

# Communal consumer-fashion brand relationship norms among Indian consumers

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Cite as:

Sarkar Juhi, Sarkar Abhigyan, S. Sreejesh (2020), Communal consumer-fashion brand relationship norms among Indian consumers. *Proceedings of the European Marketing Academy*, 49th, (62414)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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## **Abstract**

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Abstract The aim of this research is to empirically investigate how consumer-fashion brand relationship, re-patronage intention and commitment are influenced by prevailing consumer-brand relationship norms. The brand relationship norms are structurally analogous to communal relationship norms existing in case of interpersonal relationships. Data was collected by conducting survey among university students. Data was analyzed using MANOVA and Preacher and Hayes (2008) techniques. The study results show that relationship norms predict attachment styles, and attachment styles in turn lead to brand relationship outcomes through the mediation of brand love. Key words: Communal relationship; attachment style; brand love. Track: Consumer Behavior

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