge them to buy a new brand while approximately another half don't believe that advertisement urge them to buy new brand.
5. It is found that TV is most preferred media to watch ads among customers, the newspaper is second most preferred media followed by magazine, radio and websites.
6. It is found that a majority (two-third) the online consumers watch are familiar with the branded product brand's advertisement whereas one-third of the consumers are not familiar.
7. It is found that the majority (half) the online consumers consider branded products more in their shopping whereas another half do not consider branded products more in their shopping.
8. It is found that a majority (two-third) the online consumers have positive about branded products, about one-fourth have neutral feelings while one-fourth have negative feeling about branded products.

5.3 Conclusions from Objective 2: To delineate the impact of constitutive rhetoric on audience (to establish constitutive rhetoric as a precursor to constitutive marketing).

5.3.1 Conclusion regarding the effect of the effect of constitutive rhetoric on emotional value dimension (brand personality), Hypothesis H₀₁ Testing

It is found that among H₀₁1 to H₀₅1 (regarding the effect of constitutive rhetoric on brand personality dimensions), the null hypotheses may be rejected for four brand personality dimensions of sincerity, excitement, sophistication, ruggedness. The null hypotheses could not

be rejected for brand competency. However the overall testing of hypothesis H₀₁ shows that it may be rejected in favor of alternate hypothesis. Hence it may be inferred that constitutive rhetoric has significant impact on four dimensions of developing a brand personality while it does not have a significant impact on brand competency. It may be concluded that constitutive rhetoric has a significant impact on overall brand personality.

5.3.2 Conclusion regarding the effect of the effect of constitutive rhetoric on rational value dimension (brand attitude), Hypothesis H₀₂ Testing

It is found that among H₀₁₂ to H₀₅₂ (regarding the effect of constitutive rhetoric on brand attitude dimensions), the null hypotheses may be rejected for four brand attitude dimensions of brand awareness, brand recall, brand personality, brand community. The null hypotheses could not be rejected for brand preference. However the overall testing of hypothesis H₀₂ shows that it may be rejected in favor of alternate hypothesis. Hence it may be inferred that constitutive rhetoric has significant impact on four dimensions of brand attitude while it does not have a significant impact on brand preference. It may be concluded that constitutive rhetoric has a significant impact on overall brand attitude.

5.3.2 Overall conclusion regarding constitutive rhetoric as a precursor of constitutive marketing

It is found that constitutive rhetoric is a significant precursor of both emotional value (brand personality) and rational value (brand attitude) dimension of customer brand relationship. Specifically constitutive rhetoric affects four brand personality dimensions of sincerity, excitement, sophistication and ruggedness however it does not affect brand competency.

Similarly constitutive rhetoric affects four brand attitude dimensions: brand awareness, brand personification, brand recall and brand community however it does not affect brand preference. Overall it may be concluded that constitutive rhetoric is a significant precursor of customer brand relationship leading to brand community formation as a part of constitutive marketing. Hence it is concluded that constitutive rhetoric is a significant precursor of constitutive marketing.

5.4 Conclusions from Objective 3: To understand the effect of marketing communication (messaging) on developing brand community.

5.4.1 Conclusion regarding the effect of the effect of marketing communication on emotional value dimension (brand personality), Hypothesis H₀₃ Testing

It is found that among H₀₁₃ to H₀₅₃, the null hypotheses may be rejected for four brand personality dimensions of sincerity, competency, sophistication, ruggedness. The null hypotheses could not be rejected for brand excitement. However the overall testing of hypothesis H₀₃ shows that it may be rejected in favor of alternate hypothesis. Hence it may be inferred that marketing communication has significant impact on four dimensions of developing a brand personality while it does not have a significant impact on brand excitement. It may be concluded that marketing communication has a significant impact on overall brand personality.

5.4.2 Conclusion regarding the effect of the effect of marketing communication on rational value dimension (brand attitude), Hypothesis H₀₄ Testing

It is found that among H₀₁₄ to H₀₅₄ (regarding the effect of marketing communication on brand attitude dimensions), the null hypotheses may be rejected only for three brand attitude dimensions of brand awareness, brand personality and brand community. The null hypotheses

could not be rejected for brand recall and brand preference. However the overall testing of hypothesis H₀₄ shows that it may be rejected in favor of alternate hypothesis. Hence it may be inferred that marketing communication has significant impact on four dimensions of brand attitude while it does not have a significant impact on brand preference. It may be concluded that constitutive rhetoric has a significant impact on overall brand attitude.

5.4.3 Overall conclusion regarding the formation of brand communities as an offshoot to marketing communication

It is found that marketing communication is also a significant antecedent of both emotional value (brand personality) and rational value (brand attitude) dimension of customer brand relationship. Specifically marketing communication affects four brand personality dimensions of sincerity, competency sophistication and ruggedness however it does not affect brand excitement. Similarly marketing communication affects three brand attitude dimensions: brand awareness, brand personification and brand community however it does not affect brand preference and brand recall. Overall it may be concluded that marketing communication is a significant antecedent of customer brand relationship leading to formation of brand community. Hence it is concluded that brand communities do form as an offshoot to marketing communication.

5.6 Conclusions from Objective 4: To understand the metaphors (antecedents) of building brand community when marketing communication (messaging) and constitution rhetoric (myth) and other factors are playing in tandem.

5.6.1 Findings from Exploratory Factor Analysis measuring the Latent Factors, Conclusion from testing of Hypothesis H5

The obtained evidences suggest that we can fully support the hypothesis H₅ that there is significant correlation among the variables considered in the study and there are latent factors among the variables. In the final analysis eight factors were extracted therefore we can conclude that out of nine pre conceived factors only eight can be measured through the data collected on considered observed variables. It was found that the pre conceived factor ‘brand modernity’ could not be measured thorough the current set of observed variables. These eight measured factors are:

- Constitutive Rhetoric
- Marketing Communication or Advertising
- Brand Personality
- Word of Mouth
- Customer Brand Relationship
- Brand Distinctiveness
- Brand Attitude
- Brand Community

5.6.2 Conclusions from Multiple Linear Regression assessing the Brand Community

Model

- **Effect of Brand Community Metaphors on Customer Brand Relationship: Testing of Hypotheses H6 to H11:** on the basis of observed evidence we can conclude the following

Table 5.1: Effect of Brand Community Metaphors on Customer Brand Relationship

Hypotheses	Conclusion
H6: there is a positive and significant effect of marketing communication on developing customer brand relationship.	Supported
H7: there is a positive and significant effect of constitutive rhetoric on developing customer brand relationship.	Supported
H8: there is a positive and significant effect of brand personality on developing customer brand relationship.	Supported
H9: there is a positive and significant effect of brand attitude on developing customer brand relationship.	Supported
H10: there is a positive and significant effect of word of mouth on developing customer brand relationship.	Not Supported
H11: there is a positive and significant effect of brand distinctiveness on developing customer brand relationship.	Not Supported

It was found that four of the independent variables have a significant effect on customer brand relationship while two does not have any significant impact. The standardized coefficient of significant variables in the descending order are Brand Personality ($b_5 = .288$, p value .001), Constitutive Rhetoric ($b_2 = .192$, p value .003), Marketing Communication ($b_1 = .130$, p value .022) and Brand Attitude ($b_4 = .167$, p value .004). While for insignificant variables coefficients were Word of Mouth ($b_5 = .099$, p value .060) and Brand Distinctiveness influence ($b_6 = .070$, p value .182).

The importance of different factors for customer brand relationship may be gauged from the size of the standardized beta coefficient. It is found that the standardized beta coefficient is highest for Brand Personality indicating that this variable has strongest effect on customer brand relationship and is the most important among the considered factors. The second highest standardized beta coefficient was that of constitutive rhetoric indicating it to be second most important factor after word of mouth. This finding may be against the common belief that constitutive rhetoric has the strongest impact in developing customer brand relationship. Marketing communication was found to have third strongest effect in development of customer brand relationship since it has third largest standardized beta coefficient among the considered variables. This indicates that marketing communication is also one the important factor for development of customer brand relationship. Next in line was brand attitude which was found to have weakest though significant effect on customer brand relationship among the considered factors. It was found that Word of Mouth and Brand Distinctiveness do not have a significant impact in development of customer brand relationship. These are quite interesting findings because it is against the belief that word of mouth and brand uniqueness (distinctiveness) plays important role in development of customer brand relationship. After the determination of impact of independent variables on customer brand relationship the second phase of the regression was run. In this phase the impact of customer brand relationship on brand community formation is determined. The results of the second phase of regression are presented below:

Effect of Customer Brand Relationship on Brand Community: Testing of Hypothesis

H12: on the basis of observed evidence we can conclude the following:

Table 5.2: Effect of Customer Brand Relationship on Brand Community

Hypotheses	Conclusion
H12: there is a positive and significant effect of customer brand relationship on brand community formation.	Supported

It was found that there is a significant effect of customer brand relationship on brand community with beta value $b_7 = .261$ significant at p value .000. It may be concluded that customer brand relationship plays an important role in formation of building brand.

Chapter Summary

In this chapter we have discussed the findings and conclusion which arise from previous chapter data analysis and interpretation in order to fulfill the objectives of the study. With the help of finding and conclusion, we were also able to find out that in formation of brand community, where customer brand relationship plays an important role.

SIGNIFICANCE, IMPLICATIONS AND LIMITATIONS

In the last chapter, researcher outline and discuss the significance of the study, applied significance which shows the implications. Furthermore, this section covers Limitations and direction for future research which will increase the scope for Brand community Model.

6.1 Significance of the Study

This study tries to explore the process of formation of brand community through assessing the impact of constitutive rhetoric and marketing communication on customer brand relationship as a part of relationship marketing leading to formation of brand community. The study also explores the effect of constitutive rhetoric and marketing communication and other variables on process of brand community formation through development of customer brand relationship. The distinctiveness of this study lies in the fact that this study has developed a research model to study the effect of marketing communication, constitutive rhetoric, brand personality, brand attitude, brand modernity, brand distinctness, word of mouth on customer brand relationship leading to the development of brand community formation. The findings of the study are significant in the respect that it contributes to the body of knowledge by establishing that the brand community model variables can be measured though the developed scale employed in this study. Though nine variables were identified only eight factors could be measured which are marketing communication, constitutive rhetoric, brand personality, brand attitude, brand distinctness, word of mouth, customer brand relation and brand community. The proposed model was tested and estimated through regression and it was established out of six

factors only four factors (marketing communication, constitutive rhetoric, brand personality and brand attitude) are significant antecedents of customer brand relationship which in turn was found to be an immediate significant precursor of brand community. The collected evidences could not establish significant relation word of mouth and brand distinctness with customer brand relationship.

This study not only explores the antecedents of customer brand relationship and brand community but also explores the relationship among these antecedents independently. The first relationship explored is between constitutive rhetoric and two dimensions of customer brand relationship: emotional dimension (brand personality) and rational dimension (brand attitude). Here also this study is unique in the sense that it assesses the impact of constitutive rhetoric on different dimensions of brand personality and brand attitude separately. This analysis will provide detailed insights in the process of developing customer brand relationship through the affect of constitutive rhetoric on brand personality and brand attitude enhancing the significance of this study. On the similar lines of the previous analysis this study also explores the relationship between marketing communication and two dimensions of customer brand relationship: emotional dimension (brand personality) and rational dimension (brand attitude). Here also this study is unique in the sense that it assesses the impact of marketing communication on different dimensions of brand personality and brand attitude separately. This analysis will provide detailed insights in the process of developing customer brand relationship through the affect of marketing communication on brand personality and brand attitude enhancing the significance of this study.

The significance of this study lies in the fact that it provides insights for both academia and industry professional. It furthers the literature through exploration of the antecedents of process of brand community formations. This study has assessed the impact of marketing communication, constitutive rhetoric, brand personality, brand attitude, word of mouth, brand modernity and brand distinctness on brand community formation. The study has contributed to the literature by establishing that there is a significant relationship or impact of marketing communication, constitutive rhetoric, brand personality and brand attitude on customer brand relation which in turn has a significant impact on brand community formation. Whereas this study fails to establish any significant impact of word of mouth and brand distinctness on customer brand relation. These findings are important from an academic point of view and future researchers may take reference from these findings.

The study also contributes to the literature by establishing that constitutive rhetoric is a significant precursor of both emotional value (brand personality) and rational value (brand attitude) dimension of customer brand relationship. Specifically constitutive rhetoric affects four brand personality dimensions of sincerity, excitement, sophistication and ruggedness however it does not affect brand competency. Similarly constitutive rhetoric affects four brand attitude dimensions: brand awareness, brand personification, brand recall and brand community however it does not affect brand preference.

Next, the study also contributes to the literature by establishing that marketing communication is also a significant antecedent of both emotional value (brand personality) and rational value (brand attitude) dimension of customer brand relationship. Specifically marketing communication affects four brand personality dimensions of sincerity, competency sophistication

and ruggedness however it does not affect brand excitement. Similarly marketing communication affects three brand attitude dimensions: brand awareness, brand personification and brand community however it does not affect brand preference and brand recall.

The study also provides insights for industry professionals and has important managerial implications that are discussed in applied significance and managerial implications section.

The study contributes to the literature by establishing that there is a significant role of marketing communication in developing brand personality. It was established that marketing communication affects four brand personality dimensions of sincerity, excitement, sophistication and ruggedness. The study fails to find evidences of significant relationship between marketing communication and brand competency.

6.2 Applied Significance: Implications for Managers

The findings of the study have important implications for managers and marketing professional. This study provides insights for industry professionals, particularly for brand managers, promotion managers, advertising professional, copywriters and others involved in branding and promotion of products and services. The imminent implications are in the area of brand community formation, development of customer brand relationship through brand personality and brand attitude. This section discussed managerial implications, suggestions and recommendations as per these imminent areas.

This study has established that marketing communication, constitutive rhetoric, brand personality and brand attitude are significant antecedents of customer brand relationship and customer brand relationship was found to be an immediate significant precursor of brand

community. These findings have important implications for managers by bringing out the fact that managers looking to develop the brand community should first focus on the development of customer brand relationship since it was found to be an immediate significant precursor of brand community. The study also throws light on the endeavors that play significant role in developing customer brand relationship. The important and significant aspects for developing customer brand relationship are marketing communication, constitutive rhetoric, brand personality and brand attitude. Brand managers and marketing professionals should focus on these aspects for developing a strong brand community. Out of these four factors it was found that brand personality has the strongest affect so this is the most important factors followed by constitutive rhetoric, marketing communication and brand attitude and was found to have weakest effect among these four factors. This may be due to the reason that brand attitude reflects the utilitarian value which customers perceive to be less important than brand image or personality.

The next set of insights for managers is regarding the development of brand personality and brand attitude through rhetoric and communication. The uniqueness of the study lies in the fact that brand personality and brand attitude were considered to be multi dimensional each represented by five dimensions. It is established that constitutive rhetoric plays a significant role in developing overall brand personality and brand attitude. Since the study has identified five dimensions of each brand personality and brand attitude it was also assessed that which particular dimensions are affected by constitutive rhetoric. It was found that constitutive rhetoric affects four brand personality dimensions of sincerity, excitement, sophistication and ruggedness whereas it doesn't affect brand competency. Similarly constitutive rhetoric affects four brand attitude dimensions: brand awareness, brand personification, brand recall and brand community however it does not affect brand preference. This gives tremendous insights to brand managers

and professionals regarding the development of brand personality and attitude through rhetoric. The professionals looking to develop brand personality and attitude should in particular focus on establishing brand sincerity, create excitement for brand, and work on brand sophistication along with ruggedness of the brand. They should also create brand awareness, personify the brand. Emphasize on brand recall and brand community.

It is established that marketing communication plays a significant role in developing overall brand personality and brand attitude. It was found that marketing communication affects four brand personality dimensions of sincerity, competency, sophistication and ruggedness whereas it doesn't affect brand excitement. Similarly marketing communication affects three brand attitude dimensions: brand awareness, brand personification and brand community however it does not affect brand preference and brand recall. This also gives tremendous insights to brand managers and professionals regarding the development of brand personality and attitude through communication. The professionals looking to develop brand personality and attitude should in particular focus on establishing brand sincerity, competency for brand, and work on brand sophistication along with ruggedness of the brand. They should also create brand awareness, personify the brand and emphasize on brand community.

6.3 Limitations of the Study

1. One of the major limitations of this study is employment of non probabilistic sampling technique. Due to non-availability of sampling frame in India convenience sampling was employed. This limits the scope of broad generalization of findings and conclusions of the study.

2. The respondents of the study were from Lucknow urban area. This limits the scope of the findings to the place where sample is collected therefore restricting the generalization conclusions of the study to the place where sample is being collected.
3. Financial resource was also a key constraint for this research. The finance scarcity affects the sampling, pilot study and other aspects of the study hence limiting the overall validity of study.
4. The other major limitation was time. The main purpose of conducting this study was to complete academic degree, hence a particular time frame was set to complete the study leading to time limitation for overall study.
5. Data for the study was collected through questionnaires that were filled by respondents themselves. The responses may suffer from personal bias limiting the validity of conclusions for the whole population. Also the primary data is collected through questionnaire administered to the customers conveniently. Therefore affecting the reliability of findings.
6. The two main antecedent of brand community selected in the study are marketing communication and constitutive rhetoric. The scope of marketing communication is limited only to advertising. Other marketing communication tools (except word of mouth) were not considered in this study. Hence scope of the model is limited to the effect of marketing communication through advertising only.
7. The other main antecedent of brand community selected constitutive rhetoric. The scope of constitutive rhetoric is limited only to amplified expressiveness. Other constitutive rhetoric modes were not considered in this study. Hence scope of the model is limited to the effect of amplified expressiveness mode of constitutive rhetoric only.

8. This study considers only limited number of variables affecting the building of brand community. Other important variables that may have role in brand community formation like brand equity, marketing communication tools other than considered in the study and other constitutive rhetoric modes were not considered in the study.
9. Another limitation of the study is that the antecedents of the brand community are assessed through the considered model whereas the relationships among the antecedents are studied and evaluated in separately and independently. This endeavor limits the meaningfulness of the findings with respect to the fact that had these relationships were studied in a single model.

6.4 Directions for Future Research

This study tries to evaluate the effect of some of the antecedents of building of brand community which mainly include marketing communication, constitutive rhetoric and other variables mentioned in the study. Brand community building is an extensive process affected by many other variables and factors. Future researches may be done by including other factors, hence increasing the scope of the brand community model. Particularly following suggestions for future research may be considered:

1. More marketing communication tools (other than two tools considered in the study: advertising & word of mouth) may be included in the model. Specifically the role of important tools like personal selling, sales promotion, event and sponsorship etc. shall be explored. This will enhance the scope of the brand community building model.
2. As mentioned above scope of constitutive rhetoric is limited only to language, symbols, myth, narrative and amplified expressiveness. Other constitutive rhetoric modes like

storytelling, legends and others modes shall be included in the brand community building model. This will further enhance the scope and comprehensiveness of the brand community building model.

3. Other important factors affecting the formation of brand community formation like brand equity, opinion leadership and the role of social media shall be considered in future studies.
4. This research has employed convenience sampling technique. Future researchers may employ random sampling from sampling frame or organised list of customers buying brands. Random sampling will enhance the validity of the findings leading to more meaningful generalizations.
5. As mentioned above, the respondents in this study were mainly from Lucknow urban area. Additional cross sectional studies shall be done researches in other Indian cities to further validate the findings of this study.
6. Alternatively research may be done by taking sample from various Indian cities to validate the findings of the study to a larger Indian brand buying population.
7. The respondents of the study were generic in the term that no distinction was created between the customers belonging to different product categories like apparel, FMCG, consumer durables, products or services, etc. Future researches may be designed from different product category, sector or industry point perspective. Comparative studies with respect to two or more product categories may also be done.
8. Future studies shall seek support from industry in the form of sampling frame, finance and sharing of other resources. A proper sampling frame shall be sought from industry associations, companies or retailers. This will enable the application of for providing a

Random Probabilistic Sampling technique. Assistance from various industry bodies and other research organizations shall be sought.

9. This study is done customers as a homogenous group, no demographic differentiation of the customers is considered. Future studies shall be done segregating the customers on the basis of gender, income, marital status, occupation etc. This process will refine the findings and results of the research and will provide a deeper insight into the process of building brand community.
10. This study evaluates the antecedents of the brand community and relationships among the antecedents in separate analyses which are independent with each other. Future researchers might develop a comprehensive model considering all relationships simultaneously. This will enhance the meaningfulness of the findings and will provide deeper insights into the development of brand attitude, brand personality and brand communities.

Chapter Summary

In this chapter, we have discussed about the significance and Limitations of the study, also shown how applied significance can be useful for managers or professionals, then further for intensification the scope of brand community model suggestions have been discussed with respect to future research.

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Dear Respondent,

I, Ankita Verma, Research Scholar request you to kindly fill up the questionnaire which is a part of my thesis. Your valuable feedback will be helpful to me to accomplish my study successfully as you have been identified as one of the resourceful person. This questionnaire is designed to know your perception, behavior and buying experience while selecting a brand or branded products. I will be thankful to you, if you spare some of your valuable time and answer the given questions that best suit to your knowledge and information. I assure you that the information given by you will be used only for the purpose of study and it will be kept confidential.

Ankita Verma
Research Scholar
School for Management Studies
Department of Rural Management
BBAU (Central University) Lucknow

PART A
PERSONAL INFORMATION

Name:

- 1) Gender: Male Female Prefer not to say
- 2.) Age: below 25 years 26 - 35 years 36 - 45 years Above 45 years
- 3.) Education: School Level Undergraduate Postgraduate Professional Others
- 4.) Occupation: Student Businessman Govt. Employee Private Employee
 Housewife Others
- 5.) Marital Status: Married Never married Divorced
- 6.) Area: Urban Rural
- 7.) Family income: Less than 30,000 30,000 -40,000 40,000- 50,000 50,000-60,000
 Less than 60,000

PART-B (Please tick the appropriate option)

8.) Have you heard about branded products?

Yes No

9.) Do you watch brand's advertisements and other form of brand promotion?

Yes No

10.) Do you believe that marketing firms employ rhetoric (language, symbol, exaggeration, myth or other narratives) while promoting their brands

Yes No

11.) Does advertisement urge you to buy new brand?

Yes No

12.) Where do you see the advertisements?

Radio TV Magazine Newspaper Website Streets

13.) How much familiar are you with branded products?

Slightly Moderately Not at all Very Extremely

14.) Do you consider branded products more in your shopping?

Yes No

15.) How do you feel after using branded products?

Positive Very positive Neutral Negative Very negative

PART –C

Suppose the below given statements represents your brand buying and usage behavior. Please tick your most appropriate level of agreement with the statement. (Strongly disagree-1, Disagree-2, Neutral-3, Agree-4, strongly Agree-5). (Please tick in the box)

Statements	1	2	3	4	5
1. I feel companies exaggerate their brand promotion					
2. I think brand promotion make effective use of language and symbols					
3. I am affected by the narratives and myth that brands use for their promotion.					
4. Advertisement creates a great impact on me.					
5. I watch advertisement of different brands and get affected.					
6. Advertisements are helpful to me in selecting the brands.					
7. I discuss my brand experience with others					
8. I Would you like to tell and share my brand choice/satisfaction with others.					
9. I advice people around me to choose brand with which I am satisfied.					
10. I feel a strong attachment with the brand when it satisfies me.					
11. I feel relationship with brand is a two way bond dependent on each other.					
12. I feel my relationship with brand is based on value provided by brand					
13. I am member of a brand community.					
14. I think I will become a part i of brand community if I get benefits from it.					
15. I feel more satisfies as a member of brand community.					
16. I think the brand I choose is modern and globalized.					
17. I think that brands in modern era belongs to the young.					
18. Modernity in brand is a boon.					
19. I like to choose unique brands.					
20. I do not choose brand by being heavily dependent on my cognitive skills.					
21. I assign some attributes to differentiate the brands.					
22. I feel that brands are sincere in terms of					

their honesty, down-to-earth and wholesomeness'					
23. Brands excite me and sprit up the imaginations'					
24. I feel branded products are competent due to their reliability, intelligence and success'					
25. Branded products endow sophistication through their charm and upper class appeal'					
26. Brands shows their ruggedness when the products are required to be tough and vigorous'					
27. I prefer the brands that are associated with myths, narratives or other associations.					
28. I associate myself with the groups having the same feelings about brands.					
29. I feel brands communicated through the myths and narratives are easy to recall and recognize					
30. I feel narratives, symbols and other associations with brands increases awareness and familiarity about a product.					
31. I think myths help to associate the brands with different personality characteristics in a better way					

“Thank you very much for your participation”