THE ROLE OF BRAND EXPERIENCES TOWARDS HAPPINESS OF YOUNG INDIVIDUALS

Abd-ul-Waheed[1], Faiza Ramzan[2], Laila Shafi [3]

[1]Associate Lecturer, Department of Sociology, The Islamia University of Bahawalpur
*abdulwaheed@iub.edu.pk , [2]Associate Lecturer, Department of Special Education, The Islamia University of Bahawalpur, faiza.ramzan@iub.edu.pk ,[3]M.Phil. Scholar, Department of Sociology, University of Sargodha, lailashafi.ps13@gmail.com

ABSTRACT
This study examines the role of brand experiences towards happiness of young individuals. It was quantitative study where survey research method has been adopted, employing the questionnaire as an instrument of data collection. Demographic variables such as gender, age, qualification, area of study and locale were also included in the study. A sample of 384 students was selected by using proportional allocation method. Data was collected from four universities of Punjab,Pakistan that includes; the Islamia university of bahawalpur, University of Punjab, Govt college university of Faisalabad, and Bahauddin Zakariya University Multan. Statistical analysis of the data was done through SPSS. The findings show that happiness is significantly negatively correlated with brand consumption. Findings also show that the majority of young individuals purchased apparel brands. This study can be helpful in better understanding of youth's experience towards brands and its effects on their happiness. Despite of the growing tendency for luxury brands products now a days, a few types of researches have been concluded to find out the link between brands experiences and happiness level of young individuals. To better understand the role of brand experiences towards happiness of young individuals; this research inspected the happiness level of university students in details.

Keywords: Brands, happiness, role, individuals, Luxury

INTRODUCTION

Every brand has their unique logo and designs. They attract the buyers by the universal unique products. From the past ages society's individual always tries to adopt some upper level products so he/she could be on the spot light in the society. Upper class of the society tries to adopt unique goods in jewelry and shoe their high status. Their power and money level was measured by their elite habits, high end products adoption and live like duke and Duchess. (Nelissen, R., 2011)

In the context of evolutionary perspective, the consumer go to brands just for highlight his/her personality by adopting brands. And there seems they took so much effort and look satisfied after that. They not only adopt branded goods for satisfaction but also to show their economic status to others.

Pakistani youth seems like trend adopters on a high note. As Pakistan gave permission to the international brands to trade in the region. Firstly they have a big amount of youth members to buy and consume the undergarments and other branded goods. Our youth is no admiring the west culture and adopt as high as they can. There are a number of international brand and the youth has so many option to go and buy the high end goods from brands. There seems a competition toward buy and consume the branded products. We can perceive various behaviors modes and struggles toward buying branded goods. (Laroche *et al*., 2003)

Pakistani youth mainly has so much awareness and they adopt branded products so keenly infect all over the world youth is one step close to the brands consumption. It seems not so good that the high ratio of young people are adopting branded products for no reason they are feeling anxiety and stress toward consumption of high end products. There are so many drawbacks toward brand adoption like they have no leadership qualities, they have no sense of self awareness, at very young age they have anxiety issues as well as they don't use their minds and trying to adopt others styles as fashion. (Ahmed *et al.,* 2013)

Objectives of Research

The main objective of this study is to investigate the role of brand experiences towards happiness of young individuals.

Hypothesis

Brand consumption has significant association with happiness

REVIEW OF LITERATURE

Brands Experience

21st century is considered as brand era, there are many new and old brands and they have too much   strategies for the attraction for their consumers. There are seen some functional uses and the consumers behaviour toward that products. Every branded product have 2 sides' i.e. interior specifications and exterior specifications. First one lead toward the consumption for need in daily life. Secondly branded goods are used for the societal purpose like social acceptance and to get fame and grace in front of other people. Experience toward brand consumption can lead to more or less demand of branded goods by the consumers. Experience can be said to the things which are objectively practiced and have facts and figures. Calculations of acts can be count into the experience (Lemke, F 2011).

Our intensions towards the events may provoke our stimulus (LAMBERG, J. J. (2019), and what we perceive and what our brain determine is only based on the facts (Yang et al., 2017). Experiments are just the way to show the inner qualities and functions and the proper phenomenon. All information is delivered by the experiments (Das et al., 2019).There are seen and measured the behaviour of customers in the market. Experiments are done on daily basis at marketing hubs (Zarantonello, 2007). Customers buy some branded products just for the joy and there is no need in serious note (Yuan & Wu, 2016).

Brand experiences are considered as the subjective as they rely on the consumers feelings and thoughts. There are also the involvement of our five senses as well. Hearing and seeing the brands and names make us so much conscious. This sensory experience may show our afflation toward the brands and branded product consumption as well. (Brakus et al., 2009)

Experience of the various behaviors are the real actions and some physical interactions as well. These are related to the person's life and by that they also got experience toward the brand consumption as well. They get engaged with social circle and, markets as well (Nysveen et al., 2013).

Orientation toward Happiness

Rise of the movement of positive psychology experts have more keen interest toward the measuring of happiness in the society people (Schmitt, 2011). The main idea of happiness could be the thinking patterns of a person towards good life and positive feelings toward life styles (Lyubomirsky et al., 2005).   Normally it can be interlinked that happiness as the mental wellbeing and all other positicve thoughts around the globe (Sheeraz et al., 2020).

Peterson et al., (2005) gave the concept that people around the world can get the happiness within 3 ways first one is the pure way they find the happiness in a very minor event or thing just for their level of joy. Secondly they make sense either the things gave them the reason for joy and happiness or not. Thirdly they get so much focus on the things and events either the current and concerned things gave them happiness or not. Happiness can be gained by the good and beneficial acts by himself and by doing all valuable things for self (Ryan & Deci, 2001). The game of emotions plays a vital role towards the concept of happiness emotions are depended upon the level of sorrow or joy. A person can easily access about the level of happiness in his life through his feelings (Baumeister et al., 2013). Aristotle gave the 2 concept of the good life and happy or joyful feelings. Subjectively the inner peace can be relate with the happiness (Ahn et al., 2019; Linley et al., 2009). Joy is a good feeling and it comes out when the nature and psyche of a person go well with each other (Waterman, 2007).

Different point of views of pleasure and taste claims differently that all the wishes of a human being may not gave him proper happiness. So we can clearly differentiate between pleasure and comfort as they are close to each other as well (Disabato et al., 2016). On the other hand remaining other 2 perceptions that the pleasure is based on the daily life routine activities preferences by a human (Csikszentmihalyi, 1999). In the las one the perception extend some extra as debated view there is the integration between the happiness and pleasure. It depends on the choice of the people. (Disabato et al., 2016). The level and phase of happiness can relate to the activities in which a person is deeply involved (Wiitala, et al., 2020).

Happiness can be interlinked by the purchasing item from brand, this is the personal experience person think before buying branded goods. (Bhattacharjee & Mogilner, 2014). Most of the time it is totally unseen that what the level of happiness is by adopting branded goods. As they don't leave the feedback. (Nicolao et al., 2009).

People only want their level of satisfaction and happiness by adopting brands. They can get experience either the brand adoption gives them happiness or not. The experience after adoption branded goods matters a lot, what we get after adoption happiness or anxiety. (Messinger, D.et a 2019).

In the applied marketing it is seen that adoption of branded goods and its consumption can lead you to the happiness and satisfaction. So adopting brands and factor of happiness are interlinked to each other respectively. (Brakus et al., 2015).

Income and Wellbeing

Good amount of income can lead to the joy and happiness, they can be more satisfied by the higher salaries and they can easily manage their finances as well. There are so many horrible

conditions toward economy of developing countries as compared to the developed ones. Low salaries can lead to the hopelessness, anger and anxiety. There are 2 social factors by SWB for goal achievement 1st one is the breakdown the social capital and the 2nd one is to get build a connection social association.   (Clark *et al*., 2008).

Furthermore ranking regarding the capital hierarchy can lead toward the income and consuming power of goods. The use of a sample of (Brown *et al*., 2008) highlights the level of wellness is only relay on the rank of the person whish he has and get paid.

This is seen that the higher income has positive connection with the life satisfaction and somehow it show a weak relationship if the person have good economic status but not adopt material things. If they have good amount of money they should go for good life style it can lead them a proper wellbeing. According to experts it is good to connect with better lifestyle if you have good sources of income. (Piekalkiewicz, 2016).

METHODOLOGY

Introduction

The process and procedure in which research plan is designed called methodology, whereas research design is the link between research method and the process in which researcher gather data from students. It was descriptive research; by using questionnaire as tool the role of brand experiences towards happiness of young individuals was examined. The population of study was four Universities from province of Punjab (Punjab University, Bahauddin Zakariya University, Govt College University Faisalabad, and The Islamia University of Bahawalpur). Through method of convenient sampling data was collected from respondents. Data was analyzed by using (SPSS) software.

Research Design

Survey research method was selected to complete this study. Through questionnaire as tool, survey was conducted. Tool of data collection was created on Likert scale format.

Survey Research

In this study researcher used survey research technique. This research focus on "the role of brand experiences towards happiness of young individuals."

Target Population

The population of this research is all regular students in four "universities of Pakistan" (Punjab University, Bahauddin Zakariya University, Govt College University Faisalabad, The Islamia University of Bahawalpur).

Sampling

Total population under this research is shown in table

Sr. No	Universities	Registered Students
1	Punjab University	45000
2	BahauddinZakariya University	35000
3	Govt College University Faisalabad	42000
4	The Islamia University of Bahawalpur	25000
	Total	147000

Sampling Technique

Raosoft sampling calculator has been used.

Total sample of this research was set up equal to "384".

For obtaining desired sample the "proportional allocation method was used".

$$(n_i = \frac{N_h}{N} \times n)$$

Where

(n_i = Sample distributed in particular university).

(N_h= Number of registered students in particular university).

(N   = Total number of registered students in all four universities).

(n=   Total sample selected).

(Proportional Distribution of Sample in Punjab University)

(n_i =   45000/147000*384)

(n_i =   118)

(Proportional Distribution of Sample in BahauddinZakariya University)

(n_i =   35000/147000*384)

(n_i =   91)

(Proportional Distribution of Sample in Govt College University Faisalabad)

(n_i = 42000/147000*384)

(n_i =   110)

(Proportional Distribution of Sample in The Islamia University of Bahawalpur)

(n_i = 25000/147000*384)

(n_i =   65)

Thus university wise distribution of sample is given in table

Sr. No	Universities	Sample selected
1	Punjab University	118
2	BahauddinZakariya University	91
3	Govt College University Faisalabad	110
4	The Islamia University of Bahawalpur	65
	Total	384

Monthly Shopping items
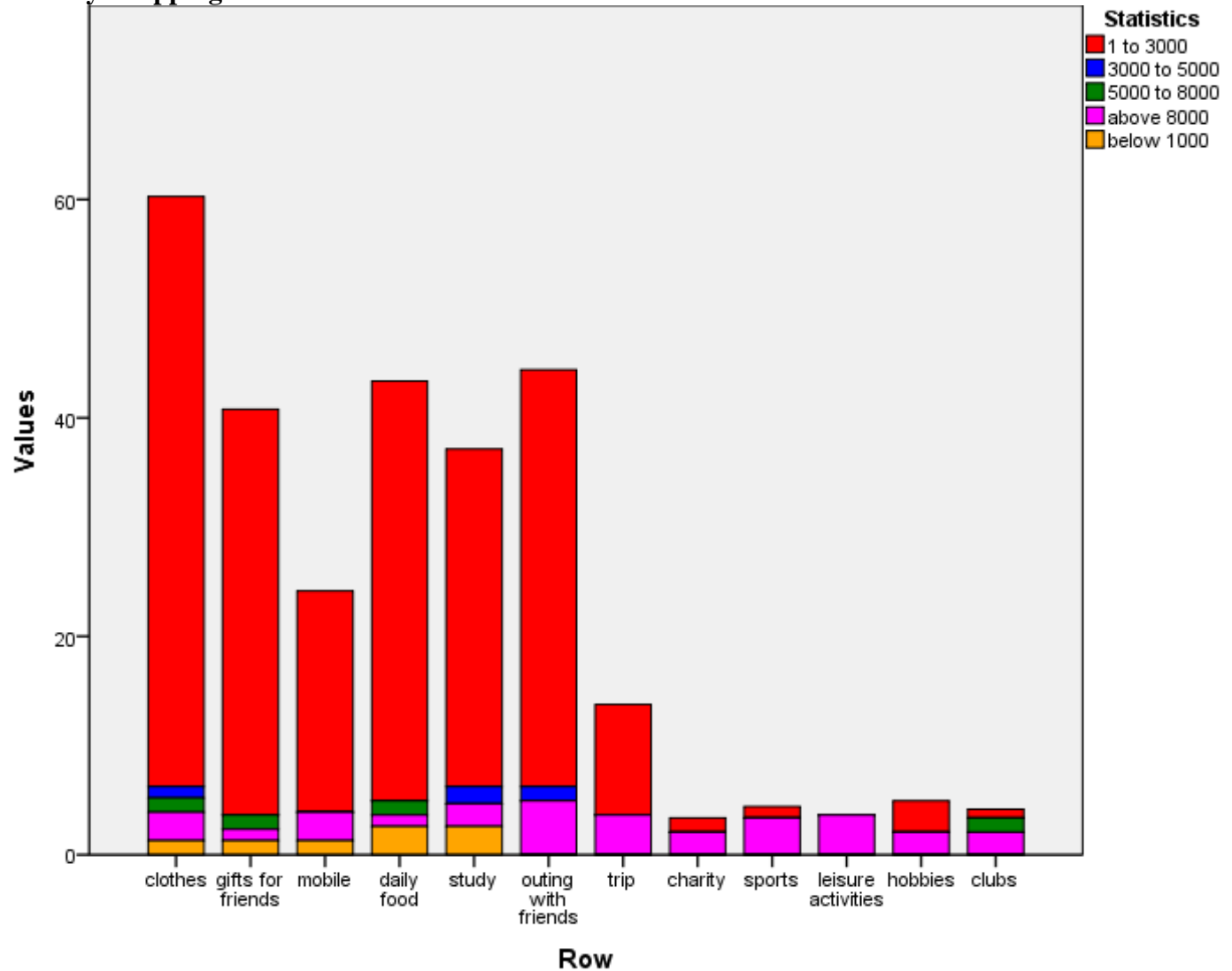
This graph demonstrates frequency distribution of students' in context of "Monthly Shopping Items". This graph demonstrates categories of money which they spent on different items.

Happiness

Scale	Strongly Agree	Agreed	Neutral	Disagreed	Strongly disagreed
I find most thing amusing	1.3%	58.4%	24.2%	14.0%	2.1%
I don't feel optimistic about future	0.0%	24.4%	20.5%	43.4%	11.7%
I always have a cheerful effect on others	2.6%	46.2%	24.7%	22.1%	4.4%
I have very warm feelings towards almost everyone	2.6%	49.4%	26.2%	18.2%	3.6%
I feel energetic	6.5%	64.2%	16.1%	12.2%	1.0%
I find loveliness in everything	3.9%	55.6%	12.2%	27.0%	1.3%
I don't feel particularly pleased with the way I am living	0.0%	34.5%	22.1%	36.6%	6.8%
I don't have fun with others	0.0%	20.0%	10.4%	52.5%	17.1%
I always committed and involved	1.3%	35.8%	9.6%	43.6%	9.6%
There is a gap between what I would like to do and what I have done	2.6%	49.9%	18.4%	25.5%	3.6%
I can fit in everything I want to	0.0%	57.9%	15.6%	24.2%	2.3%
I feel that I am not especially in control of my life	3.9%	42.9%	21.8%	29.1%	2.3%

This table demonstrates frequency distribution according to "Happiness". In this table happiness scale was used to determine happiness level among students. In this table students responded according to their happiness level. This table demonstrates values of every question like "I find most thing amusing" majority of students i.e. (58.4) % were agreed on this statement while 24.2% remained neutral and 14.0% were disagreed and only 2.1% were strongly agreed. This table further demonstrates values of statement "I don't feel optimistic about future" majority of students i.e. (43.4) % was disagreed on this statement while 20.5% remained neutral and only 24.0% were agreed. This table further demonstrates values of statement "I always have a cheerful effect on others" majority of students i.e. (46.2) % were agreed on this statement while 24.7% were neutral and 22.1% were disagree and 4.4% were strongly disagree. This table further demonstrates values of statement "I have very warm feelings towards almost everyone" majority of students i.e. (49.4) % were agreed on this statement while 26.2% were neutral and 18.2% responded that they disagree and 3.6% strongly disagree. This table further demonstrates values of statement "I feel energetic" majority of students (64.2) % were agreed on this statement while 16.1% were neutral and 12.2% disagreed and 1.0% strongly disagree. This table further demonstrates values of statement "I find loveliness in everything" majority of students i.e. (55.6) % were agreed on this statement while 12.2% remained neutral and only 1.3% were strongly disagreed and 27.0% were disagreed. This table further demonstrates values of statement "I don't feel particularly pleased with the way I am living" majority of students i.e. (36.6) % was disagreed on this statement while 22.1% remained neutral and 34.5% were agreed. This table further demonstrates values of statement "I don't have fun with others" majority of students i.e. (52.5) % was disagreed on this statement while 10.4% remained neutral and only 20.0% were

agreed. This table further demonstrates values of statement "I always committed and involved" majority of students i.e. (43.6) % were disagreed on this statement while 9.6 % remained neutral and only 35.8% were agreed. This table further demonstrates values of statement "There is a gap between what I would like to do and what I have done" majority of students i.e. (49.9) % were agreed on this statement while 18.4 % remained neutral and only 3.6% were strongly disagreed and 25.5% were agreed. This table further demonstrates values of statement "I can fit in everything I want to" majority of students i.e. (57.9) % were agreed on this statement while 15.6 % remained neutral and only 2.3 % were strongly disagreed and 24.2% were agreed. This table further demonstrates values of statement "I feel that I am not especially in control of my life" majority of students i.e. (42.9) % were agreed on this statement while 21.8 % neutral and 2.3 % were strongly disagree and 29.1% were agreed.

Regression analysis of brand consumption and happiness

Independent Variable	Uns. Coefficient		St. Coefficient	T	p
	B	Std. Error	Beta		
Constant	24.882	0.678		36.709	0.000
Brand Consumption	-0.280	0.092	-0.154	-3.054	0.002
R	0.154				
Adj. R	0.021				
R^2	0.024				
$F(1, 383) = 9.33, p = 0.002$					

This table comprised linear regression analysis between brand consumption and happiness. The table showed that brand consumption is negatively related with happiness. Additionally, test revealed that "one-unit increase" in brand consumption reduces the 0.28 units in happiness of students. Furthermore, though ($R^2 = 0.024$) is low, yet the model is meaningfully fitted on the "regression line". This table showed value linear regression analysis of two variables i.e., happiness and brand consumption. The findings demonstrated that there is negative relation between happiness and brand consumption. This table further showed the value of results like R= 0.154, Adj. R= 0.021, B= -0.280 and value of T= -3.054. These values show the negative relation between brand consumption and happiness. To check association level between happiness and brand consumption researcher use the linear regression analysis test for better result. According to value of $R^2 = 0.024$ this table showed that this model is significantly fitted on regression line. This table overall demonstrates that the people who purchase branded products are not happy. Brand products cannot increase happiness level among people. People who wear brand products don't feel happiness. The results of regression analysis revealed that brand consumption and happiness are negatively correlated with each other. To better analyze relationship between happiness and brand consumption researcher used linear regression analysis test; the results demonstrates negative relation between both variables.

Discussions

This research mainly focused on the role of brand experiences towards happiness of young individuals. The results show that brand consumption is negatively related with happiness of youth. For this purpose researcher used linear regression analysis test for better interpretation of results. Major findings of this research are followings:

Findings show that majority of the students described that they don't feel particularly pleased with the way they are living. Mostly students are not satisfied with their living conditions. Further mostly students claimed that they don't have fun with others. This demonstrates that brand experience is not leading them to happiness. While mostly students feel that they are not especially in control of their life. Further findings of this study revealed that there is a gap between what the students would like to do and what they have done. It means students are not living their lives according to own desires. Further this study demonstrates that mostly young individuals have no cheerful effect on others. Further findings of this research show that a lot of students find loveliness in everything. Further this research shows that mostly young individuals disagreed that they can fit in everything. These findings have significant value, because happiness is need of entire life if young people of any nation feel frustration then it is very difficult for a nation to make development. Youth of postmodern era is crazy about brands consumption, because brands attracts everyone due to their quality, uniqueness, popularity etc, but for every student it is not possible to wear branded clothes , as this research also demonstrates that majority of youth gone for shopping occasionally. No doubt brands products are sign of high status, popularity, fashion consciousness and many other attributes, but it is difficult for a student to wear branded products from his pocket money.

Due to globalization world has become a global village. Different fashion designing companies make their products according to modern trending fashion, so the people who wear branded clothes are considered fashion conscious now a day. These findings show that wearing brand clothes has direct link with social identity of youth for instance; high status, high income, high class,

There are several other reasons why students are not pleased with their life, first; students spend more money on shopping as compare to their pocket money; second majority of students don't take part in sports, leisure activities, and clubs. Third majority of students don't spend money on outing with friends and on trip. Fourth majority of students have average family income this may lead to unhappiness among students. Social media is great source of advertising different brands products, students are regularly user of social media, they want to buy different products due to their attractions. This research demonstrates that majority of students get only (1000-5000) rupees per month for pocket money. This is insufficient to purchase luxury brands products. Therefore, this research demonstrates that there is negative relation between brand consumption and happiness level of youth.

Conclusion

Present study focused on the role of brand experiences towards happiness of young individuals. Findings of present study showed negative relationship of brand consumption with happiness of individuals. Findings showed that mostly students get 1000 to 5000 pocket money from home. Current study negates the results of (Ahmad, W. *et al*., 2013) who concluded that the young students spend major part of their pocket money on purchasing luxury products. Surprisingly, the students who owned lower 'pocket money' too buy brand products, a little number of respondents responds that "money is not a hindrance" in building attitude and aims. Results of present research declared that majority of students spent (1000 to 3000) rupees on shopping every month.

Participants in present research indicated that mostly students occasionally go for shopping. Most of students buy shoes, mobile clothes and cosmetic every month. Drawing inferences is utilizing data that is suggested or construed to make significance out of what isn't unmistakably

expressed. Scholars give readers indications or pieces of information that assist them with figuring out the real story, since not all things are unequivocally expressed constantly. From the analysis it is found that brand consumption is negatively related with happiness of young individuals.

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