

Impact of brand loyalty with moderating effect of attachment anxiety on brand attachment

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Abstract

The purpose of this study is to find out the relation of social networking sites on brand attachment that how people can get attracted and attached towards brand by using these social networking's sites and how marketer can use them for their business growth further there is mediating effect which is brand communication which says that you have to first communicate with your customer through these social networking sites if you want your customers to get attached with your brand and on brand communication and brand attachment there is effect of moderator emojis then there is one more variable that is brand loyalty which is having a moderating effect of attachment anxiety and impacting on brand attachment which means if you want to have loyal customer then there must be effect of attachment anxiety before people get attached with your brand.

Keywords: Brand attachment, Brand loyalty, Social networking sites, Brand communication, Emojis and Attachment anxiety.

Introduction

Overview:

Business organizations are endlessly trying in an effective and efficient ways of getting connected with all its consumers and customers. In this venture and modern era of social media and digital media it has become so easy to advanced your features and make best of use by bringing innovations to introduced their brands and especially the feeling of emotions feelings attachment and values linked with them. Digital media assorted many benefits to the organization (Aggarwal & McGill, 2012) assert that web could be used for publishing, online sales, market research and customer prop up. Other researcher pleased that the web can oblige in brand structuring, initiating word of mouth interactions amid consumers, buzz marketing, and crowd sourcing (Whitla, 2009). Moreover, in supporting the implementation of marketing strategies, the internet could advance the organizational all-inclusive performance (Eid & El-Gohary, 2011). Marketers acknowledge the significance of digital marketing and therefore invest important financial measures in its evolution and execution (Weinberg & Pehlivan, 2011; Zhao & Zhu, 2010). 50% of the assenter asserts that digital advertising as most important consideration in investment and this uncovering of rival with the global investments trends. Zenithoptimedia predicted that investment in internet advertising will surpass investments in other medium in anticipated future. (Barnad, 2012). Experts proclaims that changes must be made in healthcare structures with well organized applications of digital technologies that empower the sharing of knowledge and information far off the organizational boundaries. (Christensen et al., 2009) Digital an instrument has been playing a vital role. Enduring public relation study declares that social media has irreversibly changed PR exercise in a positive manner. (Allagui & Breslow, 2016; Distaso et al., 2011; Distaso and corkindale, 2012). Once kent said (2013). The medium has now more importance than the message. (p.338). Existent world Social media relationships have now have now converted into virtual world and now which outcome is that people who belong to different online communities have come across the globally.

Consumer perception is that the use of technologies in communications and information gives numerous advantages which include coherence, ease, abundant and participative information, wider selection of products, ruthless pricing, cost trimming, and product assortment. (Bayo-moriones & Lera-Lo'pez, 2017). Even though the extension of web 2.0 anticipates instruments for relationship-based marketing, semantic web has extended and further aspects added too. (Silva, Mahfujur Rahman, & El Saddik, 2008). The semantic web amount to an advancement from 'read-only' content to 'read and write' content and lastly to the 'executable web' (Rizzotti & Burkhart, 2010). An online content-based marketing strategy can pass over each consumer- firm and physical – practical space (Silva et al., 2008). The world wide web was worn to promote marketing information via pages views and advertising so that they could engage large number of people around the world in minimum time. It was used as an advertising instrument to formed surfer behavior (Berthon, Pitt, & Watson, 1996). Consumer brand attachment is prejudiced through an elegant and smart boundary in today's era and that is why it is the main part of analysis of this research. Based on brand attachment theory (Kervyn, 2012; Park, 2010; Thomson, 2006) Marketing is an imperative instrument in any business no business can run without it. Marketing helps in customer engagement, brand awareness sales and grow. It helps in constructing your global linkages. We have observed that marketing in spite of an

important instrument has become less expensive because of social media and digital media. We have now so many platforms through which we can reach more audience towards our business main purpose is to retain your customers and attract more customers. Marketing ensures your business growth profitability and future. Now if we talk about social media marketing which is one aspect of digital media marketing. Digital media includes all channels while social media is one of the parts of digital channels. Social media marketing gives thousands of benefits through which a marketer can reach to millions of customer nationwide and worldwide and it serves as oxygen to the people doing online business social media is less expensive digital platform through which we can spread our product or services to worldwide customers. Firstly, it helps in making your product a brand then it helps in brand awareness and your brand reorganization then helps in creating brands which further leads to brands association. Marketers claimed that spending few hours on social media product page gives them a boost in their product growth and not just that further benefits too. And if you want to further boost up your page social media gives you cost effective way just by doing a little investment and spending money on it you can boost up your page and it will help you in reaching thousands of customers. They also say that cooperation and collegiality of different accessible marketing communication methods are great to frame brand communication with users to have a huge a collision on their minds. (Laurie & Mortimer, 2011) and According to the studies by (Ogilvy, 1963), consumers have a preference towards any product added extra contently if they feel connected by the fastidious image not for the reason of the brand image so, if you are a brand then communication strategy is the vital factor to enforce the consumer (s) which could help them to build up association with the consumer. (Alba, 1987).

Through social media platform anytime and every time you can interact with your customer and can have a conversion with your customers by this way you can easily solve their problems moreover you will get to know about their interest, life styles and activities moreover you can do demographic segmentation of your customer which helps in reaching the target audience. Social media helps you in conveying your brand message easily. When you connect with your customer through social media platform it helps in creating customer's loyalty and retention and which is ultimately one aspect of customer satisfaction and every business main goal is to achieve customer satisfaction. You can create brand image through social media platform. In such a way by giving them a appropriate response according to their requirements whenever they comment on your page posts. By interacting with your customer on daily basis you can satisfy your customer and that few satisfied customers will help you in word of mouth marketing of your product but most important thing is you should be loyal with your customers too in order to gage loyal customer you must be active must solve their queries must post original stuff and quality products and services. Through social media you can increase you increase websites traffic. When we talk about social media people thinks we must be talking about posting status, taking selfies or else chatting with friends but social media is just not limited to these activities instead social media is to create awareness educating people running online business and much more then this but for marketer's social media is a great opportunity to aware his brand among people living in the country or abroad. Marketer shouldn't use social media just to run his brand's page and doing posting everyday but instead he/she uses social media's elements in his all marketing strategies and tactics to create opportunities and to expend his business growth in such a way that when you post stuff related with your customers interest he or she will share it on their profiles to let people know regarding their interest and activities

and might be possible that in their friend circle or social circle anyone would have the same interest so that person will become their customers. Email marketing is one of the best ways to gain loyalty of your customers because still people strongly believe that email is the trustworthy. But marketers must not just email their customers but also create conversation, build trust, gain their loyalty, mail only relevant stuff, coordinative and must know how to use strategies and tactics at the right time. Mobile marketing plays a key role in digital marketing because mobile is found in everyone's pocket and no one can really live without it has become as essential need for everyone. Marketers must know how to communicate with his customers through this personal medium either he/she can do SMS or MMS totally depends upon his/her business. This development in the digital dimension has empowered individuals to share and gain knowledge, accompany one another, and encourages dialogues among cultures (Budden, Anthony, Budden, & Jones, 2011; Kumar, Novak, & Tomkins, 2010). Marketers must create effective digital channels and for that he/she needs important elements of marketing automation which works as a mother who wants to keep his all children together similarly, marketing automation combines all the parts and key elements of digital marketing and tell us which part is working which is not. It's a type of software which automates errands and workflows. The basic purpose of this study is to know hoe brand attachment is creating influence on other main components of marketing.

Problem statement:

The mostly used media is that is social media and specially face book which is 3rd most populated place in the world according to the studies. Social media and digital media has become the part of people's everyday life. As a result, it is also creating a huge impact on consumer buying behaviors and brand attachment including product's knowledge and information of purchase and consumption and via this way they are sharing their experience too so indirectly they are doing products marketing as well sometimes knowing and sometimes without knowing. Marketers have picked this idea and make it a strategy for their business and started using different channels of digital media for marketing purpose. According to the recent studies of 2017 around one-third of universally expenses are predicted to be on digital channels. And though this way we can estimate that marketing in nearer future will be totally based on digital channels which include social media email and mobile. That's why it's very necessary in today's era to learn and be aware of consumer behaviors though digital channels. A keen center on brand loyalty is important when you consider the major impact and effect of brand loyalty on any company's financial and operational performance (Chaudhuri & Holbrook, 2001) Even bloggers are using social media as A very useful and help platform for their business and earnings a good income via social media and digital channels. Not just bloggers even now everyone and anyone can start up their business via social media face book. And its creating and giving a very good impression and helping people many people are working as freelancer and even housewife while sitting at their home earning a good money and feeding their families which couldn't be possible without social media thus, social media has become a very good source of earning for people as well as all these concepts and ideas are thought provoking for us that to understand your consumer's behaviors one must know how to use these digital channels in today's world. Loyal customers have proved to spend much more on product and services, because their expenditure tend to expend and grow overtime and they consider as the cause of constructive word of mouth advertising (Aaker, 1996).

Digital marketing is a vast topic and consumer behavior is totally depending on different digital channels. Many studies have also show how social media and digital media is impacting on consumer behaviors and it can be direct or indirect which includes how interestingly people are attracted from different other people's opinions and reviews. We have seen that brand attachment has aspects of emotional attachment. The past captures more support behavior and give importance on frequent purchasing of a particular brand by consumer over after a while (Bloemer & Kasper, 1995)The research gap which we have identified is that brand loyalty plays a vital and significant role on impacting the brand attachment with the mediating factor of attachment anxiety because when you keeps on purchasing the same brands you become habitual of this and thus you buy them because it suits you and that is according to your desire so you become loyal customer of their brands and therefore, you get anxiety regarding the brand which sometimes gets low or sometimes gets high. It is estimated that when you have high attachment anxiety you feel insure and when you have low attachment anxiety you feel secure this is the research gap that we have identified because it creates a bonding a feeling a sense of pleasure and a strong relationship with the brand when you have attachment with it you don't buy any other brand in spite of the fact that other brands have more advantages other than yours because you have share of heart for that particular brand and you become its loyal customer and thus there is a role of mediating factor which is attachment anxiety which inflate and deflate the role of brand loyalty on brand attachment because when the person has high attachment anxiety he fell insecure and when he has low attachment anxiety he will feel more attached towards the brand and fell pleasure. This study is undermined and still need some research to carry out that is why we have chosen this topic.

Research objective:

By achieving these objectives mentioned below we could identify that how brand loyalty is creating the impact on brand attachment and how attachment anxiety is playing its role in inflating and deflating their relationship. by doing this research we could know what are those factors through which customer feel insecure and what are those factors through which he feel pleasure and by using these digital channels we would be able to attract more customers and it we can create brand attachment with customer which ultimately affect them in creating the brand loyalty among customers after knowing and achieving these objectives we could create brand awareness and once people got aware of your product they will start attracting towards your brand and got attached with it and thus satisfaction level will rises and once customer start satisfying with your product you can gain their loyalty. We would be able to understand consumer behaviors and though that we could attract more audience and which ultimately help them to retain their customers and gain their loyalty and once you gain their loyalty your customer will then start marketing your product though word of mouth because he would be satisfied with you will and ultimately you will achieve you most important goal for your business that is customer satisfaction.

- To find out the impact of brand loyalty on brand attachment with mediating factor of attachment anxiety.
- To find out the impact of consumer engagement on social networking sites on brand attachment with mediating factor of attachment anxiety.

- To find out the mediation impact of brand communication on brand attachment with mediating factor of attachment anxiety.
- To find out the moderating impact of emojis between brand communication and brand attachment with mediating factor of attachment anxiety.
- To find out the moderating impact of attachment anxiety between brand loyalty and brand attachment with mediating factor of attachment anxiety.

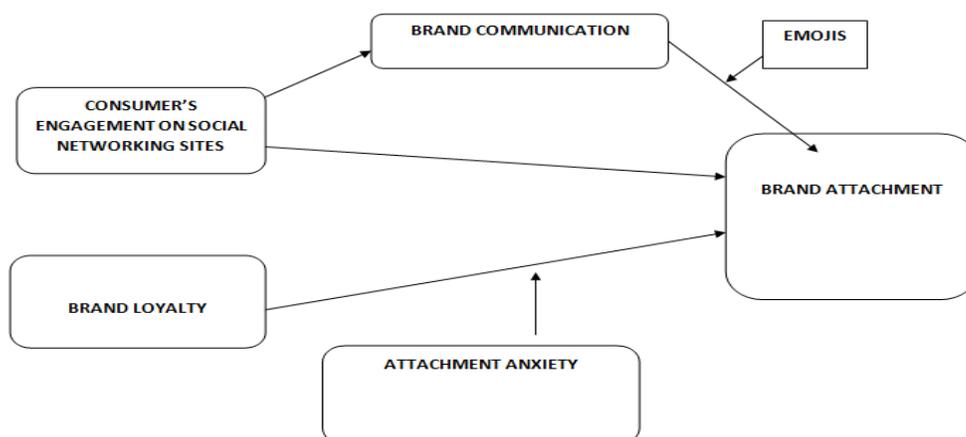
Research Question:

Which attributes are important for brand loyalty and have a mediating effect on brand attachment?

Scope of research:

Now every organization is looking for experienced and professional in this field. Every big organization keeps on working on it to bring artificial intelligence in their organization to bring new innovation technological advancement to make their work easy reliable authentic cost-effective and time effective and which ultimately, will increase and gives a positive impact on their productivity. Moreover, to create customer value and to satisfy your customer it's very important and becoming essential to use such technology that solves their problems and quires. The research which we have carried out is showing the impact of brand loyalty on brand attachment because in every organization their maximum goal is to achieve customer satisfaction and to create loyal customer in such a means to that old ones must retains and new ones should be attracted and everyone should satisfied means their brand must meet with the expectations of its customers once your customer becomes attach with your brand he won't go anywhere he will become your loyal customer brand attachment is based on brand loyalty when the customer becomes loyal he will definitely fee attached with the brand and we have also shown the mediator factor attachment anxiety which increase and decrease according to the person than inflates and deflate the relationship of brand loyalty and brand attachment with the time aspects and with its higher and lower level impacts.

Research Model:



Significance of research:

The significance of this research is too high as we have observed that this era is totally based on digital channels and when you customized the product and solve the queries of every individual customer and always stay connected to them you got to know regarding their interest and their activities and from there you can easily market your product according to the needs of customer which after buying gives them impact of satisfaction and thus is you continue providing products according to their needs they will feel attached with your brand and won't go anywhere else even if the other brand is more beneficial to them they will become your loyal customer and thus do marketing and promotions through word of mouth and over all it will impact on your business sales and results in growth and profitability in your business. Furthermore, you will see the impact of social networking sites on brand attachment and a mediating role of brand communication towards brand attachment in which among brand communication and brand attachment emojis will be playing the role of moderator as attachment anxiety is playing the role of moderator in between brand loyalty and brand attachment.

Literature Review

Social networking sites:

Studies have shown that by using social media networking sites their sales have increased rapidly. In these networking sites Twitter, Facebook, Instagram, YouTube, LinkedIn and many other apps are included whom people use in their daily life and thus it impacts on their buying behavior too. According to the research of (Kozinets & Merz, 2009), the use of these networking sites has leads customers and consumer to become more active and get attracted towards different brands. (Constantinides & Fountain, 2008) said that with these digital channels we can identified the real value of our brand. Marketers manager are facing many challenges because consumer getting more engage towards these social sites. Now Consumers thinks many times before buying a product either should buy it or not (Hinz, Skiera, Barrot, & Becker, 2011). Social networking sites including apps like Facebook, Twitter and etc have played a major role and influenced consumer to buy what is right for them and they have created awareness among people and has increased their decision making ability. The studies have shown that advertising has also shifted from radio to television and then now on every social networking sites which clearly showing the world has shifted from traditional to digital side. Social networking must be handling carefully and with new digital strategies and techniques to attract and engage more customers. (Weber & Monge, 2011).

Brand communication:

Communication is basically to build a strong reputation and image of a brand with its customers and consumers and that is the thing we called brand communication. It is basically a concept of attracting the customers towards their brands. As a result, many studies have carried out so that they can communicate through brand by using different social networking sites. (Turley & Moore, 1995) originated that brand communication played a vital role in influencing the positive brand attitude other than (Centeno et al., 2009) said that we should focused on the insight features of product to make it comparative according to the market (Zehir, Sahin, Kitapci, & Ozsanih, 2011) found that brand communication is the vital and important part to create a

relationship of your brand with your consumers. It is found that when consumer buy online brands it gives them pleasure because they buy according to their preferences and choices which gives them a good immense pleasure and thus is also gives a good impact on brands sales because consumer get enegae with your brandwhen you comuincate them (Chiu, Hsu, & Wang, 2006; Dwyer, 2007 ; Pagani, Hofacker, & Goldsmith, 2011; van dorn, 2010).

Brand attachment:

Brand attachment has many sides and its versatile concept so researchers have different point of view and perceptions regarding this. Every person who buy a product has some interest on it and it create an affection and emotional bonding with the consumer and they have some certain feeling with the brand which may be the same with other one (Thomson, Macinnis, & Park, 2005). Researchers have said that attachment is connected with the concept of psychology because it includes a variable of emotions. (Ainsworth & Bell, 1970); and (Lacoeuilhe, 2000) declared with this concept that “attachment by means of any brand is measured as a psychological erratic that divulges a continuing affective relationship bonding, in which if we separate from our brand it will gives us emotional disturbance with respect to the particular brand. We have observed that when companies interact with customers in a friendly environment there are likely chances of their growth and profitability. In comparison with of traditional channels verses digital channels, digital channels are more user friendly, reliable, professional, effective and easy to understand as a human not as a machine (Aggarwal & McGill, 2012 ; Meuter, 2005). Companies have now determined this fact that for their growth these digital channels are so important and essential to create attachment with their consumers.

Emojis:

It's facial expression a non verbal shape and symbols which is used in these social networking sites as an essential tool and its is becoming more famous day by day and keeps on updating because people used it as their virtual communications express their feelings. People often use it when they don't want to use and type long text so they prefer this emojis facility. Companies have realized this trend thus they are using this emoji facility and make strategies to attract more customers towards their brands. Even Google on world emoji day 2016 launched special emojis focusing on women's and targeting women's of different backgrounds. Studies have shown that more than 90 percent of the people who are online community use emoji in their chats and conversations. On July 14, 2016, Unicode consortium which is a nonprofit organization has declared and announced 11 new specialized emojis compromising male and female options with its 33 advanced features in which they can personalize emojis according to their choice. Digital marketers have accepted emoji as the other means of communications and they are using this feature to attract more customers and to gain their loyalty.

Brand loyalty:

When you have loyal customer they become your basic element of marketing tactics if you have loyal customer they not only generate profit but also for help you ii business development. The brand which don't have loyal customer not only losses their brand image but

also their market shares and most of all share of heart (Assael, 1994). (Oliver, 1997) established a proper framework for brand loyalty, and defining its dimensions, by having a proper centralized and organized way of cognitive (behavior), and act (buying behavior) extent. Hence, the brand loyalty has a deep root core connection with product and service in the near future, therefore, by using the repetitive things and by repurchasing brands in spite of having different factors it still creates effect and depends on situation (Oliver, 1999). The old marketing concept focuses on two more different dimensions – behavior and attitude. On other side, attitude brand loyalty has cognitive, affective, and behavior aim extent, and on the other side of the picture, behavior loyalty also effects the repurchasing of brands (Dick and Basu, 1994). Brand loyalty is most significant factor of any business through which goals got accomplished just because we want to earn profit but for our brand development and for its improvements and to create a good market image and for positioning in the mind of customers. Those who lose their loyal customer will also lose the market share and especially share of heart.

Attachment anxiety:

Persons who have low attachment anxiety they have the ability and capability to remove and minimize the obstacles moving around other peoples, and those people who have high attachment anxiety don't have as such ability to reduce and tackle up the distressing conditions and situations they don't feel good at environment and have fun with their colleges (Mikulincer, 20013). When you have insecure attachment then you have a multi dimensional which results in a de motivated and dissatisfied (Hazan & Shaver, 1994). When you have hyper activation and de activation it leads to attachment where the chances of individual being betrayal, threaten with grave penalty with cognitive and emotional directness (Mikulincer, 2003). (Whelan & Dawar, 2014) Found that different attachment approaches predicts the ascriptions of guilt subsequent product harmfulness.

Hypothesis:

Brand loyalty and brand attachment:

It's so obvious that when these digital channels are helping you in brand attachment so they will definitely also creating a good impact on brand loyalty too because of these digital channels are marketing has become easy anyone who knows how to run these channels will defiantly being able to attract and engage more customers towards them and satisfies them and once it is done your customer becomes loyal to you because with the help of these digital channels you can always interact and communicate with your customers and create attachment with them and you can always solve their problems. When they feel the pleasure and positive vibe they not only become attach with your brand but also become your loyal customer and with the help of these digital platforms you can easily got to know the interest of your customers through their profiles and it will help you in making the product which is according to the customer's needs and expectations.

Ha: There is a relationship of brand loyalty on brand attachment.

H0: There is no relationship of brand loyalty on brand attachment.

Consumer engagement on social networking sites and brand attachment:

People use to worry a lot regarding their marketing department because it was a complex process and a very difficult one to attract the peoples towards your brand. In early era most of the time even if your brand had all features good in quality and made according to the customer needs and requirements but when it comes to apply the proper marketing strategy because it was a complex process people got failed in it and thus even having all the good features people remained unaware of your product and they don't have a proper positing of your brand in their mind but now in today's era marketing has become essential yet easy and simple to attract more customers towards with the help of digital channels social media and its marketing is one aspect of digital media marketing where millions of people are running their online business and earning livelihood it has given a very good opportunity to freelancer, students, housewives, vendors and so on giant brands are running their business on these digital channels other than that television, email, messages, blogs and mobile phones have also played a important role in making a effective marketing strategy we can engage more consumer and create brand attachment through thousands of means from digital and social channels to satisfy our customers.

Ha: There is a relationship of consumer engagement on social networking sites and brand attachment.

H0: There is no relationship of consumer engagement on social networking sites and brand attachment.

Brand communication and brand attachment:

When you communicate with your customers by any means there is lot of chances of the customer that they will retain and become attached with your brand because when you always connected with them and solve their quires and deal them individually they will feel the pleasure and attachment with your brand they always prefer your brand over other brands because of that particular attachment. Brand communication in any business is the core part without which customer will not get aware of your brand until or unless you won't communicate from them through brand awareness they will get to know about your brand and once they buy your brand and its matches with their expectation your customer will get satisfied and once they get satisfied they will always feel attachment with your brand. Brand communication means to stay connected with your customer and either verbally or nonverbally and you can do this communication have to do effective communication with the help of these mediums by using social networking sites so that people got interacted and become attached with your brand.

Ha: There is a relationship of consumer engaged on social networking sites and brand attachment mediated by brand communication.

H0: There is no relationship of consumer engaged on social networking sites and brand attachment mediated by brand communication.

Emoji and brand attachment:

Emoji is a new trend which is creating a huge impact on brand attachment and people are getting so much attracted and attached with the use of emojis in content emoji is often used when

you don't want long text and want to communicate with people. Emojis are illustration that attract millions of people especially social media lovers and that is why emojis are often used in face book, snap chats, insta-gram and similar apps and through this way they not only attract and able to create brand attachment nationally but internationally and thus can create more positive brand image worldwide free of cost.

Ha: There is a relationship of emoji on brand attachment.

H0: There is no relationship of emoji on brand attachment

Attachment anxiety and brand attachment:

Attachment anxiety is basically depended on its two moods either high level or low level if you feel the pleasure positive vibe you have high level of attachment anxiety that you cannot live without your brand and you feel high level of attachment anxiety when you don't have your brand and when you have many other brands and you are not the loyal consumer and customer of particular brand then you have low attachment anxiety that you aren't attached with your brand and you always buy 2 or more brands of the same category and you don't enjoy and have fun with your one particular brand.

Ha: There is a relationship of attachment anxiety on brand attachment.

H0: There is no a relationship attachment anxiety on brand attachment.

Methodology

Data collection method:

We practically apply our questionnaire in investing that either emoji impact on brand attachment more than textual languages on social networking sites and impact of brand loyalty on brand attachment moderating role of attachment anxiety we have conducted our research on different areas, organization and universities who are always engaged in using these social media because in different areas every type of people is using social media like face book , instagarm, twitter, snap chat ad etc. we choose different organizations because they cannot work without applying marketing strategies as it is the core part for the growth of their business these social media help them in achieving growth like emails and social media television and we choose different universities because students cannot live without social media, television and mobile phones. we have done field study we visit different areas like defense, Clifton, north Karachi, north Nazimabad and lyari because as we said digital channels has become our social need and basic need so after visiting these areas we have determined that we were right when we said this because we have targeted all social classes. We have chosen these units of analysis because these peoples without targeting a particular age social media have become our basic needs and without these social media we won't have opportunities and growth we will left behind if we didn't use these digital channels. We have applied descriptive study because we have done deep analysis of our target audience we have identified their occupations, ages, emails, income and other related information. Our type of investigation with our respondent was correlations study because we have identified the impact of brand loyalty and consumer engagement on social networking sites on brand attachment and thus both are correlated with each other. Our researcher interference in this study is a maximum and because our study is correlated we have done our correlation study

in non- contrived environment which basically means to done study on reality based on grounds and in natural environment. Our unit of analysis was based on different cultures and organizations and universities that are and that is the reason why our time horizon is cross sectional which consumed same time frame in different organizations.

Sample size:

We have used a convenience sampling in which we have 350 participants to fill our questionnaire we don't have targeted particular age but mostly they were young generation, adults, business man, marketers, students, housewives, vendors, entrepreneurs, employees, labor, bankers and working women and so on we target both females and males. In our questionnaire mostly out of 500 only 350 people submitted questionnaire in which 300 answers were right and giving us a positive outcome while the other 50 giving us negative outcome and wrong answers. The greater part of people using social media consists of 18-40 age and most of them among them are employees and students. We have chosen 350 sample sizes for our questionnaire because it is not too small or too large it is natural and it's is not that much necessary to have a large sample size important thing is the answers should be right. If there will be small size of sampling, then our data will be statistically easy to perform it will be easy for the researchers to work on software and definitely those people which have submitted us wrong answers such answers will be eliminated from our data when we will go for software work because otherwise it will give us wrong statically results.

Technique of sampling:

We have done descriptive study because we have done deep analysis that why people are using social media also we analysis do people know the brand loyalty impact on brand attachment with moderating effect of attachment anxiety why it has become so essential for them and thus our descriptive study was post positivism which is a research paradigm. We have done study cross sectional study as we have chosen different organizations and the time frame was equal everywhere we mostly spend 1-hour time at everyplace because our we have small sample size. The questionnaire was made on the impact of brand loyalty on brand attachment in which brand loyalty is our independent item and brand attachment is our independent factor and we have showed their relation and impact on consumer commitment and engagement on social networking sites on brand attachment and the mediator brand communication is the mediating role on consumer engagement social networking sites on brand attachment and emojis playing a moderating role on brand communication and brand attachment. In our questionnaire we have asked general questions to get to know that is people are aware of their importance and impact or not we have also asked that importance of social media in their life and in their daily routine we have asked that how often they use social media and in a day how much they spend their time on these social media. Then in brand attachment we ask people using social media sites on brand attachment and according to them how important brand awareness is for marketing purpose and for the growth of their business then afterwards in customer brand loyalty we ask that do they agree that to get loyal customer is the ultimate goal of every organization and it wouldn't be possible without these social media strategy because it is the core part and must be done effectively in order to achieve our goals last but not least in brand communication we ask them do they think that communicating won't be possible without these social media to create brand

attachment we ask that do they agree that because of these social media we can always communicate and interact with our customer and attachment anxiety moderating role in between brand loyalty and brand attachment and emojis moderating role in between brand communication on brand attachment.

Instrument for data collection:

We have used likert scale ranging from strongly agree to strongly disagree in an ordinal data 1-5 in which (5= strongly agree, 4= agree, 3= neutral, 2= disagree, 1= strongly disagree). Our constructs are taken from **brand attachment** (Didier Louis & Cindy Lombart, 2010) **social networking sites** (Abhishek Dwivedi, Lester W. Johnson, Dean Charles Wilkie & Luciana De Araujo-Gil, 2018) **brand loyalty** (Douwe van den Brink, Gaby Odekerken-Schroder & Pieter Pauwels, 2006) **emojis** (Sarah Alismail & Hengwei Zhang, 2018) **brand communication** (Cemal Zehir b , Azize uahina , Hakan Kitapçib & Mehtap Özüahinb , 2011) attachment anxiety(Arnold Japutra, Yuksel & Ekinici, Lyndon Simkin, 2018).

Statistical Techniques:

For reliability, validity and model fitness of our results we have done our confirmatory factor analysis which lies under measurement model and then later we have done R square, hypothesis testing and variances testing which lies under structural model and these both model measurement and structural lies under the category of structural equation model (SEM) which is used for regression and it is a advanced version of regression. We have used Amos graphic and SPSS statistic 17.0 software for structural equation model and for statistical analysis.

Data Analysis and Results

Demographic Frequencies					
		Age	Gender	Income	Qualification
N	Valid	300	300	300	300
	Missing	200	200	200	200

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20years	50	10.0	16.7	16.7
	21-30	44	8.8	14.7	31.3
	31-40	83	16.6	27.7	59.0
	41-50	58	11.6	19.3	78.3
	51-above	65	13.0	21.7	100.0
	Total	300	60.0	100.0	
Total		500	100.0	100.0	

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	158	31.6	52.7	52.7
	FEMALE	142	28.4	47.3	100.0
Total		300	60	100.0	

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25000	26	5.2	8.7	8.7
	26000-30000	44	8.8	14.7	23.3
	31000-40,000	99	19.8	33.0	56.3
	41000-50000	68	13.6	22.7	79.0
	Other	63	12.6	21.0	100.0
Total		300	60	100.0	

Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	35	7.0	11.7	11.7
	Intermediate	47	9.4	15.7	27.3
	Bachelor	57	11.4	19.0	46.3
	Master	100	20.0	33.3	79.7
	Diploma certificate	61	12.2	20.3	100.0

Frequency of demographic:

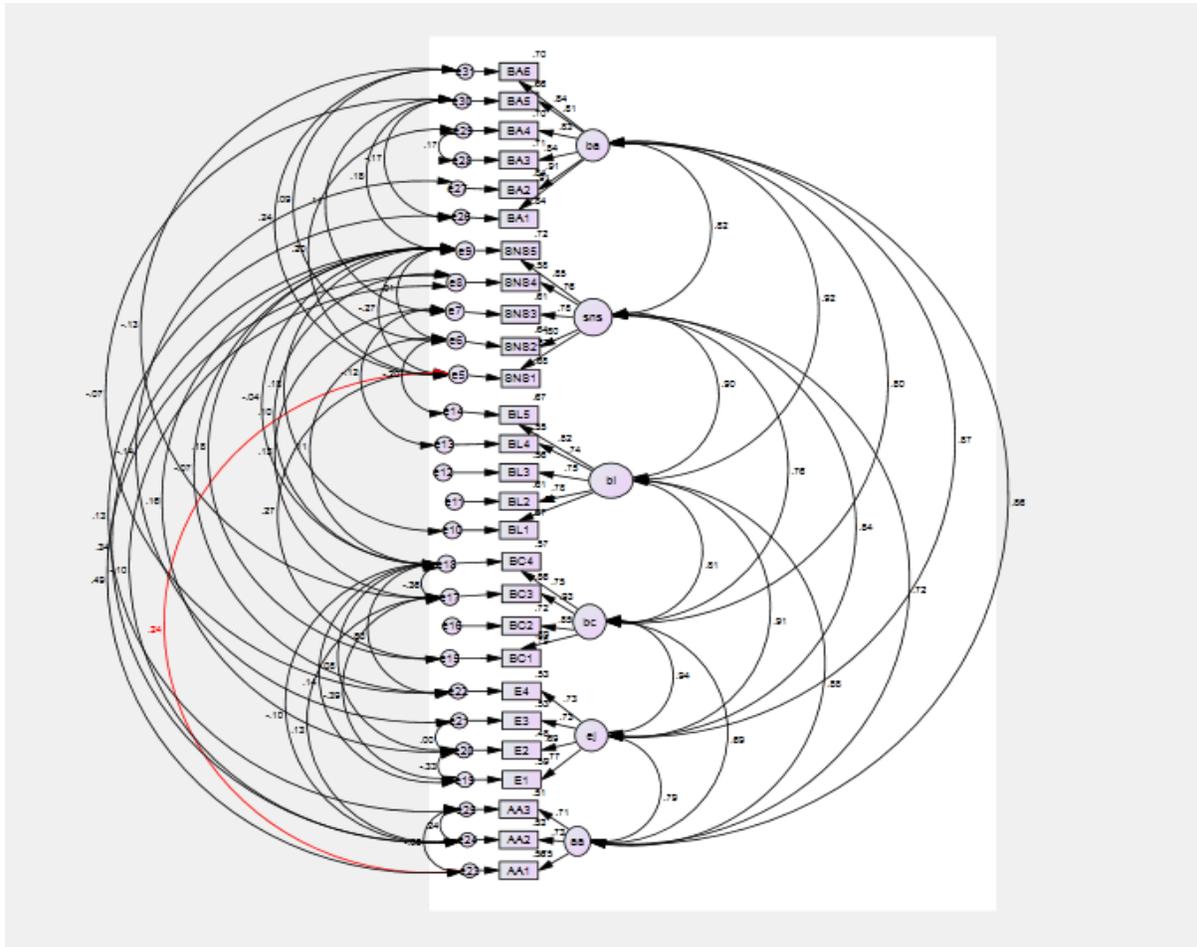
Demographic descriptive statistics of our respondents are shown in the above mentioned tables. This demographic descriptive statistic information is the first section of our questionnaire. Our total respondent was 300 out of which male frequency is 158 with the percentage of 31.6% and females are 142 with the percentage of 28.4% which is clearly showing that most of the respondents were male. After the frequency and percentages most of the respondents were lie between the age categories of 31 to 40 years with the percentage of 16.6%. Most of the respondents are having an income of 31,000 to 40,000 with the percentage of 19.8% furthermore, the respondents are having a qualification of Masters with the percentage of 20.0%.

Amos Test for Reliability and Validity:

Justification:

We have applied AMOS test to check the validity and reliability of our research and we have found that after naming the unobserved variables and after its co variance and making some checks output file and estimating variables our test run turns red from blue as our estimated variables names were brand attachment, brand communication, brand loyalty, emojis, attachment

anxiety and social networking sites in which brand attachment were acting as independent variable brand loyalty as independent variable brand communication as mediator and attachment nicety and emojis as moderator and thus, our results analysis war correct statically.



Model Fit Summary:

CMIN/DF	P	CFI	TLI	RMSEA
2.344	.000	.951	.937	0.67

Table No 02

Interpretations:

Chi-square /df: 2.344 which is less than 3 and p. value: 0.000 which must be greater than 0.00 or up to 0.000 then our Comparative fit index (CFI) is .951 which is greater than 0.90 our Tucker-lewis index (TLI) is .937 which is greater than 0.90 our Root mean square error of approximation (RMSEA) is 0.067 which less than 0.80 Degree of freedom: (405 – 92): 313 and 92 is less than 313.

Confirmatory Factor Analysis for Reliability and Validity:

Construct/Indicators	Standardized Factor Loading (CFA-AMOS)	Construct Reliability		Construct Validity		
		Cronbach's alpha	Composite Reliability (CR)	Convergent Validity Average Variance Extracted (AVE)	Discriminant Validity Maximum Shared Variance (MSV)	Average Shared Variance (ASV)
Table No: 03 Reliability & Validity Brand		0.944	0.945	0.741	0.64	0.633
Attachment :						
Brand attachment:1	.91					
Brand attachment :2	.91					
Brand attachment:3	.85					
Brand attachment :4	.84					
Brand attachment :5	.81					
Brand attachment :6	.84					
		0.906	0.905	0.657	0.64	0.546
Social networking sites:						
Social networking sites:1	.81					
Social networking sites:2	.82					
Social networking sites:3	.80					
Social networking sites:4	.78					
Social networking sites:5	.84					
		0.887	0.888	0.613	0.57	0.546
Brand loyalty:						
Brand loyalty:1	.82					
Brand loyalty:2	.78					
Brand loyalty:3	.75					
Brand loyalty:4	.74					
Brand loyalty:5	.82					
		0.817	0.920	0.743	0.56	0.483
Brand communication:						
Brand communication :1	.89					
Brand communication :2	.92					
Brand communication :3	.71					
Brand communication:4	.71					
		0.904	0.824	0.541	0.53	0.473
Emojis:						
Emojis:1	.78					
Emojis:2	.63					
Emojis:3	.73					
Emojis:4	.79					
		0.792	0.797	0.568	.051	0.46
Attachment anxiety:						
Attachment anxiety:1	.74					
Attachment anxiety:2	.76					

Attachment anxiety:3 .76

Reliability and Construct

Validity Thresholds: >0.70 CR > 0.70 AVE>0.50
[Suggested by Fornell (Nunnaly,1967) and Larcke (1981)] CR>AVE

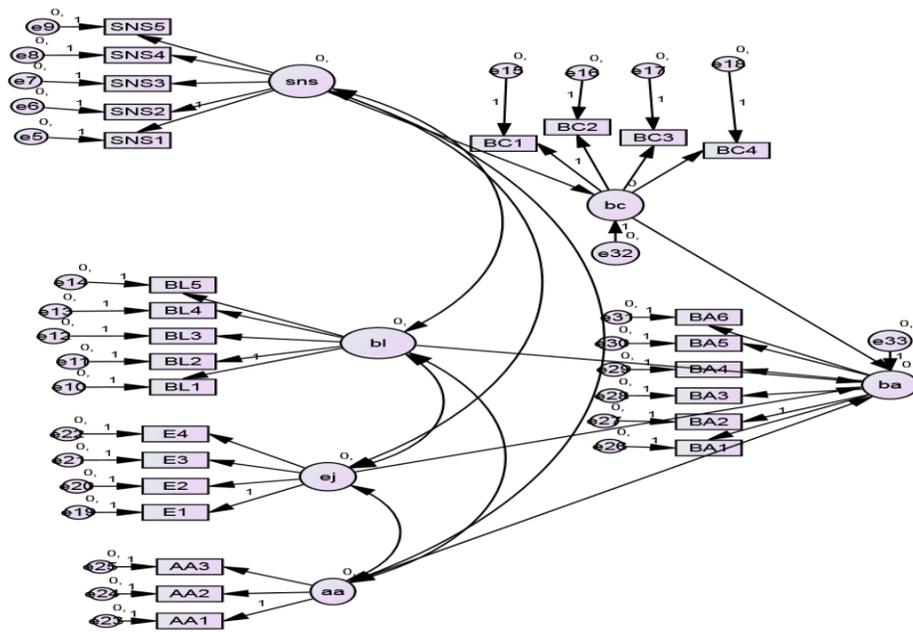
Interpretation:

The outcomes in this confirmatory factor analysis is valid and reliable as all values are laying according to their requirement we can see the Standard factor loading values are not less than 70% which means our data is significant and in the category of construct reliability both cronbach alpha are above 70% as expressed by (Nannaly,1967) and composite reliability are also greater than 70% which means data is significant our convergent validity which AVE is not less than 0.05 and in the category of discriminate validity our MSV and ASV is less than AVE which means data is significant. These all factors were according to the standards and every factor is clearing showing its importance not relating or showing any other variables or factors importance but of its own.

Hypothesis mediation testing:

Justification:

We have done our hypothesis testing for the purpose of finding out the relationship between dependent variables and independent variables and we have done mediation testing to find out the impact of brand communications as mediation on social networking sites as independent variable and brand attachment as dependent variable. We have caped the dependent variable and mediating variable and name the unobserved variables and thus after checking the direct indirect effect and after applying bootstrapping we found our result and brand communication were acting as mediator on social networking sites which was our independent variable and on brand attachment which was our dependent variable.



Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	ej	bl	sns	aa	bc	ba
bc
ba103
BA6	.386	.861	.101	.101	.112	...
BA5	.381	.873	.099	.104	.105	...
BA4	.383	.865	.101	.110	.107	...
BA3	.375	.857	.090	.103	.109	...
BA2	.397	.869	.105	.110	.109	...
BA1	.394	.873	.103	.109	.110	...
AA3
AA2
AA1
E4
E3
E2
E1
BC4002
BC3002
BC2002
BC1002
BL5
BL4
BL3
BL2
BL1
SNS5
SNS4
SNS3
SNS2
SNS1

To examine the mediation effect brand loyalty, social networking sites are taken as independent variables and brand attachment is taken as dependent variable where as brand communication is acting as mediator between social networking sites and brand attachment. The indirect effect of BA shows BC has insignificant relationship of 0.05 at confidence intervals. Moreover, the indirect effect of BA shows the insignificant relationship of EJ, BL, and SNS AND AA with dependent variable BA at 0.05 confidence interval and BC4, BC3, BC2, and BC1 has significant relationship with its independent variable at 0.05 confidence interval.

Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	ej	bl	sns	aa	bc	ba
bc002
ba	.394	.873109	.110	...
BA6001
BA5001
BA4002
BA3001
BA2001
BA1
AA3002
AA2002
AA1
E4	.002
E3	.001
E2	.001
E1
BC4001	...
BC3002	...
BC2001	...
BC1
BL5003
BL4001
BL3002
BL2001
BL1
SNS5003
SNS4002
SNS3003
SNS2002
SNS1

The direct effect of EJ, BL and AA is somewhere showing the insignificant relationship with its dependent variable BA and only SNS is showing the significant relationship with BA and on the other hand brand communication is showing the insignificant relationship with its dependent variable BA which was brand communication which means there is no mediation.

Hypothesis using mediation:

			Estimate	S.E.	C.R.	P	Label
Bc	<---	Sns	.861	.063	13.765	***	
Ba	<---	Bc	.126	.049	2.556	.011	
Ba	<---	Bl	.270	.581	.465	.642	
Ba	<---	Ej	.557	.530	1.051	.293	
Ba	<---	Aa	.402	.142	2.821	.005	
SNS1	<---	Sns	1.000				
SNS2	<---	Sns	.997	.062	16.051	***	
SNS3	<---	Sns	.994	.062	15.993	***	
SNS4	<---	Sns	.947	.062	15.239	***	
SNS5	<---	sns	1.040	.062	16.904	***	
BL1	<---	bl	1.000				
BL2	<---	bl	.960	.061	15.671	***	
BL3	<---	bl	.907	.061	14.915	***	
BL4	<---	bl	.925	.064	14.519	***	
BL5	<---	bl	1.028	.061	16.837	***	
BC1	<---	bc	1.000				
BC2	<---	bc	.837	.034	24.354	***	
BC3	<---	bc	.851	.032	26.658	***	
BC4	<---	bc	.788	.054	14.634	***	
E1	<---	ej	1.000				
E2	<---	ej	.756	.070	10.837	***	
E3	<---	ej	.897	.064	14.016	***	
E4	<---	ej	1.023	.067	15.351	***	
AA1	<---	aa	1.000				
AA2	<---	aa	1.098	.090	12.167	***	
AA3	<---	aa	1.087	.089	12.160	***	
BA1	<---	ba	1.000				
BA2	<---	ba	.895	.035	25.852	***	
BA3	<---	ba	.802	.037	21.519	***	
BA4	<---	ba	<u>.812</u>	.038	21.314	***	
BA5	<---	ba	.757	.039	19.364	***	
BA6	<---	ba	.830	.039	21.280	***	

This mode of hypothesis estimates clearly says that brand communication the mediating factor doesn't has the significant relationship with BA, AA and EJ on the other hand SNS is showing a significant impact on BA and most of all BL is showing insignificant relationship with BA.

Moderator:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841 ^a	.707	.705	.63590

a. Predictors: (Constant), Zscore(sns), Zscore(ej)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	289.886	2	144.943	358.442	.000 ^a
	Residual	120.098	297	.404		
	Total	409.983	299			

a. Predictors: (Constant), Zscore(sns), Zscore(ej)

b. Dependent Variable: ba

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.394	.037		92.442	.000
	Zscore(ej)	.676	.057	.577	11.783	.000
	Zscore(sns)	.366	.057	.312	6.382	.000

a. Dependent Variable: ba

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.749	.747	.58915

a. Predictors: (Constant), Zscore(bl), Zscore(aa)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	306.896	2	153.448	442.094	.000 ^a
	Residual	103.087	297	.347		
	Total	409.983	299			

a. Predictors: (Constant), Zscore(bl), Zscore(aa)

b. Dependent Variable: ba

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.394	.034		99.778	.000
	Zscore(aa)	.295	.048	.252	6.090	.000
	Zscore(bl)	.782	.048	.668	16.138	.000

a. Dependent Variable: ba

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 ^a	.726	.724	.61554

a. Predictors: (Constant), MOD22, Zscore(sns), Zscore(ej)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	297.832	3	99.277	262.021	.000 ^a
	Residual	112.152	296	.379		
	Total	409.983	299			

a. Predictors: (Constant), MOD22, Zscore(sns), Zscore(ej)

b. Dependent Variable: ba

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.545	.048		73.117	.000
	Zscore(ej)	.605	.058	.517	10.499	.000
	Zscore(sns)	.382	.056	.326	6.871	.000
	MOD22	-.198	.043	-.148	-4.580	.000

a. Dependent Variable: ba

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.753	.751	.58432

a. Predictors: (Constant), MOD11, Zscore(aa), Zscore(bl)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	308.921	3	102.974	301.600	.000 ^a
	Residual	101.062	296	.341		
	Total	409.983	299			

a. Predictors: (Constant), MOD11, Zscore(aa), Zscore(bl)

b. Dependent Variable: ba

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.466	.045		77.022	.000
	Zscore(aa)	.284	.048	.242	5.872	.000
	Zscore(bl)	.729	.053	.623	13.856	.000
	MOD11	-.102	.042	-.088	-2.435	.015

a. Dependent Variable: ba

Interpretations:

R2 value .749 and which changes to .751 in between brand loyalty and attachment anxiety and R2 value in between sns and emojis were .707 which changes to .726 and anova values are 0.000 which changes to 0.000 and the difference between beta values in coefficient

table are beta and t values also showing the difference in their values as well as the mentioned below graphic lines are clearly intersecting which each other's means there is a moderation effect.

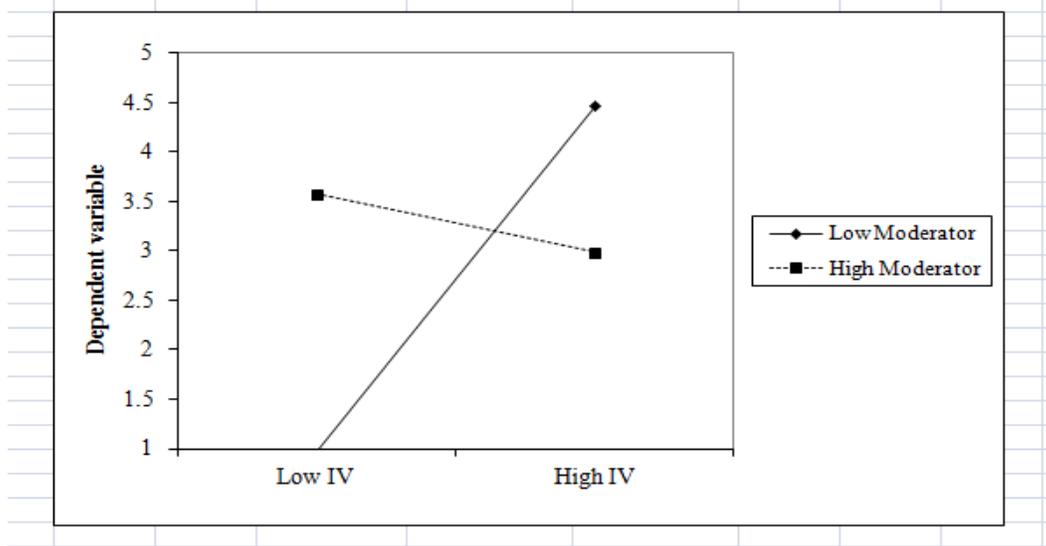
$$Y = a + bx + e$$

$$BA = a + b (sns) + b (11) + e$$

$$BA = a + b (bl) + (22) + e$$

$$BA = a + bsns + b11 + bsns11 + e$$

$$BA = a + bbl + b22 + bbl22 + e$$



Conclusion

To conclude this research, we have assumed the effect of brand attachment on other variables where some are playing the role of mediation and while some are playing the role of moderator in a study where social networking sites are also playing a vital role on brand attachment and brand loyalty is also giving impact on brand attachment. We have seen the buying behavior of people from Pakistani perspective and from their perception because there is a large population using social networking sites and there is a lot of consumer engagement which we can achieve and see companies doing through social networking sites.

Discussion:

We have seen that if we have these social networking sites we can engage more consumers and which can attach them with our brand through we have seen that it direct impact directly but instead brand communication is the mediating factor which showing the relationship of consumer's engagement on social networking sites on brand attachment because without communicating regarding your brand it is impossible to get people know about your brand and if

they don't know about your brand how they able to get attachment with it and then there is moderating role of emojis because it's a trend where people often get attract with stuff and content like where emojis is used so definitely it inflate the relationship of consumer using social networking sites towards the attachment of their brands and it also help in communicating them to get attached with brand. The research gap what we have identified is that there is brand loyalty on which brand attachment is dependent because if there is no attachment with the brand then there is no concept of brand loyalty so they both have a relationship with each other and attachment anxiety here is the variable which is working as a moderator in between brand loyalty and brand attachment because if there is high level of attachment anxiety it will inflate these two variables relationship and if there is low level of attachment anxiety them it will deflate the relationship of brand loyalty and brand attachment. We have discussed that what actually role the emojis are playing in the text languages on social networking sites where the world is roaming around as this era is the era of digital media where every person is having his own online business and activities all the companies are getting huge amount of profit from these social networking sites its has become the hub and central place of the world where everyone and anyone can purchase and sell their products of their own choice so the use of emojis in their textual language plays a vital role in brand attachment because later on the customer and consumer becomes loyal and thus in this study we have also assumed that their is attachment anxiety which deflate and inflate the loyalty of customer through which they get attached to towards the brands.

Limitation:

In this research article we have concentrated on the relationship of consumer engagement on social networking sites, brand loyalty and brand attachment. Regardless of any other measure other than brand communication, attachment anxiety and use of emojis. This research was carried out from Pakistani consumers and thus to make it more generalized we can have other nations and cultures perspectives furthermore, for more future research we have other variables with a depth qualitative study.

Recommendation:

The mediating role of brand awareness and customer satisfaction can be done for future research. A longitudinal causal studies can be done to find out the relationship of these variables with the new one with buying behavior decisions because may be in future brand communication may change and make advanced with some other variable to give a mediating impact on brand attachments or to any other dependent variable may be in future social networking sites advanced with digital technology furthermore, this study could be done in more non contrived environment.

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