"A Study on Brand and Place Attachment Influence on Purchase Behaviour of GI (Geographical Indicator) Branded Toys"

Rohith Ravi[1],

Post-Graduate Student – MBA, CMS Business School, JAIN (Deemed-to-be University), Bengaluru – 560009

ABSTRACT:

This research delves into the evolving landscape of technological integration and its impact on the cultural significance of toys, particularly those with Geographical Indication (GI) branding. Through quantitative analysis and Likert scale surveys, the study investigates the depth of consumer attachment to both the brand and place of origin of GI branded toys, exploring their influence on purchase decisions. The results underscore a substantial correlation between brand and place attachment and consumer behaviour, shedding light on the potential for leveraging these connections to boost engagement and sales in the GI toy market. This research contributes valuable insights for marketers and policymakers seeking to understand and capitalize on consumer' behaviour within the context of GIs.

Keywords: Geographical Indicators, Brand Attachment, Place Attachment, Purchase Behaviour, Consumer Behaviour

INTRODUCTION:

Geographical Indicators (GIs) have emerged as pivotal tools in branding, offering a unique stamp of authenticity and distinctiveness to products, particularly in sectors such as food, beverages, and handicrafts. The rising prominence of GIs underscores their ability to not only denote a specific geographical origin but also encapsulate the intrinsic qualities, reputation, and characteristics of that locale. This study delves into the realm of GI branded toys, aiming to unravel the interplay between brand and place attachment and its impact on consumer purchase behaviours within this niche market.

The impetus behind this research stems from several key factors. Firstly, the burgeoning market for GI branded toys has witnessed exponential growth, spurred by consumer inclination towards products imbued with a sense of origin and heritage. However, amidst this expansion, a noticeable void exists in scholarly inquiry, with scant attention directed towards understanding the determinants of consumer behaviour in this distinctive market segment.

Consumer behaviour lies at the heart of marketing endeavours, driving the formulation of effective strategies. In the context of GI branded toys, comprehending the influence of brand and place attachment on consumer purchase behaviours assumes paramount importance. Brand attachment, characterized by the emotional bond between consumers and brands, and place attachment, denoting the emotional connection individuals forge with specific locales, wield significant sway over consumer attitudes and actions. Yet, their precise impact within the realm of GI branded toys remains largely uncharted territory.

The significance of this study extends beyond academic inquiry, carrying implications for both policymakers and marketers alike. By deciphering the factors shaping consumer purchase behaviours, policymakers can glean insights to safeguard and promote GI branded products. Simultaneously, marketers stand to benefit from a nuanced understanding of consumer preferences, enabling them to craft tailored marketing strategies that foster heightened consumer engagement and bolster sales of GI branded toys.

In the subsequent sections, this introduction delineates the research problem, elucidates the rationale and motivation driving this study, reviews pertinent literature, identifies research gaps, and delineates the theoretical underpinnings guiding the investigation. Through this multifaceted exploration, this study endeavours to shed light on the intricate nexus between brand and place attachment and consumer purchase behaviours in the realm of GI branded toys.

Statement of Research Problem

The research problem addressed in this study is to investigate the influence of brand and place attachment on the purchase behaviours of consumers regarding Geographical Indicator (GI) branded toys. Specifically, the study aims to understand the relationship between consumers' attachment to the

brand and the place of origin in their decision-making process when purchasing GI branded toys. The main question to be answered is: How do brand and place attachment influence the purchase behaviours of consumers in the GI branded toys market.

How do brand and place attachment influence the purchase behaviors of consumers in the GI branded toys market? To what extent does brand attachment influence the purchase behaviors of consumers in the GI branded toys market? To what extent does place attachment influence the purchase behaviors of consumers in the GI branded toys market?

1.1 Identification of Research Gaps

Identifying the research gap on the influence of brand and place attachment on purchase behaviours of GI branded toys involves recognizing areas within the existing literature where further investigation is needed.

Despite the growing body of literature on brand and place attachment and their influence on consumer behaviour, there remain several research gaps that require further exploration.

Here are several potential research gaps in this area:

Limited Research on GI Branded Toys:

Despite studies on geographical indication (GI) products, research on GI branded toys is scarce.

Lack of Comprehensive Studies:

There is a lack of comprehensive studies specifically focusing on the relationship between brand and place attachment and purchase behaviour concerning GI branded toys.

Influence of Cultural Significance:

The specific influence of cultural significance, especially in the context of GI toys, remains underexplored.

Cross-Cultural Studies:

Cross-cultural studies are necessary to understand if the influence of brand and place attachment on purchase behaviour varies across different cultural backgrounds

REVIEW OF LITERATURE

- GI Branded Products and Toys:

  Geographical Indication (GI) is a label used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. GI branding helps in differentiating and adding value to products that are deeply rooted in a particular geographical location, culture, or tradition (WIPO, 2003). When it comes to toys, the GI label not only signifies the place of origin but also the traditional craftsmanship, safety standards, and often cultural significance associated with that particular place. The GI tag on toys adds value and authenticity, influencing consumer perception and purchase behaviour (Belletti et al., 2013).

- Attachment Theory:

  Attachment theory, proposed by Bowlby (1969), provides a foundational understanding of the relationship between brand and place attachment and their influence on purchase behaviours concerning GI branded toys. This theory suggests that individuals form emotional bonds not only with people but also with objects, places, and brands.

- Brand Attachment:

  Brand attachment, as proposed by Thomson et al. (2005), refers to the emotional bond between a consumer and a brand. This concept suggests that consumers who form a strong attachment to a brand are more likely to choose it over others, even if it means paying a premium price.

- Place Attachment:

  Place attachment, proposed by Low and Altman (1992), refers to the emotional bond an individual forms with a specific place. In the context of GI branded toys, place attachment plays a crucial role as the geographical origin becomes an essential part of the product's identity, significantly influencing consumers' purchase behaviours.

- Brand and Place Attachment Influence on Purchase Behaviour:

  The influence of brand and place attachment on purchase behaviour is significant. Brand attachment positively affects consumers' attitudes and behaviours towards a brand (Park et al., 2010). Thomson et al. (2005) found that brand attachment significantly influences brand loyalty, which, in turn, impacts purchase behaviour. Similarly, place attachment has been shown to influence consumer attitudes and behaviours significantly (Lewicka, 2011; Kyle et al., 2004).

- Purchase Behaviour:

  Purchase behaviour is influenced by various factors, including brand attachment, place attachment, and other psychological and sociodemographic factors. Schiffman et al. (2014) emphasized the significance of understanding consumer behaviour in the context of branding. They suggested that purchase behaviour is often influenced by consumers' emotional connections with brands. Solomon et al.

(2019) further highlighted that purchase behaviour is not only rational but also driven by emotional and psychological factors, such as brand attachment and place attachment.

- Brand Equity Theory:
  Brand equity theory, developed by Aaker (1991), suggests that a brand with a strong brand attachment evokes favourable responses and behaviours from consumers, such as increased loyalty and willingness to pay a premium price. This theory helps in understanding how the emotional bond between consumers and GI branded toys influences purchase behaviours.

RESEARCH METHODOLOGY

3.1 Objective of the Study

Primary Objective:

- To investigate the influence of brand and place attachment on purchase behaviours concerning Geographical Indicator (GI) branded toys.

Secondary Objectives:

- To examine how brand attachment influences the purchase behaviours of GI branded toys in the Indian context.
- To explore how place attachment influences the purchase behaviours of GI branded toys in the Indian context.
- To provide insights into consumer behaviour regarding GI branded products, particularly toys, in the Indian market.

3.2 Problem Statement

A major obstacle for established firms is the prevailing cultural belief that "more is better." Conventional R&D departments frequently face pressure to create innovative solutions using the newest technology. This may result in a mindset that views innovation as expensive and difficult. It will take a cultural revolution to change this way of thinking to value simplicity and resourcefulness. Businesses must foster a culture that embraces "doing more with less" and promotes experimenting with inexpensive solutions.

The worry of sacrificing quality is another major obstacle. Reputation is important to well-established companies, therefore launching a "low-cost" product could be seen as a threat to that reputation. It is necessary to reevaluate this perception. Innovation on a tight budget does not have to mean worse quality. The goal is to follow recognized quality standards and provide solutions that are "good enough" for the intended use. Thorough material and process testing as well as diligent design optimization can help achieve this.

One such problem that an established firm may face is its talent pool. The competence required for frugal innovation differs from that of traditional high-tech innovation. When faced with limited resources, problem-solving demands creativity, flexibility, and a readiness to consider unorthodox approaches. This can necessitate providing current staff with more training or implementing focused hiring initiatives to bring in people with experience in improvisation and resource optimization.

It is essential to create precise success measures to address quality-related concerns. These criteria ought to be more focused on long-term value creation, affordability, and user needs than on conventional metrics like high-tech features. Case studies of profitable frugal innovations from other businesses or even from other industries can provide motivation and show that this strategy is workable.

Lastly, it is critical to cultivate a culture of cooperation and honest communication. A plethora of cost-effective ideas can be produced by promoting employee ideation through internal competitions or hackathons. Furthermore, collaborating with outside parties such as academic institutions, research centers, or non-governmental organizations with experience in resource-poor settings can yield insightful knowledge and experience.

3.3 Data Collection and Methods

1.2 Methods for data collection

Primary Data

- The data was sourced through a questionnaire.

PRIMARY DATA: Primary data in a research report is information that the researcher has gathered directly from the source, especially for that research endeavour. It's like assembling the ingredients for a special recipe.

1.3 How was the data collected?

Questionnaire Design and Survey: Google Form
An online survey was conducted by using a questionnaire to study about the brand and place attachment influence on purchase behaviours of the GI Branded Toys, hypothesis was established.

The questionnaire was divided into four sections.

Section 1 focused on demographic information, including gender, age, educational background, occupation, currently residing location, place of origin, etc
Section 2 questions focused on and about Brand Attachment on and for GI Branded Toys
Section 3 questions focused on and about Place Attachment on and for GI Branded Toys
Section 4 questions focused on and about Purchase behaviour on and for GI Branded Toys

The study used a 14-item questionnaire. The questionnaire was divided into 4 subheadings and sections.

Section 1 focused on demographic information including age, gender, educational qualification, occupation, currently residing location, and place of origin/ native place name.

Section 2 questions focused on the Brand Attachment Factors. The question items for measuring brand attachment were sourced from a previous study by Shimul (2022).

Section 3 questions focused on the Place Attachment Factors. The question items for measuring brand attachment were sourced from a previous study by Shimul (2022).

Section 4 questions focused on the purchase behaviour factors. The question items for measuring purchase behaviour were sourced from a previous study by Nathalie Pena-García, Irene Gil-Saura, Augusto Rodríguez-Orejuela, Jose Ribamar Siqueira-Junior (2020).

A 5-point Likert scale was used in the survey with multiple choice questions. A Likert Scale of 1-5 was used to measure the significance of Brand and Place Attachment influence on the purchase behaviour of the GI Branded Toys where **1** represented **Strongly Disagree** and **5** represented **Strongly Agree**.

The survey was conducted through questionnaire which was circulated with the help of digital media platforms using WhatsApp groups, LinkedIn and other social media. Sample size of the data collected is 138-144(responses from Google form). For carrying out the research a descriptive research design has been employed.

Sampling Technique: Non-Probability Sampling/ Convenience Sampling
Under the non-probability sampling methods, convenient sampling method has been used and employed here. This method is dependent on the ease of access to subjects such as it surveys the general population and consumers through a WhatsApp message through google form. It is usually termed as convenience sampling, because of the researcher's ease of carrying it out and getting in touch with the subjects. This non probability sampling method is used when there are time and cost limitations in collecting feedback.
Primary data was collected by applying the quantitative method. A Survey was conducted. The respondents are from the age group of 18-56+ (responses from Google Form).

The participants were notified that participating in the study was voluntary, that their responses were confidential, and their identities were anonymous. The questionnaire was shared with the participants through Google Forms to understand the Brand and Place Attachment influence on purchase behaviours of GI Branded Toys.
Total sample size that was taken into consideration for the study was 138-144 responses.

3.4 Scope of the Study

This study aims to investigate the interplay between brand and place attachment and its influence on the purchase behaviour of Geographical Indicator (GI) branded toys. It will delve into the theoretical frameworks of brand and place attachment, exploring their significance in shaping consumer perceptions and preferences. Through a mixed-methods approach encompassing quantitative surveys and qualitative interviews, the research will collect data from toy consumers to analyse the extent to which brand and place attachment impact their purchasing decisions. By uncovering the underlying mechanisms driving consumer behaviour towards GI branded toys, this study aims to provide actionable insights for marketers and policymakers seeking to enhance the marketability and competitiveness of regional products. Ultimately, the findings of this research endeavour to contribute to a deeper understanding of consumer-brand relationships within the context of GI branding, offering valuable implications for both academia and industry.

DATA ANALYSIS AND INTERPRETATION

Path Diagram showing the connection and relational path of the influencing factors on Purchase Behaviour being Brand Attachment and Place Attachment along with the necessary weight/ significance level values along each individual pathways and relation of BA (Brand Attachment) and PA (Place Attachment) to and with PB (Purchase Behaviour).

Figure 1.1: Path/ Relation Model of BA and PA to and with PB
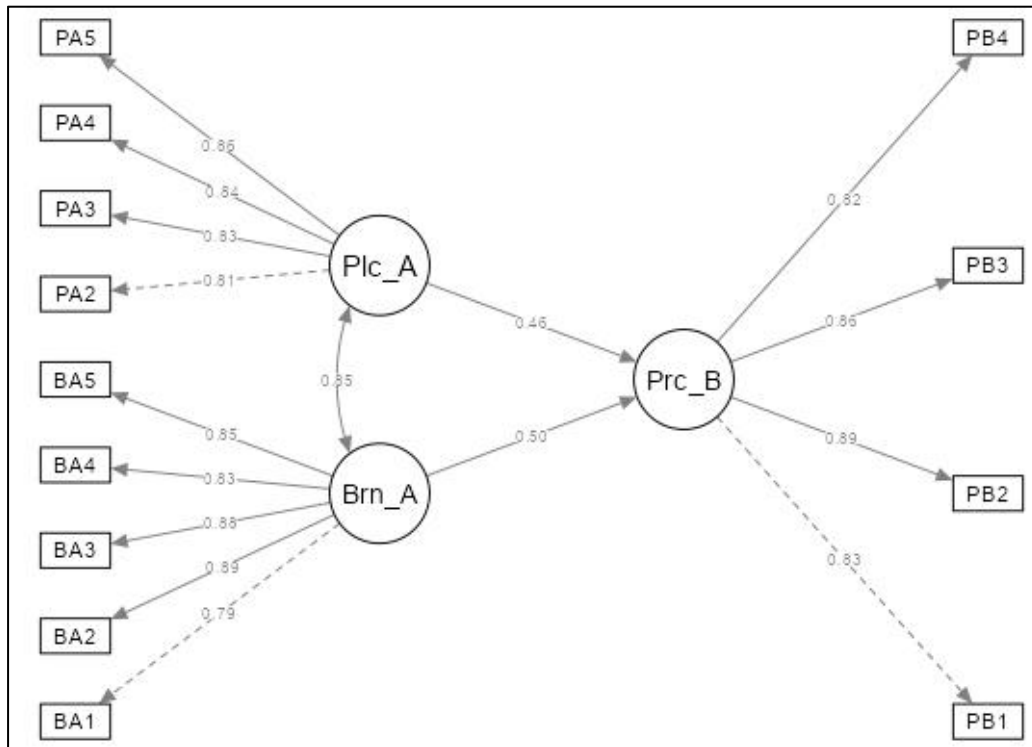
4.1 Techniques for Data Analysis

Data gathered in your study on consumer purchase behaviours' influence by Brand and Place Attachment can be properly analysed with the help of SPSS (Statistical Package for the Social Sciences), a potent instrument. The following justifies the suitability of SPSS for this kind of study:

- Data management: You can import and arrange data from a variety of sources, including surveys you may have completed, using SPSS.
- Descriptive Statistics: To summarize your data and gain a fundamental grasp of customer perceptions, you can use SPSS to compute descriptive statistics such as means, medians, frequencies, and percentages.
- Hypothesis Testing: SPSS provides a range of statistical tests to examine the correlations between variables if your study includes consumer acceptance assumptions.
- Visualization: SPSS offers tools for producing graphs and charts that graphically depict your data and facilitate the identification of trends and patterns.

Additionally:

Data Screening and Cleaning:
Before conducting the analysis, it's crucial to check for missing data, outliers, and normality of the variables. This step ensured that the data was suitable for further analysis. The data was exported from google forms and processed using MS-Excel and transformed for further analysis.

Descriptive Statistics:
Descriptive statistics was used to summarize the data collected from the Likert scale questionnaire. This includes calculating means, standard deviations, and frequencies for each item.

Mean: This refers to the average response to a survey question or the average amount of time needed to finish a training session. It gives an overall impression of the data's central tendency.

Median: If the data are sorted from lowest to highest, this would be the midpoint number. Compared to the mean, it may be less vulnerable to outliers

Mode: This is the most typical time taken to finish the training or the most frequent score on a survey question.

Standard Deviation: The standard deviation quantifies the degree to which the data points deviate from the mean. A low standard deviation implies that the data points are clustered close to the mean, whereas a large standard deviation shows a wider range of responses or timeframes.

<p style="text-align:center">Figure 1.2: Descriptive Statistics of the Questionnaire Questions and Determining Factors</p>

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1) I feel a sense of connection with GI Branded toys	137	1	5	3.99	.895
2) I find a certain level of comfort in possessing GI Branded toys	137	2	5	4.04	.726
3) I feel very attached to GI Branded toys	137	2	5	3.99	.927
4) I feel very attracted to GI Branded toys	137	1	5	4.16	.917
5) I feel a sense of loyalty towards GI Branded toys	137	2	5	3.99	.857
1) I feel a strong connection to the place where GI Branded toys are made	137	2	5	4.04	.817
2) I believe the place of origin makes GI Branded toys unique and special.	137	2	5	4.39	.731
3) I am interested in learning more about the traditions and history behind GI Branded toys	137	1	5	4.28	.774
4) I would like to visit the place where GI Branded toys are made someday	137	2	5	4.22	.838
5) Knowing where the GI Branded toys are made makes me feel good about supporting the local community	137	2	5	4.33	.778
1) I feel more comfortable when I use and spend time with GI Branded toys.	137	2	5	3.96	.869
2) I aim to buy GI Branded toys again after my first purchase.	137	1	5	4.01	.836
3) I would recommend GI Branded toys to my friends and family.	137	1	5	4.12	.826
4) I feel that I have played a great part in helping the regional economy when I buy and use GI Branded toys.	137	1	5	4.18	.909
Valid N (listwise)	137				

These descriptive statistics provide insights into respondents' perceptions and attitudes towards GI Branded toys, as well as their connection to the place of origin.

1. **Sense of Connection, Comfort, Attachment, Attraction, and Loyalty**: On average, respondents reported moderately high levels of feeling a sense of connection (mean = 3.99), comfort (mean = 4.04), attachment (mean = 3.99), attraction (mean = 4.16), and loyalty (mean = 3.99) towards GI Branded toys. The standard deviations indicate that there is some variability in responses, but overall, respondents tend to feel positively towards GI Branded toys in terms of connection, comfort, attachment, attraction, and loyalty.

2. **Connection to the Place of Origin**: Respondents also reported feeling a strong connection to the place where GI Branded toys are made (mean = 4.04), believing that the place of origin makes the toys unique and special (mean = 4.39), and expressing interest in learning more about the traditions and history behind the toys (mean = 4.28). Additionally, they expressed a desire to visit the place where the toys are made someday (mean = 4.22) and felt good about supporting the local community by knowing where the toys are made (mean = 4.33). These findings suggest that respondents value the origin of GI Branded toys and feel connected to the culture and community associated with their production.

3. **Consumer Behaviour and Economic Impact**: Respondents indicated feeling more comfortable when using and spending time with GI Branded toys (mean = 3.96), aiming to buy them again after their first purchase (mean = 4.01), and being willing to recommend them to friends and family (mean = 4.12). Furthermore, they felt that purchasing and using GI Branded toys played a significant role in supporting the regional economy (mean = 4.18). These findings suggest that respondents are likely to exhibit repeat purchase behaviour and engage in positive word-of-mouth promotion for GI Branded toys, driven in part by their perception of the toys' economic impact on the region.

The descriptive statistics indicate that respondents generally hold favourable attitudes towards GI Branded toys and have a strong connection to their place of origin. These insights can inform marketing strategies aimed at leveraging consumers' positive perceptions and promoting the unique aspects of GI Branded toys, including their cultural heritage and economic contributions to the region.

Descriptive Statistics

Key Highlights and findings from the Descriptive Statistics carried out on the Questionnaire survey's responses and data on the 3 factors' questions of Brand Attachment, Place Attachment and Purchase Behaviour.

- Brand Attachment:

Respondents exhibit strong brand attachment towards GI Branded toys, with mean values ranging from 3.96 to 4.16 for factors like connection, comfort, attachment, attraction, and loyalty. This indicates a positive perception and emotional connection with the brand.

- Place Attachment:

Similarly, respondents also feel a strong attachment to the place of origin of GI Branded toys, with mean values ranging from 4.04 to 4.39. They perceive the place of origin as unique and special, expressing interest in its traditions and history.

- Purchase Behaviour:

The positive attitudes towards both brand and place attachment translate into favourable purchase behaviour. Respondents are willing to repurchase GI Branded toys (mean = 4.01), recommend them to others (mean = 4.12), and perceive their purchase as contributing significantly to the regional economy (mean = 4.18).

- Overall Implication and Consensus:

The descriptive statistics suggest a strong correlation between brand and place attachment with purchase behaviour. Consumers' positive perceptions of both brand and place influence their purchasing decisions and their willingness to engage in repeat purchases and positive word-of-mouth promotion. These insights can further guide marketing strategies aimed at leveraging consumers' emotional connections with the brand and its place of origin to drive sales and brand advocacy.

Descriptive Analysis

Key Highlights and findings from the Questionnaire survey's responses and data on the 3 factors' questions of Brand Attachment, Place Attachment and Purchase Behaviour.

1.4 Brand Attachment:

- Majority of respondents (76.6%) feel a sense of connection with GI Branded toys, indicating strong emotional resonance.
- 78.8% find comfort in possessing GI Branded toys, suggesting positive emotional associations with ownership.

- A considerable number of respondents (69.6%) feel very attached to GI Branded toys, which could influence brand loyalty and purchasing decisions.
- 77.3% of respondents feel very attracted to GI Branded toys, indicating a strong appeal and potential for engagement.
- 73% of respondents feel a sense of loyalty towards GI Branded toys, showing a significant level of brand allegiance.

Place Attachment:

- 74.4% of respondents feel a strong connection to the place where GI Branded toys are made, indicating a significant emotional attachment.
- 89.8% believe that the place of origin makes GI Branded toys unique and special, suggesting a strong belief in the significance of heritage and origin.
- 87.9% express a strong interest in learning more about the traditions and history behind GI Branded toys, highlighting curiosity and engagement.
- 81% of respondents express a desire to visit the place where GI Branded toys are made someday, indicating a strong interest in the brand's origin.
- 86.9% feel good about supporting the local community by knowing where GI Branded toys are made, emphasizing a positive impact on consumer sentiment.

Purchase Behaviour:

- 71.8% of respondents feel more comfortable when using and spending time with GI Branded toys, indicating a positive experience with the product.
- 74.8% aim to buy GI Branded toys again after their first purchase, demonstrating repeat purchase intention.
- 81.1% would recommend GI Branded toys to friends and family, indicating a high level of satisfaction and advocacy.
- 79.5% feel they have played a great part in helping the regional economy when buying and using GI Branded toys, suggesting a sense of contribution and support.
- On the whole, from the descriptive analysis highlights, we can make out that there are strong emotional connections, positive associations, and significant brand loyalty towards GI Branded toys, driven by both brand and place attachments, which in turn influence purchase behaviour positively.

4.1 Hypothesis Testing and Methods

For this research, the two major hypothesis methods used are:

- Factor Analysis: Factor analysis is a statistical technique used to uncover underlying factors that explain the patterns of correlations observed in a set of variables. It's essentially a data reduction method that simplifies complex data by identifying a smaller number of latent variables (factors) that account for most of the variance in the original set of observed variables.
- By using SPSS, the descriptive statistics was generated and using Jamovi, Factor Analysis was conducted and carried and under assumption checks, Bartlett's Test of Sphericity and KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy was used to bring out the strength of correlation among the variables and to validate the Factor Analysis.
- Further SEM (Structural Equation Models) were derived to show the significance of connection and relation between the latent variables where Purchase_Beh is regressed on Brand_Att and Place_Attach which indicated that purchase behaviour is influenced by both brand attachment and place attachment.

Framing the Hypothesis

Considering the extent of significance and importance that brand and place attachment has in the influence on purchase behaviours of GI Branded Toys, it would be wise to develop the following directed 2 hypotheses.

Hypothesis 1:

H1_0 (Null Hypothesis): There is no significant relationship between brand attachment and purchase behaviour of GI branded toys.
H1 (Alternative Hypothesis): There is a significant positive relationship between brand attachment and purchase behaviour of GI branded toys.

Hypothesis 2:

H2_0 (Null Hypothesis): There is no significant relationship between place attachment and purchase behaviours of GI branded toys.
H2 (Alternative Hypothesis): There is a significant positive relationship between place attachment and purchase behaviours of GI branded toys.

Parameters estimates				95% Confidence Intervals				
Dep	Pred	Estimate	SE	Lower	Upper	β	z	p
Purchase_Beh	Brand_Att	0.5287	0.1181	0.2972	0.7603	0.4976	4.4760	0.0000076065458652
Purchase_Beh	Place_Attach	0.5847	0.1411	0.3082	0.8613	0.4600	4.1441	0.0000341147737604

Figure 1.3: Estimates' Significance Values

Hypothesis 1:

$H1_0$ (Null Hypothesis): There is no significant relationship between brand attachment and purchase behaviours of GI branded toys.

H1 (Alternative Hypothesis): There is a significant positive relationship between brand attachment and purchase behaviours of GI branded toys.

For the variable **Purchase_Beh (Purchase Behaviour):** Brand_Att **(Brand Attachment) has a significant positive effect** with an estimated coefficient of **0.4976 (p < 0.00001). T**he significance level (p-value) to determine if there is a significant positive relationship between brand attachment and purchase behaviours of GI branded toys via interpreting the results of analysis done with SPSS and Jamovi.

As the p-value was very less than 0.05, which shows the strength of the significance of the correlation, the null hypothesis is rejected and the alternate hypothesis is accepted. It was concluded that there is a significant positive relationship between brand attachment and purchase behaviours of GI branded toys.

Hypothesis 2:

$H2_0$ (Null Hypothesis): There is no significant relationship between place attachment and purchase behaviours of GI branded toys.

H2 (Alternative Hypothesis): There is a significant positive relationship between place attachment and purchase behaviours of GI branded toys.
Place_Attach (Place Attachment) also has a significant positive effect with an estimated coefficient of 0.460 (p < 0.00001). The significance level (p-value) to determine if there is a significant positive relationship between brand attachment and purchase behaviours of GI branded toys via interpreting the results of analysis done with Jamovi.
As the p-value was very less than 0.05, which shows the strength of the significance of the correlation, the null hypothesis is rejected and the alternate hypothesis is accepted.
It was concluded that there is a significant positive relationship between place attachment and purchase behaviours of GI branded toys.

FACTOR ANALYSIS

Factor Analysis

Component Loadings

	Component			
	1	2	3	Uniqueness
BA1	0.7286			0.2903
BA2	0.8263			0.1310
BA3	0.7439			0.1853
BA4	0.6941			0.2826
BA5	0.7083			0.2238
PA1	0.6057			0.2307
PA2		0.7929		0.2125
PA3		0.6851		0.2801
PA4		0.7540		0.2309
PA5		0.7227		0.2241
PB1			0.6728	0.2019
PB2			0.7366	0.1474
PB3			0.6669	0.2102
PB4			0.7199	0.1914

Note. 'varimax' rotation was used

Figure 1.4: Abbreviations: BA: Brand Attachment, PA: Place Attachment, PB: Purchase Behaviour

Analysis and Interpretation

The table presents the results of a factor analysis with varimax rotation. Factor analysis is a statistical method used to identify underlying factors or latent variables that explain the correlations among observed variables. Varimax rotation is a technique used to simplify the interpretation of the factors by maximizing the variance of the squared loadings.

Component Loadings: These values represent the correlation coefficients between the variables (items) and the identified components (factors). Higher absolute values indicate a stronger relationship between the variable and the component. The acceptable range of loadings are 0.3 and above which indicates moderate correlation between the items and the factors. Factor loadings of 0.7 or higher typically indicates that the factor sufficiently captures the variance of the variables, hence they help in determining the importance and contribution of each of the variables to the factors.

PA1 was supposed to be a part of place attachment construct. However, it loaded with the component of brand attachment. This could be due to the similarity of questions or in equate sample selection or size. Therefore, it was decided that the item will be eliminated while developing measurement model and test of hypotheses using SEM.

Uniqueness: This column shows the uniqueness values for each variable, which represent the proportion of variance in the variable that is not explained by the identified components. Higher uniqueness values suggest that a larger proportion of the variance in the variable is unique or specific to that variable.

Variables BA2 and PB2 have the lowest uniqueness values (0.1310 and 0.1474, respectively), indicating that a smaller proportion of their variance is unique and a larger proportion is explained by the identified components.
Variable BA1 has the highest uniqueness value (0.2903), suggesting that a larger proportion of its variance is unique and not explained by the identified components.

Assumption Checks and KMO Measure of Sampling Adequacy

Assumption Checks

Bartlett's Test of Sphericity

χ^2	df	p
1917.7063	91	< .0000000000000001

Figure 1.5: Bartlett's Test of Sphericity

KMO Measure of Sampling Adequacy	
	MSA

Overall	0.9389
BA1	0.9443
BA2	0.9142
BA3	0.9104
BA4	0.9188
BA5	0.9450
PA1	0.9555
PA2	0.9484
PA3	0.9536
PA4	0.9313
PA5	0.9524
PB1	0.9636
PB2	0.9317
PB3	0.9325
PB4	0.9513

Figure 1.6: KMO Measure of Sampling Adequacy
Analysis and Interpretation:

Bartlett's Test of Sphericity

χ² (Chi-square): This statistic tests the null hypothesis that the correlation matrix is an identity matrix, indicating that variables are uncorrelated in the population.

df (Degrees of Freedom): The degrees of freedom associated with the chi-square statistic.

(p-value): This extremely small p-value (< 0.00) suggests that the correlation matrix is significantly different from an identity matrix, indicating that correlations between variables are sufficiently large to conduct a factor analysis. In simpler terms, it indicates that there is enough correlation between variables to proceed with factor analysis.

KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy

MSA (Measure of Sampling Adequacy): This statistic assesses the proportion of variance among variables that might be common variance. It ranges from 0 to 1, with higher values indicating that the variables are more suitable for factor analysis.

Overall MSA: The overall MSA value of 0.9389 suggests that the variables collectively have a high sampling adequacy, indicating that they are highly correlated with each other and therefore suitable for factor analysis.

Individual MSA: Each variable has its own MSA value. All MSA values are relatively high, ranging from 0.9104 to 0.9636, which further confirms the suitability of the variables for factor analysis. Higher individual MSA values indicate that each variable contributes well to the common variance among variables, supporting the validity of factor analysis.

In summary, both Bartlett's Test of Sphericity and the KMO Measure of Sampling Adequacy suggest that the dataset is appropriate for conducting factor analysis. The significant chi-square value and high MSA values indicate that there is sufficient correlation among variables, and the variables collectively possess adequate sampling adequacy for factor analysis.

STRUCTURAL EQUATION MODEL(SEM)

Structural Equation Models

Models Info

Estimation Method	ML .
Optimization Method	NLMINB
Number of observations	144
Free parameters	42
Standard errors	Standard
Scaled test	None
Converged	TRUE
Iterations	44
Model	Brand_Att=~BA1+BA2+BA3+BA4+BA5
	Place_Attach=~PA2+PA3+PA4+PA5
	Purchase_Beh=~PB1+PB2+PB3+PB4
	Purchase_Beh~Brand_Att+Place_Attach

Figure 1.7: SEM Model Results

Analysis and Interpretation:

This structural equation model (SEM) specifies relationships between latent variables (Brand_Att, Place_Attach, and Purchase_Beh) and their corresponding observed indicators (BA1, BA2, BA3, BA4, BA5, PA2, PA3, PA4, PA5, PB1, PB2, PB3, PB4).

Estimation Method: Maximum Likelihood (ML) estimation method is used to estimate the parameters of the model.

Optimization Method: The NLMINB optimization method is utilized.

Number of Observations: There are 144 observations in the dataset.

Free Parameters: The model has 42 free parameters, which are estimated from the data.

Standard Errors: Standard errors are computed using standard methods.

Convergence: The optimization process converged successfully (TRUE).

Iterations: The optimization process required 44 iterations to converge.

Model Specification: The model is specified with four latent variables:

Brand_Att represents **brand attachment** and is measured by five indicators (BA1, BA2, BA3, BA4, BA5).

Place_Attach represents **place attachment** and is measured by four indicators (PA2, PA3, PA4, PA5).

Purchase_Beh represents **purchase behaviour** and is measured by four indicators (PB1, PB2, PB3, PB4).

Additionally, there are specified relationships between latent variables: Purchase_Beh is regressed on Brand_Att and Place_Attach. This indicates that purchase behaviour is influenced by both brand attachment and place attachment.

The model suggests that brand attachment, place attachment, and purchase behaviour are latent constructs with observable indicators. Purchase behaviour is influenced by both brand attachment and place attachment. The analysis in the below sections describes the relationships between these latent constructs and their observable indicators in the dataset.

Tests Under SEM:

Overall Tests

Model tests

Label	X^2	df	p
User Model	172.0995	62	0.0000000000026925
Baseline Model	1803.8561	78	< .0000000000000001

Fig 1.8: SEM Model Tests Results

Fit indices

		95% Confidence Intervals		
SRMR	RMSEA	Lower	Upper	RMSEA p
0.0343	0.1110	0.0915	0.1309	0.0000008923603970

Fig 1.9: Fit indices

User model versus baseline model	
	Model
Comparative Fit Index (CFI)	0.9362
Tucker-Lewis Index (TLI)	0.9197
Bentler-Bonett Non-normed Fit Index (NNFI)	0.9197
Relative Noncentrality Index (RNI)	0.9362
Bentler-Bonett Normed Fit Index (NFI)	0.9046
Bollen's Relative Fit Index (RFI)	0.8800
Bollen's Incremental Fit Index (IFI)	0.9368
Parsimony Normed Fit Index (PNFI)	0.7190

Figure 1.10: User Model versus Base Model Results

Analysis and Interpretation:

Model Tests

User Model:
χ^2 (Chi-square): 172.0995

Degrees of Freedom (df): 62

p-value: 0.0000000000026925

Baseline Model:
χ^2 (Chi-square): 1803.8561

Degrees of Freedom (df): 78

p-value: < 0.00

These results indicate that the user model provides a significantly better fit to the data compared to the baseline model, as evidenced by the substantially lower chi-square value and the associated p-value close to zero.

Fit Indices:

Standardized Root Mean Square Residual (SRMR): 0.0343

Root Mean Square Error of Approximation (RMSEA): 0.1110

95% Confidence Intervals (Lower and Upper): 0.0915 and 0.1309, respectively

p-value for RMSEA: 0.00

These fit indices provide additional information about the fit of the user model. Lower values of SRMR and RMSEA indicate better fit, and the p-value for RMSEA suggests that the model has a good fit to the data.

User Model versus Baseline Model

Comparative Fit Index (CFI): 0.9362

Tucker-Lewis Index (TLI): 0.9197

Bentler-Bonett Non-normed Fit Index (NNFI): 0.9197

Relative Noncentrality Index (RNI): 0.9362

Bentler-Bonett Normed Fit Index (NFI): 0.9046

Bollen's Relative Fit Index (RFI): 0.8800

Bollen's Incremental Fit Index (IFI): 0.9368

Parsimony Normed Fit Index (PNFI): 0.7190

These indices compare the fit of the user model to the baseline model. Generally, higher values indicate better fit. The user model demonstrates acceptable fit according to most indices, with CFI, TLI, NNFI, RNI, and IFI exceeding 0.90, suggesting reasonable fit to the data.

In summary, the user model demonstrates good fit to the data, significantly outperforming the baseline model. The fit indices suggest that the user model adequately represents the relationships among variables in the structural equation model.

Estimates

Measurement model								
				95% Confidence Intervals				
Latent	**Observed**	**Estimate**	**SE**	**Lower**	**Upper**	**β**	**z**	**p**
Brand_Att	BA1	1.0000	0.0000	1.0000	1.0000	0.7921		
	BA2	0.9873	0.0785	0.8334	1.1413	0.8948	12.5706	< .0000000000000001
	BA3	1.2324	0.0996	1.0371	1.4277	0.8845	12.3677	< .0000000000000001
	BA4	1.1283	0.0994	0.9336	1.3231	0.8316	11.3556	< .0000000000000001
	BA5	1.0909	0.0935	0.9076	1.2741	0.8483	11.6679	< .0000000000000001
Place_Attach	PA2	1.0000	0.0000	1.0000	1.0000	0.8059		
	PA3	1.1288	0.0999	0.9330	1.3246	0.8254	11.3003	< .0000000000000001
	PA4	1.2182	0.1061	1.0102	1.4261	0.8350	11.4817	< .0000000000000001
	PA5	1.1487	0.0957	0.9611	1.3364	0.8619	11.9976	< .0000000000000001
Purchase_Beh	PB1	1.0000	0.0000	1.0000	1.0000	0.8338		
	PB2	1.0287	0.0755	0.8808	1.1767	0.8897	13.6252	< .0000000000000001
	PB3	0.9624	0.0740	0.8173	1.1074	0.8649	13.0053	< .0000000000000001
	PB4	1.0000	0.0831	0.8371	1.1630	0.8237	12.0281	< .0000000000000001

Figure 1.11: Parameters estimates Results

Analysis and Interpretation:

The table above represents measurement models in a structural equation modelling (SEM) analysis.

Latent: Indicates the latent variable (e.g., Brand_Att, Place_Attach, Purchase_Beh). **Observed:** Indicates the observed indicator variables (e.g., BA1, BA2, BA3, BA4, BA5, PA2, PA3, PA4, PA5, PB1, PB2, PB3, PB4).
Estimate: These values represent the factor loadings, indicating the strength of the relationship between the latent variable and the observed indicators.
Dependent Variable (Dep): This column indicates the dependent variable in the regression equations.
Predictor Variable (Pred): This column indicates the predictor variable in the regression equations.

Estimate: These values represent the estimated regression coefficients between the dependent and predictor variables.
SE (Standard Error): The standard errors associated with the estimated coefficients.
Lower and Upper Confidence Intervals: These intervals provide a range of values within which the true population parameter is likely to fall with a certain level of confidence.
β (Standardized Coefficient): These values represent the standardized regression coefficients, which allow for comparison of the relative strength of the predictors.
z: The z-values associated with the coefficients.
 p: The p-values associated with the coefficients, indicating the statistical significance of the coefficients.

Factor loadings represent the strength of the relationship between the latent variable and the observed indicator. Higher factor loadings indicate a stronger relationship. All factor loadings are significant ($p < 0.00001$), indicating that the observed indicators are good measures of their respective latent variables.

Analysis of the Hypothesis Testing and Results

Hypothesis Testing and Results

Key Highlights and findings from the Analysis carried out by conducting Factor Analysis and by forming and using SEM (Structural Equation Model) to test and verify the rejection of the Null Hypothesis and Acceptance of the Null Hypothesis in the cases of both the Hypotheses.

Strong Relationship shown through the Factor Analysis Component Loadings:
Both Brand Attachment (BA) and Place Attachment (PA) have substantial and significant loadings on their respective components, indicating their importance in the model and indicating a strong connection to consumers' preferences.

Assumption Checks:
Bartlett's Test of Sphericity and KMO Measure of Sampling Adequacy confirm the suitability of the data for factor analysis, with high values indicating good model fit.

Structural Equation Model (SEM):
The SEM indicates significant paths from Brand Attachment and Place Attachment to Purchase Behaviour, suggesting that both factors influence consumers' decisions to purchase GI Branded Toys, implying a direct impact on consumers' decisions to buy GI Branded Toys.

Overall Tests and Fit Indices:
The model shows good fit, as indicated by low SRMR and RMSEA values, along with significant comparative fit indices such as CFI and TLI.

Model Fit:
The SEM model fits well with low error rates, supported by various fit indices, suggesting that the proposed relationships accurately represent the data.

Valid Measurement Model:
All observed variables have significant estimates for their respective latent constructs, reinforcing the validity of the measurement model. The measurement model confirms the validity of observed variables in representing their latent constructs, reinforcing the credibility of the analysis.

Path Model: The path diagram illustrates the direct influence of Brand Attachment and Place Attachment on Purchase Behaviour, providing a visual representation of the relationships between variables, by providing a clear visual depiction of the direct influence of BA and PA on Purchase Behaviour, aiding in the interpretation of the relationships.

Overall, the analysis suggests that both Brand Attachment and Place Attachment play important roles in influencing consumers' purchase behaviours of GI Branded Toys, with the SEM providing statistical support for these relationships.
In conclusion, the findings affirm that both Brand and Place Attachment are crucial factors influencing consumers' purchase behaviours of GI Branded Toys, providing valuable insights for marketers and policymakers in understanding and targeting this market segment.

FINDINGS AND RECOMMENDATIONS

Through the extensive study conducted on the research by applying the sophisticated analysis methods by using SPSS and Jamovi, the research study investigated the influence of brand and place attachment on the purchase behaviours of Geographical Indicator (GI) branded toys. The findings revealed the following outcomes with respect each of the determining and influencing factors of Brand and Place Attachment that influence the purchase behaviours of GI Branded Toys.

Brand Attachment:

Consumers demonstrated a strong attachment to GI branded toys, significantly influencing their purchase decisions.
Emotional connection and perceived quality were identified as the primary drivers of brand attachment.
Brand attachment positively correlated with the willingness to pay a premium for GI branded toys.

Place Attachment:

Place attachment significantly influenced consumer purchase behaviours of GI branded toys.

Consumers exhibited a higher likelihood of purchasing GI branded toys when they were strongly attached to the geographical origin associated with the toy.

Purchase Behaviour:

Both brand and place attachment positively influenced purchase behaviours of GI branded toys.
Consumers with stronger brand and place attachment were more inclined to choose GI branded toys over non-GI branded ones.
Consumers exhibited a higher purchase intention and willingness to pay a premium for GI branded toys when they had a stronger brand and place attachment.

Through the testing of the two hypotheses, by conducting correlation analysis by comparing each of the factors and the questions' cumulative Likert scale responses data of each of the factors/questions of Brand and Place attachment with each of the factors/questions of Purchase Behaviour, it was seen there was a significant positive relationship between Brand attachment and purchase behaviour and Place attachment and purchase behaviour of the GI Branded Toys. Therefore, the hypotheses' testing's outcome proved the objective of the study right and strongly supported it.

Recommendations

Develop Targeted Marketing Campaigns:
- Create marketing campaigns that emphasize the unique brand identity and the place of origin of GI branded toys. Highlighting the authenticity and heritage associated with these products can enhance consumer attachment and drive purchase behaviour.

Enhance Product Packaging and Storytelling:
- Design packaging that reflects the geographical origin of GI toys and incorporates storytelling elements to evoke emotional connections with consumers. Incorporating narratives about the cultural significance and craftsmanship behind the products can deepen brand and place attachment.

Invest in Consumer Education and Awareness:
- Educate consumers about the value and importance of GI branding in preserving cultural heritage and promoting sustainable practices. Increasing awareness about the significance of supporting GI products can foster stronger brand and place attachment among consumers.

Collaborate with Local Artisans and Communities:
- Foster partnerships with local artisans and communities involved in the production of GI branded toys. Collaborative efforts can strengthen ties between consumers and the place of origin, while also supporting local economies and preserving traditional craftsmanship.

Offer Experiential Marketing Opportunities:
- Provide opportunities for consumers to engage with the brand and experience the culture associated with the place of origin of GI toys. Hosting events, workshops, or immersive experiences can deepen consumer attachment and drive repeat purchases.

Utilize Digital Platforms for Storytelling:
- Leverage digital platforms, such as social media and brand websites, to share compelling stories about the brand heritage and the unique characteristics of GI toys. Engaging content that showcases the craftsmanship and cultural significance of the products can resonate with consumers and reinforce brand and place attachment.

Implement Quality Assurance Measures:
- Ensure consistency in product quality and authenticity to maintain consumer trust and loyalty. Implementing stringent quality assurance measures and adhering to GI regulations can safeguard the integrity of the brand and the place of origin.

Engage in Stakeholder Collaboration:
- Collaborate with stakeholders, including government agencies, industry associations, and retailers, to advocate for the protection and promotion of GI branding. Collective efforts can amplify the impact of marketing initiatives and policy advocacy efforts.

Monitor Consumer Feedback and Adapt Strategies:
- Continuously monitor consumer feedback and market trends to adapt marketing strategies accordingly. Solicit input from consumers through surveys, focus groups, and social listening tools to understand evolving preferences and sentiment towards GI branded toys.

Support Sustainable Practices:

- Embrace sustainable production practices and ethical sourcing initiatives to align with consumer values and preferences. Demonstrating a commitment to environmental stewardship and social responsibility can enhance brand reputation and foster stronger brand and place attachment among consumers.

Limitations of the Study

- ➢ **Sample Size and Generalizability:**

- The study may have a limited sample size, potentially compromising the generalizability of the findings. Conducting the research with a larger and more diverse sample could enhance the reliability and applicability of the results.

➤ **Causality and Directionality:**
- The research design may not establish causality or directionality between brand and place attachment and purchase behaviour. Future longitudinal or experimental studies are needed to determine the causal relationships more accurately.

➤ **Methodological Approach:**
- The methodology used in the study, such as surveys or interviews, may have limitations regarding bias and reliability. Employing mixed-method approaches or qualitative research could provide a more in-depth understanding of brand and place attachment and their influence on purchase behaviour.

➤ **Cross-Cultural Variations:**
- The study may not account for potential cross-cultural variations in the influence of brand and place attachment on purchase behaviour. Future research should explore these differences to develop more culturally sensitive marketing strategies.

➤ **External Influences:**
- The study might not fully consider other external factors that could influence purchase behaviour, such as advertising, promotions, or economic conditions. Controlling for these factors or conducting the study in different contexts could provide a clearer understanding.

➤ **Temporal Factors:**
- The study may not account for temporal factors, such as changes in consumer preferences or societal trends over time. Future research should consider longitudinal studies to understand how brand and place attachment influence purchase behaviour over time.

➤ **Influence of Social and Cultural Factors:**
- The study may not fully account for the influence of social and cultural factors on brand and place attachment and their subsequent impact on purchase behaviour. Further research should delve deeper into these factors to provide a more holistic understanding.

➤ **Response Bias:**
- There may be a response bias in self-reported data due to social desirability or other factors. Implementing techniques to minimize response bias, such as anonymity or using implicit measures, could improve the validity of the results.

➤ **Limited Geographic Scope:**
- The research may focus on a limited geographic scope, potentially limiting the generalizability of the findings. Future studies should consider conducting research in various geographical locations to capture diverse perspectives and experiences.

➤ **Ethical Considerations:**
- Ethical considerations such as privacy, consent, and data protection may not be adequately addressed in the study. Ensuring ethical standards are met in future research is essential to maintain the integrity of the study and protect participants' rights.

Conclusion

The study explored the impact of brand and place attachment on purchase behaviours of Geographical Indicator (GI) branded toys. Brand attachment refers to the emotional connection that consumers have towards a specific brand, while place attachment reflects a person's emotional bond with a particular place or region. In the context of GI branded toys, both brand and place attachment can play a significant role in consumer purchase decisions.

Brand attachment can influence consumers to prefer GI branded toys over other options due to the trust, loyalty, and positive associations they have towards the brand. Consumers who feel emotionally connected to a specific brand are more likely to seek out and purchase products from that brand, even if they are priced higher or have more limited availability. On the other hand, place attachment can also impact consumer behaviour when it comes to purchasing GI branded toys.

Consumers who feel strong emotional connections to the place or region associated with the GI branding may be more inclined to support local products and industries. This sense of place attachment can drive consumers to choose GI branded toys as a way to express their connection to the region or to support the local economy. Overall, the combination of brand and place attachment can influence consumer purchase behaviours when it comes to GI branded toys.

Companies that produce GI branded toys can leverage these emotional connections by emphasizing the unique qualities of both the brand and the associated region in their marketing strategies. By highlighting the brand's heritage, quality, and local ties, companies can appeal to consumers who value these emotional connections and ultimately drive purchase decisions.

Scope of Future Research

Future research in the domain of the influence of brand and place attachment on purchase behaviour of Geographical Indicator (GI) branded toys holds a considerable potential for further exploration and development. Here are several avenues for future research:

- **Longitudinal Studies:** Conduct longitudinal studies to examine changes in brand and place attachment over time and their impact on purchase behaviours. Longitudinal research allows for the exploration of causal relationships and the investigation of how attachment orientations evolve across different life stages and experiences.

- **Cross-Cultural Comparisons:** Explore cross-cultural variations in brand and place attachment and their implications for consumer behaviours. Comparative studies across different regions, cultures, and consumer segments can provide insights into the cultural factors influencing attachment orientations and consumption patterns of GI branded toys.

- **Qualitative Inquiry:** Employ qualitative research methods, such as in-depth interviews and focus groups, to gain deeper insights into consumers' emotional connections, narratives, and experiences with GI branded toys. Qualitative inquiry can uncover nuanced aspects of brand and place attachment that may not be captured by quantitative measures alone.

- **Market Segmentation Analysis:** Conduct market segmentation analysis to identify distinct consumer segments with varying levels of brand and place attachment to GI branded toys. Explore demographic, psychographic, and behavioural characteristics of different segments to tailor marketing strategies and product offerings effectively.

- **Technological Innovations:** Investigate the role of emerging technologies, such as augmented reality (AR), virtual reality (VR), and interactive digital platforms, in enhancing brand and place attachment experiences for consumers. Explore how immersive technologies can create engaging brand narratives and foster emotional connections with GI branded toys.

- **Sustainability and Ethical Consumption:** Examine the influence of sustainability, ethical sourcing, and corporate social responsibility (CSR) initiatives on brand and place attachment in the context of GI branded toys. Investigate how environmentally friendly practices and ethical business conduct impact consumer perceptions and purchase decisions.

- **Policy Implications:** Assess the policy implications of promoting GI branding and cultural heritage preservation in the toy industry. Evaluate the effectiveness of regulatory frameworks, certification schemes, and marketing guidelines in safeguarding cultural heritage, supporting local economies, and fostering sustainable development.

- **Brand Management Strategies:** Explore innovative brand management strategies for GI branded toys that leverage digital marketing, social media engagement, and experiential marketing techniques. Investigate how brands can create memorable brand experiences, foster brand communities, and enhance consumer engagement through immersive storytelling and interactive content.

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