

## **Relationship between Brand Tribalism and Tribe Behavioral Intention: Research Propositions on Electrical Material Sector in Sri Lanka**

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As argued in empirical research works, the relationship between the concept of brand tribalism and brand tribe behavioral intention is a less explored subject. There is research, investigating those issues from a variety of market and consumer viewpoints, but they require additional investigation. Brand tribalism is a relatively new concept in terms of brand consequences. Meanwhile, brand trust is a well-researched area that has been identified as a component of brand evolution that acts as a mediator in brand relationship behavior. As such, this article will examine the ideas of brand tribalism and tribe behavioral intention in order to demonstrate how brand tribalism results in brand tribe behavioral intention. An examination of anthropological theory (Segmentary Lineage Theory) and social identity theory was conducted in order to establish a theoretical framework for the proposed study directions. When it comes to Sri Lankan brands, they leverage brand communities both online and offline to reach their entire customer base. In the Sri Lankan building material sector, a few organizations take a different approach by identifying intermediaries such as electricians, masons, plumbers, painters, and tillers who use respective products as brand tribes within the larger brand community. However, the researcher discovered that no one has looked at this contested topic. Finally, it highlights the information gap in the critical need to thoroughly study how brand tribalism affects the results of their connection in the electrical material business, which is critical knowledge for defining marketing returns on investments (MROI). A discussion was held to justify future research directions in light of the major empirical points advanced. The paper continues by emphasizing the importance of studying the context of Sri Lanka's electrical material market.

**Keywords:** *Brand community, Brand tribalism, Brand tribe, Brand trust and Sri Lankan electrical sector*

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