

THESEIS

IMPACT OF BRAND TRIBALISM ON BEHAVIORAL INTENTION OF
COMMUNITY MEMBERS: MEDIATING ROLE OF BRAND TRUST IN SRI
LANKAN ELECTRICAL BUILDING MATERIALS SECTOR

Submitted by

L. P. Dinesh Suranga Pathirana

(FGS/DBA/2020/008)

A thesis submitted to Faculty of Graduate Studies University of Kelaniya

In fulfillment of the requirements for the degree of

Doctor of Business Administration (DBA)



December 2023

ABSTRACT

The concept of brand tribalism has been studied across a variety of product categories and industries, and brand tribalism models have been vigorously debated for their empirical validity. It is observed that claims for further research into the validity of behavioral intention are continually made. According to recently published empirical investigations, the connection between the concepts of brand tribalism and behavioral intention has, however, received less attention. Brand trust, on the other hand, continues to be a recognized idea that research has shown to be a component of brand tribalism that mediates the influence of behavioral intention. In this situation, a moderating variable is really the member's involvement. Additionally, this study concentrated on the branding of industrial products, with the Sri Lankan electrical building materials industry being the research specialization. In support of this, it is observed that industrial product branding is an area where significant managerial challenges are attributed in terms of the results of brand relationships versus the investments made in brand building by Sri Lankan businesses. Even from the standpoint of the consumer market, the trust element is a key influence in industrial product brands. Convenience sampling was used to gather data, and although the construction industry has many brand tribes, only seven brand tribes were ultimately selected after taking into account over 1000 members of their respective tribes and those who have been exclusive members for more than a year. According to the findings, the study recommended managerial changes to foster brand tribalism inside the electrical building materials sector brands' buying context in Sri Lanka's consumer market.

Keywords: *Brand Tribalism, Brand Trust, Electrical Building Materials Sector, Commitment Trust Theory, Social Identity Theory.*