

Improving Brand Relationship with Consumer: Anthropomorphism Role in Brand Communication over Social Media

Dr. Vir Ved Ratna

Associate Professor, Jaipuria Institute of Management, Lucknow, UP, India

Abstract: Recently, in various industries, Brand Anthropomorphism (BA) is considered an effective marketing as well as a communication tool. Social Media (SM) of Brand Communication (BC) has been mainly focused on by the prevailing studies in an attempt to comprehend its effects on BA. However, it has received considerable attention in BC on SM regardless of the elevation in BA. Nevertheless, in the Consumer-Brand Relationship (CBR), there was yet little understanding of BA of BC. Therefore, to enhance the brand's relationship with the consumer, a study was presented to analyze the role of anthropomorphism's impact on BC over SM. Furthermore, the customer behavioral intentions and engagement with SM are investigated and the relationship betwixt consumer brand and BAs are explored. By utilizing a methodology of random sampling technique, the sample has been gathered as of 413 respondents. Moreover, for the analysis of the hypothesized relationship among study variables, Structural Equation Modeling (SEM) was utilized. The outcomes exhibited that the relationship betwixt BC over SM and the anthropomorphism of consumer brands are highly mediated by innovativeness, confidence, convenience, attitude, and BA. The analysis of Pearson's correlation exhibited that a significant coefficient of Pearson's coefficient value (0.783) was attained by BA. Overall, it signified that the CBR is significantly enhanced by the anthropomorphic brand over SM.

Keywords: Anthropomorphism, Social Media, Brand relationship with consumer, Consumer behavior, Brand communication.

1. Introduction

SM has seen a significant transformation in the last ten years. According to recent statistics, the number of people accessing the Internet goes beyond two billion four hundred thousand, which is nearly 34% of the world's populace [1]. A significant marketing channel that changed the way that consumers as well as brands communicate with each other and become an attractive outlet for brand and promotion is SM. Regularly, the brands post the post on Twitter, Facebook, and Instagram on SM. Consumers could follow as well as engage with them actively by liking, sharing, or commenting on their posts [2, 3]. Generally, owing to SM's potential for engagement along with collaboration with consumers, companies had embraced SM. Marketers could acquire rich, unmediated consumer insights quicker than ever before through SM. They also could foster loyalty via networking [4]. Advertising is a key communication strategy for engendering a favorable evaluation, higher purchase intentions, and improved sales performance. An effective advertisement must be created by the advertisers to acquire customers' attention. Humanizing the

brand, which is named anthropomorphism, is one such innovative way to gain attention [5]. Figure 1 exhibits the impact of BA on consumer behavior toward brand relationships.

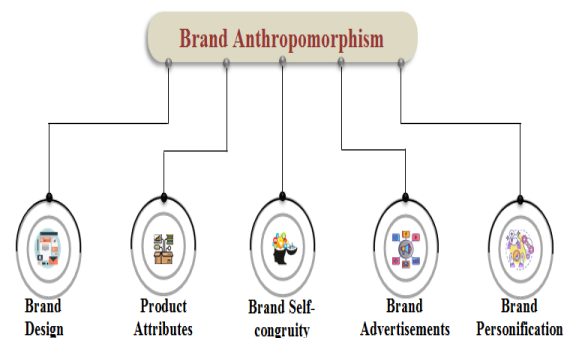


Figure 1: Impact of Brand Anthropomorphism

The tendency to view human-like shapes in the process of inductive inference is named Anthropomorphism by which human characteristics along with conscious feelings are attributed to abstract concepts, brands, and mental as well as emotional states that people perceive to be distinctly human. BA is conceptualized as a multidimensional

superordinate construct [6, 7]. BC is a vital element of the student of consumer experiences to specify the level of fulfillment of brand promises. BC ground on how the brand markets itself via both internal and external communication on marketing. The relationships organizations can manifest betwixt customers in marketing and their brands have to become a significant focus. The relationship of consumer-brand's win-to-win is that satisfaction is derived by the customer via greater attachments to brands and those firms clearly understand and respond to the customer requirements to engender more brand loyalty as well as profitability [8, 9]. As a result, SM has become a significant platform for brand and customer communication, and marketers struggle to build long-lasting CBRs on social media with their customers. Therefore, a significant role in BC and relationships between brands and consumers has been played by BA [10]. Therefore, the presented study was intended to create a brand relationship with consumers. It also investigated the role of anthropomorphism in BC over SM for an enhancement of brand relationships. This study's objective is to explore the engagement and behavioral intentions outcomes of SM users and analyze the relationship of BAs towards the brand consumer.

The paper's structure is enlisted as: section 2 signifies the related works, research methodology is signified in Section 3, section 4 illustrates the result and discussion of the analysis, along with section 5 concludes the paper with future scope.

2. Related Work

Taeyeon Kim *et al.* [11] intended to discover the effects of BA on relationships betwixt consumer-brand in a social marketing context. From 68 female college students having a Facebook account, the data has been gathered. The outcome has been analyzed as well as discussed by employing a longitudinal experiment. By utilizing a one-way Multivariate analysis of variance (MANOVA), a hypothesis has been engendered and tested. A study outcome exposed that there was a significant impact of anthropomorphism for every dependent variable of relationship-partner-quality inferences ($F=4.06$, $P<.05$), social presence

($F=11.20$, $p<.01$), along with attitude towards the brand ($F=7.18$, $P<.01$). This study has certain limitation-one was that the effect of brand personality was not excluded and another one was that this study contains '2' sorts of brand personality to elevate the generalizability; nevertheless, these findings still rely on limited sorts of brand's transgressions.

Simon Hudson *et al.* [12] examined the SM influence on the interactions in the CBR. From 533 customers in '3' countries of U.K, France, and the U.S, the sample has been gathered and surveyed. For the outcome analysis, a Multiple Regression (MR) analysis has been employed. The outcome resulted that SM was positively associated with brand relationship quality of higher anthropomorphism. Moreover, it also exposed that the cross-national assistance for the proposition that engages the customers through SM was related to a high relationship betwixt consumer and brand relations. Moreover, the country samples were not large adequate to discover the effects of diverse sorts of SM on perceptions and behaviors.

Mengwei Zhang *et al.* [13] investigated the impact of BA, brand distinctive, as well as warmth on brand attitude. For testing the mediating impact of warmth as well as competence, a Stereotype content scheme was utilized in this study. From 200 university students, a questionnaire sample has been gathered. Additionally, by utilizing a post hoc analysis model, a hypothesis has been engendered and tested. Finally, the outcome exhibited that anthropomorphism might elevate the attitudes of consumers when the brand was positioned to be prominent; however, there was no effect on the attitude of consumers when the brand was positioned to be distinct. However, a sample, which has been chosen as of university students in this study, could limit the finding's generalizability.

Urška Tuskej Lovsin and Klement Podnar [14] analyzed the relationship among Consumer Brand Identification (CBI), BA, Brand Prestige (BP), and Consumer Brand Engagement (CBE) activities on SM. For the results' analysis, a theoretical model has been presented in this study. Here, from the online survey as of an online panel of consumers in Slovenia, data has been gathered. The outcome

illustrated that the consumer's active engagement was positively affected by the CBI, which also mediates the impact of BA and BP on CBE with corporate brands. It also specified that the prestige of anthropomorphism as well as corporate brands were found to influence the CBI positively. The limitation here was that the exclusion of responses for product brands led to a smaller sample that brought the deficiencies for further comparisons among brand categories and brand types.

Perez-Vega *et al.* [15] intended to explore the impacts of anthropomorphic tourism brands on Facebook fan pages visually appealing in SM. From 630 usable responses as of a pool of online tourism brands over '3' months in 2014, a sample of a study has been gathered. The outcome has been analyzed by employing Partial Least Square-SEM (PLS-SEM). Lastly, the outcome study exhibited that the consumers were positively engaged by the SM platform with human-like characteristics. It also exhibited that the influence of experiential flow on utilitarian value was mediated partially by fan page engagement. The limitation here was that it concentrated on '2' desirable outcomes of behavioural intention and fan page engagement.

Kuan-Ju Chen *et al.* [16] investigated the strategies of brand personification of global marketers in SM. From the ever-changing SM context's snapshot analysis, data has been gathered. Moreover, to find anthropomorphic responses, linguistic analysis has been utilized. The study signified that the strategies of brand personification and consumer anthropomorphism in the SM domain realized the CBRs. Here, the data were gathered only in the SM context's snapshot analysis; this might limit the study outcome's generalizability.

Joo Young Kim *et al.* [17] analyzed the effects on brand effect and trust and personality structure of brands on social networking sites. From 565 university students in Korea, the sample has been gathered. The '6' dimensions of agreeableness, warmth, conscientiousness, openness, contentiousness, and extraversion have been measured by utilizing confirmatory and exploratory factor analysis. They were yielded on Social Networking Sites (SNS). The outcome suggested that the brands with which consumers

interrelate on SNSs have more human-like personalities than those as of SNS devoid of brands. Moreover, brand effect and trust were affected by the personality dimensions to varying degrees. However, the samples, brands, and SNS utilized were not represented in this study.

Jing (Taylor) Wen and Baobao Song [18] intended to analyze the corporate ethical branding on YouTube with the strategies of Corporate Social Responsibility (CSR) and BA. The advertisements of CSR and user comments on YouTube were examined by Fortune 500 companies by employing content analysis. The study signified that the CSR communication model has been considered to be the most significant effect on SM. Furthermore, it exhibited that brand personality was demonstrated by the BA and CSR. The limitation here was that the study sample has been taken as of US Fortune 500 companies, which limits the study outcome's generalizability. The understanding of the involvement strategy as well as BA was limited by employing a quantitative content analysis in this study.

Sreejesh, *et al.* [19] examined the interactivity of the media role as well as its effect on the reaction of customers toward the SM advertisement. After that, the role of intervening in a flow experience along with the aspects of the conditional role of relevant messages was explored. From the 280 respondents who were active on both LinkedIn and Facebook at large Indian Universities, the data has been gathered. After that, a hypothesis that has been tested by utilizing a Multivariate Analysis of Covariance (MANCOVA) was examined in this study. The findings specified that the advertisement reactions of consumers were hurt by the interactivity. Additionally, it illustrated that the audience interest and expected outcomes were not engendered by the low interactivity. The advert's evaluation presented could vary the outcomes across age groups and geographical contexts owing to the media interactions. Further, this study was orientated toward the '2' necessary boundary conditions, which could shape the adverse impact of huge media interactivity among SM users.

Juliana Correa Ferreira [20] investigated the effect of advocacy of brand, identification of consumer brand, BA, and CBE on SM. From 300 consumers

via online market research platforms, a study sample has been taken. Moreover, a theoretical approach has been employed to encompass the digital side of the consumer's interaction with brands. The study outcomes exhibited that BA had a positive effect on all the constructs, while the identification of consumer brands might have a role as a mediator. After that, the association betwixt the engagement with the consumer brand as well as brand advocacy was illustrated to have weak correlations, i.e. 0.0440. Nevertheless, the issue that could not be controlled is that people tend to anthropomorphize at diverse degrees reliant on their gender, age, culture along with other exterior variables.

Philipp A. Rauschnabel and Aaron C. Ahuvia [21] analyzed the anthropomorphism influence on brand love in the course of defensive marketing. From an online survey with 1092 questionnaires among German internet users, the data has been gathered. The measurement models were assessed by employing confirmatory factor analysis. Next, MR analyses have been utilized to test the relationship of hypothesized models. The outcomes concluded that the predictive powers of anthropomorphism differ betwixt evaluative and relationship-specific dimensions of brand love. Later, the quality level as well as anthropomorphism exhibited that the brand was perceived by the consumer as a vital antecedent of brand love. Nevertheless, the products with high financial risk, low involvement products or services, and complex interactive technology were not explored in this study.

Taeyeon Kim and Yongjun Sung [22] investigated the moderating impact of relationship norms of Chief Executive Officer (CEOs) self-disclosure on the relationship betwixt consumer-brand. As of the main university in South Korea, a total of 125 university students had been recruited. After that, the hypothesis has been engendered. A 2x2 factorial design has been applied to test the engendered hypothesis. Lastly, the study concluded that the CEOs' level of self-disclosure on Instagram, as well as the sort of relationship, was norms betwixt the brands and consumers. Nevertheless, the outcomes were centered on individual diversities that require exploration,

where the people's self-monitoring level affected the responses to the self-disclosure of others.

Xiaochen Zhang *et al.* [23] investigated the communication styles as well as branding strategies of global brands' microblogs betwixt the USA and China. From the tweets as well as posts on Twitter and Weibo as of the BrandZ top 100 most valuable global brands in 2012, a sample has been gathered. To compare the utilization of BA as well as communication styles betwixt diverse micro-blogging sites, quantitative content analysis has been employed. The outcomes exhibited that communication styles on both sites were more task-oriented when analogized to socioemotional-oriented. Additionally, the framework of BA along with interaction process analysis has been culturally diverse in the settings of SM. The limitation here was that the analysis didn't include consumer responses to corporate brand posts or tweets.

Wenting Feng *et al.* [24] examined the anthropomorphic communication influence in SM on the country of origin effect. Additionally, it discovered assess of the mediating influence of information effectiveness. Next, for the anthropomorphic communication analysis in SM, a human schema theory has been employed. After that, to test the relationship of the hypothesis, ANOVA has been employed. Further, it exhibited that the negative country of origin effect was diminished by employing anthropomorphic communication, which also establish the enterprises of positive international image. For certain types of strategies, the anthropomorphic communication strategies were limited in this study, where the diverse effects on consumer preference had not been explored.

Malgorzata Karpinska-Krakowiak and Martin Eisend [25] examined the impact of brand responses of animistic cues, animistic thinking, as well as superstitions on brand responses on SM. A sample has been comprised of 190 subjects in the United States. Then, by utilizing the PROCESS macro, a regression analysis has been employed to check whether there was a direct effect on the next responses to brands. The study's findings showed that animistic thinking was elicited by animistic cues, which caused more favorable brand evaluations. Furthermore, to address the highly

superstitious consumers, the anthropomorphism on SM could easily be devisable cues. Nevertheless, the outcome was concluded centered on one specific country, whereas the outcomes might be diverse in several other geographical regions/countries.

3. Research Methodology

The presented research is proposed to discover the development of the brand relationship with the consumer. It also further analyzed the anthropomorphism role in BC over SM. A random sampling model centered on a well-structured questionnaire and quantitative research was conducted in this study. From the college students of a large Indian University, questionnaire data has been gathered. Grounded on active users of Facebook who followed any brands in SM, the respondents were chosen. Since Facebook is the most prominent social network as well as the most prominent SM marketing platform globally, a Facebook user has been studied in this study. The consumer “Liked” a brand on Facebook in SM. The Internet users autonomously receive content formed by both administrators of the brand page as well as other users who have “Liked” the same page after utilizing a “Like” option. Consequently, those consumers have been revealed to SM communication as of both companies as well as users as of brands that they have “Liked” on Facebook. Here, willingness to take part in the study was confirmed by 440 participants. Primary and secondary data collection is utilized in this research study. From a well-structured questionnaire, primary data has been gathered. Then, from journals, books, magazines, websites of brand marketing, newspapers, etc., secondary data has been gathered. By utilizing the 5-point Likert scale that ranges from “strongly agree” to “strongly disagree”, a questionnaire was prepared in this research. 413 out of 440 respondents completed the survey. The remaining 27 respondents were considered invalid in this study as they did not reply properly to the structured questionnaires. To examine the data interpretation, a simple statistical tool of mean and standard deviation and percentage analysis was employed. To tap the respondent’s demographic variables, a questionnaire was

prepared. The table exhibits the respondents’ demographic characteristics.

Table 1: Demographic profile of the respondents

Age	Frequency (N)	Percentage (%)
16 - 19 years	97	23.48%
19 - 21 years	116	28.08%
21 - 24 years	123	29.78%
Above 24 years	77	18.64%

(b)

Gender	Frequency (N)	Percentage (%)
Male	244	59.07%
Female	169	40.92%

(c)

Education	Frequency (N)	Percentage (%)
Bachelor degree	167	40.43%
Master degree	113	27.36%
Doctorate degree	98	23.72%
Others	35	8.47%

(d)

Annual Income of parents	Frequency (N)	Percentage (%)
<1,00,000	117	28.32%
1,00,000 - 3,00,000	175	42.37%
>3,00,000	121	29.29%

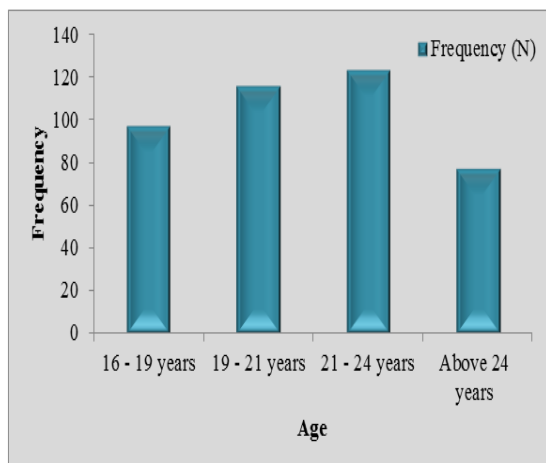
Regarding the age, gender, education level, and annual income of the respondent’s parents, the respondent’s demographic profile was displayed in the above table

➤ **Age:** The respondents' age details are given in Table 1 (a). The major respondents are presented betwixt 21-24 years. The attained percentage value is 29.78%, followed by the other age groups of 19 to 21 years (28.08%), 16 to 19 years (23.48%), and above 24 years (18.64%).

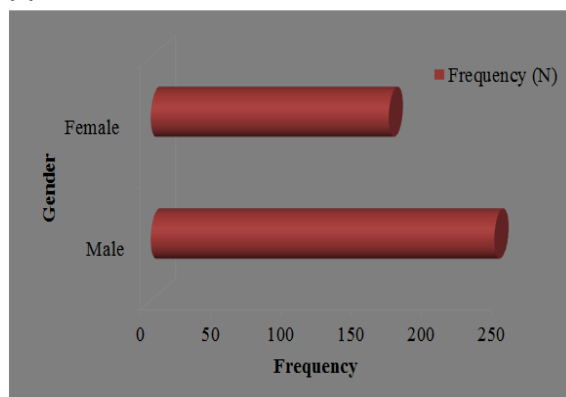
➤ **Gender:** The respondents' genders are given in Table 1 (b). Male and female are the '2' categories of gender. 59.07% and 40.92% are the percentages of male and female respondents.

➤ **Education:** The respondents' education levels are exhibited in Table 1 (c). 40.43% of respondents were in the levels of the bachelor degree, 27.36% of respondents were in the level of master degree, 23.72% of respondents were in the level of doctorate, and 8.47% of respondents were in the categories of other education levels.

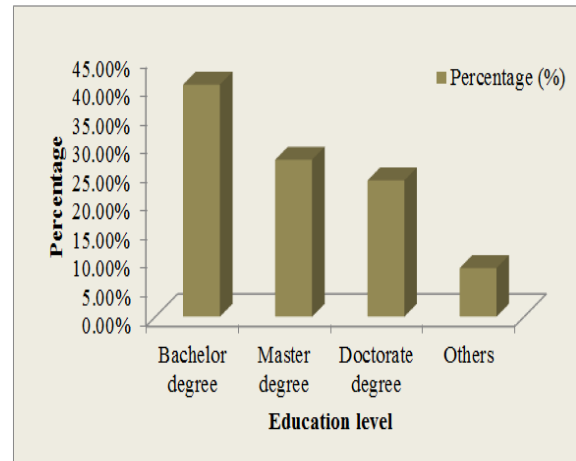
➤ **The annual income of parents:** The annual income of the respondent's parents was given in Table 1(d). The annual income is classified into less than one lakhs, one to three lakhs, and above three lakhs. Here, the annual income between one to three lakhs attained the highest respondent count, which is 175 followed by above three lakhs (121), and less than one lakh (117). Figure 2 exhibits the graphical representation of the respondents' demographic profile,



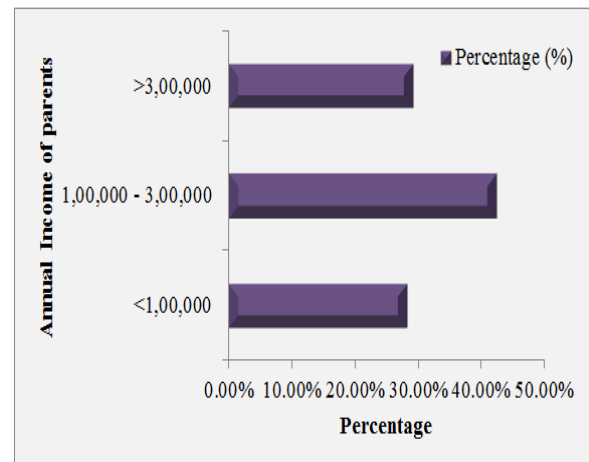
(a)



(b)



(c)



(d)

Figure 2: Graphical representation of demographic characteristics of a) Age b) Gender c) Education level d) Annual Income of Parents

3.1. Category of global brands Facebook pages

Table 2: Analysis of statistics of global brands of Facebook pages

Category	Fans (In millions)			Top brand
	Me an (M)	Medi um	Ra nge	
Shopping & retail	7.11	5.32	18.01	Amazon.com
Health/beauty	2.09	2.23	1.98	Colgate
Food/beverages	4.03	1.24	34.01	Starbucks
Cars	3.10	2.17	11.77	Ferrari
Clothing	6.95	7.21	14.48	H&M
Software	7.1	2.16	44.	Google

	9		08	Chrome
Company	3.2 3	1.67	13. 75	Louis Vuitton
Product/service	6.1 3	3.24	31. 95	Sony PlayStation
Others	7.0 8	1.57	44. 18	MTV

The statistical analysis of the category of global brands of Facebook pages is displayed in the above table 2. Here, for the analysis, the categories of Shopping & retail, Health/Beauty, Food/beverages, Cars, Clothing, Software, company, product/service, and others were taken [16]. The mean, median, range, and top brands of each category have been computed. When analogizing all the categories, the highest mean value of 7.19 was attained by the software category and its median and range values are 2.16 and 44.08. Further, Google Chrome was its top brand. The second highest position in achieving mean value was attained by the category of Shopping and retail. 7.11 is the obtained mean value, thus its median and range values are 5.32 and 18.01 and its top brand was Amazon.com. Later, the third highest position of mean value i.e. 7.08 was attained by the category of others with the top brand of MTV, followed by other categories of Clothing (6.95) (H&M), Product/service (6.13) (Sony PlayStation), Food/beverages (4.03) (Starbucks), Company (3.23) (Louis Vuitton), Cars (3.10) (Ferrari), and Health/Beauty (2.09) (Colgate).

3.2. Anthropomorphism in brand communication toward consumer-brand relationship

Table 3: Factor analysis of the relationship between consumer and brand of Anthropomorphism

Factor		Factor loading	Reliability	
			C R	A VE
Anthropomorphism	It looks almost real	0.743	0.88	0.61
	It seems to be a	0.789		

	person			
	Looks like it has an intention	0.775		
Confidence	It can imagine things on its own	0.821	0.88	0.73
	Made a considerable deal of thought	0.833		
Convenience	Easy to make a transaction at home	0.803	0.89	0.67
	It is principled	0.791		
	Allows initiate the transaction whenever I choose	0.799		
Innovativeness	Own the newest technological products	0.805	0.96	0.71
	High-tech products have been owned at an initial stage	0.843		
Attitude	Expend effort to strengthen the brand	0.895	0.95	0.69
	Helping the brand to fail	0.873		
	If it meant hurting this brand,	0.917		

	I would think about breaking the law			
--	--------------------------------------	--	--	--

The confirmatory factor analysis on the several measures of the relationship between consumer and brand of anthropomorphism is represented in Table 3 [6, 7]. Cronbach's alpha has been used for testing the reliability as well as the internal consistency of convergent validity. Factor loadings were utilized whether the factor loadings were greater than 0.50 for statistically significant. Then, Average Variance Extracted (AVE) has been utilized to evaluate the discriminant validity among the constructs. After that, for the threshold analysis of the variables, the Composite reliability (CR) has been utilized. Next, in the factor of confidence, "Made a considerable deal of thought" achieved the highest factor loading value, which is 0.833 and its CR and AVE values are 0.88 and 0.73. Thereafter, in the factor of convenience, "It is principled" attained the lowest factor loading i.e. 0.791, whereas, its CR and AVE values are 0.89 and 0.67. The factor of Innovativeness attained the highest CR value of the other factors, the obtained value is 0.96 and its AVE is 0.71. Lastly, the factor of attitude attained the 2nd highest CR value i.e. 0.95, thus, its AVE is 0.69.

3.3. Brand consumer relationship as a function of social media and brand anthropomorphism

Table 4: Analysis of the CBR as a function of SM and brand anthropomorphism

		SM interaction frequency (High)	SM interaction frequency (Low)	Contrast
Brand consumer relationship	Brand anthropomorphic (Human)	6.15	4.13	F(413) =34.1, p<.003
	Brand anthropomorphic (Object)	4.93	4.79	F(413) =.06, p>.86
	Brand			F(413)

Brand evaluation	anthropomorphic (Human)	7.11	6.16	=17.9, p<.003
	Brand anthropomorphic (Object)	6.36	6.21	F(413) =.43, p>.61
Word of mouth	Brand anthropomorphic (Human)	6.84	5.25	F(413) =29.8, p<.003
	Brand anthropomorphic (Object)	5.70	5.66	F(413) =.003, p>.99

The analysis of the interaction of SM use and BA on CBRs is represented in Table 4. For a CBR, brand evaluation, and word of mouth, the social interaction frequency of high level and the social interaction frequency of low level with contrast value have been computed [12]. For both brand anthropomorphic (human) and brand anthropomorphic (object), the variables have been computed by utilizing regression analysis. In a CBR, the brand anthropomorphic (human) attained a value of 6.15 in social interaction frequency at a high level, whereas, it attained 4.13 in social interaction frequency at a low level. Furthermore, its contrast value is F (413) =34.1, p<.003. Then, the brand anthropomorphic (object) attained 4.93 and 4.79 in the social interaction frequency of high level and low level, respectively, whereas, its contrast value is F(413)=.06, p>.86. Next, in the brand evaluation, brand anthropomorphic (human) obtained 7.11 frequencies in the high level of social interaction and it obtained frequency of 6.16 in a low level of social interaction, whereas, its contrast value is F(413)=17.9, p<.003. Additionally, the brand anthropomorphic (object) attained the frequency level of high-level interaction and low-level interaction is 6.36 and 6.21, respectively, and its contract value is F (413) =.43, p>.61. Finally, a word of mouth has been computed; here, the brand anthropomorphic (human) acquired a contrast value of F (413) =29.8, p<.003, whereas, brand anthropomorphic (object) obtained F(413)=.003, p>.99. Thereafter, the frequency level

of brand anthropomorphic (human) in the social interaction of high-level frequency is 6.84 and in low level, it attained 5.25. Thereafter, the brand anthropomorphic (object) attained a frequency level of 5.70 and 5.66 in the social interaction of high-level frequency and social interaction of low-level frequency, respectively.

4. Result And Discussion

Here, the data as of the gathered samples were analyzed as well as discussed. By utilizing SEM, a hypothesis has been engendered and tested. It is utilized to analyze the significant path coefficient of the relationship among the variables. Next, to examine the relationship betwixt BA and CBR, Pearson’s Correlation Coefficient (PCC) has been employed. Additionally, the correlation coefficient among variables of BA, confidence, convenience, innovativeness, and attitude has been analyzed and discussed.

4.1. Hypothesis development

- H1:** BA positively influences the CBR
- H2:** Innovativeness of brands positively influences BA on SM
- H3:** The attitude of brands positively influences BA on SM
- H4:** Confidences of brands positively influence BA on SM
- H5:** Conveniences of brands positively influence BA on SM

Table 5: Testing of hypothesis

Hypot hesis	Coeffi cient	Stan dard error	p	R ²	Adju sted R ²
H1	0.956	0.051	<0.001	0.613	0.607
H2	0.888	0.075	<0.001	0.354	0.350
H3	0.769	0.052	<0.001	0.519	0.523
H4	0.788	0.064	<0.001	0.414	0.519
H5	0.699	0.087	<0.001	0.363	0.381

The hypotheses of the study’s outcomes are displayed in the above table 5. The hypotheses have been analyzed and tested by employing an

SEM [20]. Here, the coefficient, standard error, p-value, R² and Adjusted R² have been analyzed and discussed. The H1 achieved the highest significant coefficient value of 0.956 and its standard error was 0.051 when analogizing all the hypothesis outcomes. Next, H3 secured the second-highest position by achieving the second-highest coefficient value of 0.888, and its R² and Adjusted R² are 0.354 and 0.350, respectively. Thereafter, the third highest coefficient value was attained by H4 (0.788) followed by H3 (0.769). Thus, the H5 secured the lowest significant coefficient value and its standard error was 0.087. Here, the p-value validates their significance for all of them and they were all inferior to 0.001. Figure 3 exhibits the diagrammatic representation of SEM.

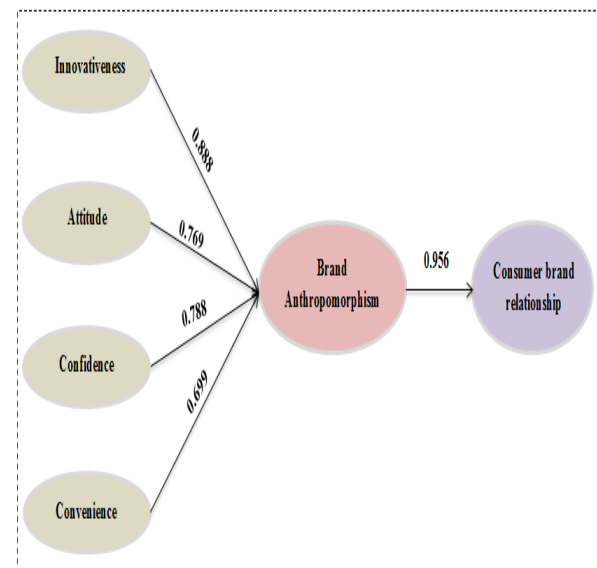


Figure 3: A diagrammatic representation of the path coefficient of SEM

4.2. Pearson’s correlations

Table 6: Analysis of Pearson’s correlations

		Pearson’s correlations	
		BA	Consumer brand relationship
BA	Pearson’s correlation	0.783	
	Sig.	<0.001	
	n	413	
	Pearson’s	0.575	0.602

Consumer brand relationship	correlation		
	Sig.	<0.001	<0.001
	n	413	413

The analysis of Pearson’s correlations for BA and CBR is exhibited in Table 6 [20]. PCC gauges the intensity of the linear relation betwixt the ‘2’ variables. The value ranges as of -1 to 1, where is 1 equal to a perfect positive linear correlation among the variables. The BA attained the highest Pearson’s correlations coefficient i.e. 0.783 and its significant value is <0.001. Additionally, the CBR acquired a PCC value of 0.575 in BA, whereas, it attained a PCC of 0.602 in the CBR.

4.3. Correlation Coefficient

Table 7: Analysis of correlation coefficient

	1	2	3	4	5
Anthropomorphism	0.62				
Confidence	0.459**	0.74			
Convenience	0.228**	0.486**	0.609		
Innovativeness	0.461*	0.560*	0.333**	0.783	
Attitude	0.375**	0.291**	-0.136*	0.297*	0.73

* p < 0.05; ** p < 0.01

The correlation coefficient analysis of anthropomorphism, confidence, convenience, innovativeness, and attitude is exhibited in Table 7 [6]. The BA acquired the highest significant correlation to confidence, whose coefficient value is 0.459** followed by attitude (0.375**), convenience (0.228**), and innovativeness (0.461*). Later, the highest correlation to the variables of convenience and attitude was achieved by the variable of confidence, which are 0.486** and 0.291**, respectively, whereas, it achieved the lowest correlation to the variables of innovativeness (0.560*). After that, the variable of convenience attained a positive significant correlation to the variable of innovativeness (0.333**), whereas, it is negatively correlated to the variable of attitude (-0.136*). A significant correlation to the variable of attitude was

obtained by the variable of innovativeness, whose obtained value is 0.297*.

5. Conclusion

This study was executed to analyze the development of the brand’s relationship with the consumer. It also further analyzed the anthropomorphism role in BC over SM. By using a random sampling technique, a study sample has been taken from 413 college students in a large Indian university. To analyze the hypothesis of the study, an SEM has been utilized. The study concluded that a more significant factor loading value than the other variables was attained by attitude and innovativeness. This study concluded that attitude and innovativeness achieved a significant factor loading value than the other variables, where it also achieved the highest CR and AVE values, which are found to be (CR=0.96, AVE=0.71) for innovativeness and (CR=0.95, AVE=0.69) for attitude. Further, the brand evaluation attained the highest level in the SM interaction frequency that is 7.11 in the analysis of SM interaction towards BC. Therefore, it is exposed that the CBR is significantly enhanced by the anthropomorphic brand over SM. However, this model concentrated only on university students and was constrained to certain behavioral intentions. This study assists marketers to engage in the need to consider their target markets when formulating their BA tactics. In the future, the factor that influences the consumer’s performance of BA and the formation of brand perceptions along with enhancing the samples to elevate the outcomes’ generalizability will be explored. For brand as well as marketing practitioners, this study has practical relevance. Marketing practitioners are ready to invest in brands that offer a human-like image. Therefore, marketing practitioners could augment consumer-brand interactions by enabling anthropomorphism in their brand positioning and communications and thereby gain competitive benefits. Before rushing to generate SM engagement, it would be wise to initially stimulate anthropomorphizing the brand to some degree.

References

- [1] Bruno Schivinski and DariuszDabrowski, "The effect of social media communication on consumer perceptions of brands", *Journal of Marketing Communications*, vol. 22, no. 2, pp. 189-214, 2016.
- [2] MalgorzataKarpinskaKrawczyk, "The effects of social networking sites on consumer brand relationships", *Journal of Computer Information Systems*, vol. 56, no. 3, pp. 204-210, 2016.
- [3] Qi Deng, Michael J Hine, ShaoboJi and Yun Wang, "Understanding consumer engagement with brand posts on social media the effects of post linguistic styles", *Electronic Commerce Research and Applications*, vol. 48, pp. 1-17, 2021.
- [4] Simon Hudson, Martin S Roth, Thomas J Madden and Rupert Hudson, "The effects of social media on emotions, brand relationship quality, and word of mouth an empirical study of music festival attendees", *Tourism Management*, vol. 47, pp. 68-76, 2015.
- [5] Seonjeong Lee and Haemoon Oh, "Anthropomorphism and its implications for advertising hotel brands", *Journal of Business Research*, vol. 129, pp. 455-464, 2019.
- [6] Patrick van Esch, DenniArli, Mahnaz Haji Gheshlaghi, Vicki Andonopoulos, Tania von der Heidt and Gavin Northey, "Anthropomorphism and augmented reality in the retail environment", *Journal of Retailing and Consumer Services*, vol. 49, pp. 35-42, 2019.
- [7] ArtyomGolossenko, Kishore GopalakrishnaPillai and LukmanAroean, "Seeing brands as humans development and validation of a brand anthropomorphism scale", *International Journal of Research in Marketing*, vol. 37, no. 4, pp. 737-755, 2020.
- [8] Richard Rutter, Fiona Lettice and John Nadeau, "Brand personality in higher education: anthropomorphized university marketing communications", *Journal of Marketing for Higher Education*, vol. 27, no. 1, pp. 19-39, 2017.
- [9] Sreejesh S and Anusree M. R, "Effects of cognition demand, mode of interactivity and brand anthropomorphism on gamers brand attention and memory in advergames", *Computers in Human Behavior*, vol. 70, pp. 575-588, 2017.
- [10] AnaisGretry, Csilla Horvath, Nina Belei and Allard C. R van Riel, "Don't pretend to be my friend when an informal brand communication style backfires on social media", *Journal of Business Research*, vol. 74, pp. 77-89, 2017.
- [11] Taeyeon Kim, Yongjun Sung and Jang Ho Moon, "Effects of brand anthropomorphism on consumer brand relationships on social networking site fan pages the mediating role of social presence", *Telematics and Informatics*, vol. 51, pp. 1-13, 2020.
- [12] Simon Hudson, Li Huang, Martin S Roth and Thomas J Madden, "The influence of social media interactions on consumer brand relationships a three country study of brand perceptions and marketing behaviors", *International Journal of Research in Marketing*, vol. 33, no. 1, pp. 27-41, 2015.
- [13] Mengwei Zhang, Li Li, Yujian Ye, Ke Qin and JiananZhong, "The effect of brand anthropomorphism, brand distinctiveness, and warmth on brand attitude a mediated moderation model", *Journal of Consumer Behaviour*, vol. 19, no. 5, pp. 523-536, 2020.
- [14] UrskaTuskejLovsin and KlementPodnar, "Consumers identification with corporate brands brand prestige, anthropomorphism and engagement in social media", *Journal of Product & Brand Management*, vol. 27, no. 1, pp. 3-17, 2018.
- [15] Rodrigo Perez Vega, BabakTaheri, Thomas Farrington and Kevin O' Gorman, "On being attractive, social and visually appealing in social media the effects of anthropomorphic tourism brands on Facebook fan pages", *Tourism Management*, vol. 66, pp. 339-347, 2018.
- [16] KuanJu Chen, Jih-Syuan Lin, Jung Hwa Choi and Jung Min Hahm, "Would you be my friend an examination of global marketers brand personification strategies in social media", *Journal of Interactive Advertising*, vol. 15, no. 2, pp. 1-14, 2015.
- [17] Jooyoung Kim, EunSook Kwon and Bongchul Kim, "Personality structure of brands on social

networking sites and its effects on brand affect and trust evidence of brand anthropomorphization”, *Asian Journal of Communication*, vol. 28, no. 1, pp. 93-113, 2017.

- [18] Ashleigh Jane Thompson, Andrew J Martin, Sarah Gee and Andrea N Geurin, “Fans perceptions of professional tennis events social media presence interaction, insight, and brand anthropomorphism”, *Communication & Sport*, vol. 5, no. 5, pp. 1-25, 2016.
- [19] Sreejesh S, Justin Paul, Carolyn Strong and Jose Pius, “Consumer response towards social media advertising effect of media interactivity its conditions and underlying mechanism”, *International Journal of Information Management*, vol. 54, pp. 1-46, 2020.
- [20] Juliana Correa Ferreira, “Brand anthropomorphism and its impact on consumer brand identification brand advocacy and consumer brand engagement on social media”, *FGV EAESP Pesquisa e-Publicacoes*, 2019.
- [21] Philipp A Rauschnabel and Aaron C Ahuvia, “You’re so lovable anthropomorphism and brand love”, *Journal of Brand Management*, vol. 21, no. 5, pp. 372-395, 2014.
- [22] Taeyeon Kim and Yongjun Sung, “CEOs self disclosure on Instagram and consumer brand relationships the moderating effect of relationship norms”, *International Journal of Advertising*, vol. 40, no. 6, pp. 897-921, 2020.
- [23] Xiaochen Zhang, Weiting Tao and Sora Kim, “A comparative study on global brands’ micro blogs between China and USA focusing on communication styles and branding strategies”, *International Journal of Strategic Communication*, vol. 8, pp. 231-249, 2014.
- [24] WentingFeng, Tao Wang and Wenlong Mu, “The influence of anthropomorphic communication in social media on the country-of-origin effect”, *International Journal of Advertising*, vol. 39, no. 8, pp. 1202-1227, 2020.
- [25] MalgorzataKarpinskaKrakowiak and Martin Eisend, “The effects of animistic thinking, animistic cues, and superstitions on brand responses on social media”, *Journal of*

Interactive Marketing, vol. 55, no. 1, pp. 104-117, 2021.