

# IMPACT OF BRAND TRIBE CHARACTERISTICS ON RELATIONAL OUTCOMES: THE MEDIATING EFFECT OF BRAND TRIBE COMMITMENT IN SRI LANKAN ELECTRICAL MATERIAL SECTOR

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## Abstract

Empirical research is needed to determine the efficacy of marketing efforts about long-term brand tribe behaviours, while post-evaluations are uncommon in the electrical industry in Sri Lanka. A survey questionnaire was used to elicit responses to determine the impact of Brand Tribe Characteristics on Relational Outcomes and the mediating effect of Brand Tribe Commitment, which is critical knowledge for determining marketing returns on investments. In terms of brand implications, brand commitment has been extensively examined and identified as a component of a brand evolution that functions as a mediator in brand relationship behaviour. The study used a sample size of 100 individuals and applied stratified sampling as the sampling method while using SPSS 23 as a tool for the data analysis. The research found that all the variables have reliable for further analysis and the total of the participants are male electricians. After the analysis, the researcher found that there is a substantial association with Brand tribe characteristics on Brand Advocacy, Brand Loyalty, Repurchase Intention, and Word of Mouth Intention. Nonetheless, the hypothesis that Brand tribe Characteristics have not significant on Brand tribe Commitment as a mediator and Brand tribe Commitment has an association with Brand tribe Relational Outcomes is not substantiated. As noted, additional research is urged to investigate the effect of brand tribalism on brand behavioural intention while considering the study's limitations and research gaps in the same context.

**Keywords:** Brand community, Brand tribe, Brand tribalism