

Impact of Brand Personality on Brand Loyalty: The mediating role of Self-Congruence and Brand Trust

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Abstract

The study examines the impact of brand personality on brand loyalty. It also explores the mediating role of self-congruence and brand trust on the relationship between brand personality and brand loyalty. With today's competitive environment, it has become increasingly challenging and important for companies to increase customer retention. To trespass and achieve the highest point in the competition, companies have been rigorously looking for customs to make powerful brand relations with the customers. This study concludes that due to brand personality the consumer becomes loyal towards the brand and purchase products from the specific brand. The act of self-congruence on brand personality increases the brand loyalty, when the personality of the brand matches the personality of the consumer, this enhances self-congruence and trust of the consumers on trust which will lead to increase in the loyalty of consumers towards brand. Based on results implications, limitations and future directions of the study were conferred.

Keywords: Brand personality, Brand loyalty, Self-congruence, and Brand trust.

INTRODUCTION

With today's competitive environment, it has become increasingly challenging and important for companies to increase customer retention. To trespass and achieve the highest point in the competition, companies have been rigorously looking for customs to make powerful brand relations with the customers. Once companies become successful in creating these connections, it has been observed that it leads to advanced stages of the loyalty of customer towards the brand and helps in improving the financial numbers of the firm (Park & John, 2010). Talking about the apparel industry, it has since years come up with different and innovative ways through which the industry communicates with its consumers and makes them believe that the product is attractive and fits well with the personality of the consumer (Amjad, 2018). It has been studied in the past that if there is a congruency between the traits of the product and the traits of the customer, then this chiefs to stronger degree of trust between customer and the brand, this further refers to powerful brand loyalty. Thus, it has been seen that companies, nowadays, through their different advertising messages focus on delivering the consumers self-concept so that the customers can relate (Gilmore & Pine, 2007). According to Sahin, Zehir and Kitapci (2011), it is imperative and important for a company to establish powerful logic of the loyalty of the brand in command to come in line with the business strategy and its success. This study is aimed at discovering the importance of self-congruence and brand trust with personality of brand which further tends to the establishment of brand loyalty with the brand. Consumer-brand relationship depicted that it is essential for both marketers and academics to realize the emotional element of these kinds of relationships. This helps the companies to differentiate themselves from the other brands based on the emotional feeling that it generates within the consumer. According to Thomson, MacInnis and Whan Park (2005), the feelings aroused by brand are

likely to differentiate it from the other brands since the consumers feel a sense of belonging towards the brand if the emotional connections are made. Firms make emotional relationships through campaigns that emphasize the consumer's personality. It has been studied widely that self-congruency creates emotional, attitudinal, and behavioral responses of consumers towards the brand (Grohmann, 2009). With the increased level of competition in the market of branded clothes, firms are scrupulously making efforts to increase their market share and get on top of the list among the brands.

It is widely known that Pakistan has a fully developed and an advanced textile sector and it has helped the economy of Pakistan to flourish and grow successfully. According to statistics, Pakistan's apparel sales are expected to reach an estimated \$20 billion dollar this year and have grown at a rate of 10% over the past 5 years (Pakistan Bureau of Statistics, 2013). Fashion clothing has taken the clothing industry to a whole new level where brands are fighting to be distinct and unique so that they can establish trust and brand loyalty towards their brand. Moreover, it has also been observed that the competition has also led to increased prices and consumers are ready to pay the more charges for brand which stimulates self-congruence among the consumers and also establishes trust and thus leads to brand loyalty. A deep-rooted brand personality is believed to influence the purchase decisions of consumers (Freling et al., 2010; Swaminathan et al., 2009).

Researchers see brand personality as an effective way to differentiate brand to figurative extent from its competitors (Sung, 2010). Brand personality is seen as the development of priority for brand and positive point of view (Sung & Tinkham, 2005). A lot of research has been done theoretically and practically to examine the application of brand personality, self-congruence, trust, and brand loyalty. The consumers who are devoted buy from the same brand. The priority of the consumers is influenced by the nature of

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the consumer which develops brand loyalty. There is firmness in purchasing goods from favored brand session at any cost. Companies take several measures to make loyal consumers. A customer's loyalty towards the brand is developed if the customer has self-congruence and trusts the brand. If the promise is not fulfilled by the brand, then the customers will switch towards the other brands (competitor's brands). Every company wants to attract its customers by having a great brand personality this can be done, self-congruence and brand trust plays a vital role here. self-character of brand must be involved in the brand where they can associate the brand to themselves and feel that the brand defines their image or connects with their image, so self-congruence also mediates the brand personality and brand loyalty (Malar et al., 2011).

LITERATURE REVIEW

Brand Personality and Brand Loyalty

Brand personality is defined as an arrangement of human characteristics (Amjad et al., 2018). Brand loyalty is described as a position where consumers buy and consume brands of their trust as equivalence to brand that they don't trust and through these consumers will show loyalty towards brand (Ahmed, 2014). There are five dimensions of brand personality advanced by the researcher and they are competence, ruggedness, sophistication, sincerity, and excitement. Brand personality aids in making a powerful brand in various methods. Brand personality can develop connection among brand and customers and take part in self-creativity to fascinate the customers (David, 2011). Various studies have been conducted on impacts of brand personality on brand administration (Sung & Kim, 2010; Chang & Chieng, 2006). Nonetheless, there is a deficiency of study on connective significance of elements of brand personality which operate brand loyalty (Keller & Lehmann, 2006). This is in spite of allegations that brand personality benefits brand loyalty (Mengxia, 2007).

Brand personality customer self-explicative or significant beliefs; hence, customers choose to explicit their personalities consuming brands. And this rises the personal definition of the brand in turn. Such definitive and powerful customer-brand connections are seen to be most advantageous in undermined habitat as buying a similar brand's good can liberate time and decrease suspicion and apprehension risks. Brand personality is made and developed in the perception of the customer as a consideration of the attention of the brand; thus, it can have a definitive and important influence on brand loyalty (Sung & Kim, 2010). Powerful and positive effective feedback will be taken with increased levels of brand promise and brand loyalty should be highly under circumstances of more favourable sentimental mood or effect (Chaudhari & Holbrook, 2001). Study has presented that acknowledged brand personality can help customers increase their brand sentimental binds and increase loyalty (Louis & Lombart, 2010; Sung & Kim, 2010). Moreover, the element that stated the making of an understandable, clear and particular brand personality will help firms keep customers loyal even if they are in hunt of diversity (Magin & Algesheimer, 2003). Hence, we hypothesize that:

H1: There is a positive relationship between brand personality and brand loyalty.

Mediating role of Brand Trust

Lee et al., (2015) specifies that a deep-rooted brand personality grows solid emotional bonds among a brand and customers of that brand which outcomes in brand trust and brand loyalty. Brand personality impacts self-congruence and brand trust in a method that when personality of the brand matches the personality of the customers this will enhance self-congruence as the customers will be able to see their ideal self in the clothing brand so this will increase the trust of the customers towards brand and then the customers become loyal towards the brand and will not switch any other brand (Fournier, 1998).

Congruity has been extensively known as an essential concept in clearing up customer performance (Lee & Back, 2009). Even though previous research has empirically confirmed the impacts on attitude, that is encouragement, selection, and purpose (Back, 2005), hospitality works mention that congruity positively impacts brand trust. For instance, Chon (1992) considered the direct impacts of congruity on customer trust on the brand. In the study of brand loyalty, Bonsnjak et al., (2011) originate that the larger match between self-image of customer and name of brand, the higher the brand trust. People have a requirement for self-constancy and frequently act in ways constant with their personal character. Therefore, congruity will impact consumer's general assessment of apparel brand throughout and afterwards using product of apparel brand (Sirgy & Su, 2000).

To preserve continuing connection self-congruence and brand trust as mediators are taken as the main elements (Anwar et al., 2011). If there are factors congruity and trust then the brand loyalty will be enhanced (Reicheld & Schefter, 2000). Some authors define trust as the involved in acceptance of brand extension, brand personality that enhances self-congruity and which is important for growth of loyalty. Brand trust is an element that makes average consumers think the brand will present its declared aim (Chaudhri & Halbrook, 2001). The connection between a person's personality and traits of brand personality shows a projecting role in involving trust on brand and self-congruence which renders to the brand loyalty (Chaplin & John, 2005). Hence, we hypothesize that:

H2: Self-Congruence and Brand Trust mediate the relationship between Brand Personality and Brand Loyalty.

METHODOLOGY

Methods & Data

This chapter is about the component of research. The study is quantitative and descriptive in nature, and it practices an experiential procedure to observe the model of the hypothesis. A design which is cross sectional and questionnaires were used to collect the data for variables. Contribution to research is discretionary. The setting for this survey-based study is the mall intercept in Lahore, in which consumers of different apparel brands were given questionnaires. This focused research was cross-sectional a study and data for this study is gathered by using the method of researcher directed questionnaire at a point in time. Different apparel brands of Pakistan are selected for this research, Population for this research was people who use apparel brands of Pakistan in Lahore. Consumers of the apparel brands have been selected as the sample of the study.

The collection of data is done by using random and convenient sampling. The non-probability sampling includes samples being tired from portion of population that is near to hand and it's the type of convenience sampling. Size of the sample in this study is collected 380 consumers of apparel brands. The Process Hayes and SPSS have been used for evaluating the data. A lot of numerical procedures are operated interpreting the research. Means for hypothesis testing reliability analysis, demographic, descriptive, correlation analysis and multi mediation model 6 of Hayes, 2017 is used for data analysis.

The procedure of estimation was started by communicating with the managers of the outlets of different brands in malls to accomplish the vital agreement to legalize the study and ask for their support. The procedure guaranteed the anonymity and secrecy of the data. It is imperious to include that all the legal and moral processes were checked. This is frequently related specifically because of the delicate nature of the questions of research. And the data was collected by a survey.

3.2 Measures

Table 1: Measurement of Variables

Type of Variable	Variable Name	Scale	No. of Items	Sample Items	Adopted From
Independent	Brand Personality	5 Likert	15	I believe this brand is down-to-earth.	(Aaker,1997)
Dependent	Brand Loyalty	5 Likert	6	This brand would be my first choice.	(Ahmed & Haq, 2014)
Mediator	Self-Congruence	5 Likert	7	This brand is consistent with how I see myself.	(Japutra, Ekinci & Simkin, 2017)
Mediator	Brand Trust	5 Likert	10	This brand is very honest.	(Chiou & Droge, 2006)

FINDINGS

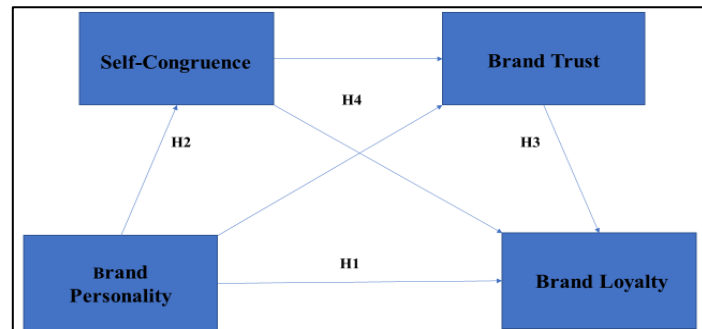


Figure 1: Conceptual Framework

Descriptive analysis

Table 1: Descriptive Analysis

Variables	Mean	Std. Deviation
Brand Personality	3.89	.585
Self -Congruence	3.64	.836
Brand Trust	3.98	.703
Brand Loyalty	3.92	.771

Data interpretation

Brand personality contains a mean of 3.89 and standard deviation of 0.585, Self-congruence has a mean of 3.64 and Stand deviation of 0.836, trust has a mean of 3.98 and standard deviation of 0.703 and brand loyalty has a mean of 3.92 and standard deviation of 0.771. Standard deviation for all the variables is less than the mean which depicts that data points are close to mean and not spread widely over the large values.

Analysis for reliability

Table 2: Reliability Analysis

Variables	Items	Cronbach's Alpha
Brand Personality	15	0.912
Self -Congruence	7	0.94
Brand Trust	6	0.922
Brand Loyalty	6	0.901
All Variables	34	0.918

Data interpretation

All variables are showing excellent reliability, Brand Personality has a reliability of 0.912, Self-Congruence reliability is 0.940, Brand Trust has a reliability of 0.922, and Brand loyalty has the reliability of 0.901. Overall, the items of the all the variables have excellent reliability of 0.918. Hence, all the scales are internally consistent and reliable.

Analysis for correlation

Table 3: Correlation Statistics

	Per	S-Con	Trust	BL
Personality	1	.673**	.791**	.710**
S-Con		1	.623**	.614**
Trust			1	.773**
BL				1

** Correlation is significant at the 0.01 level (2-tailed).

Per= Personality, S-Con= Self-congruence, BL= Brand Loyalty.

Data interpretation

According to correlation analysis shown above, Brand Personality contains a moderate connection ($r=.673$,) with Self-congruence, which means that an increase in brand personality will not have a very great effect on Self-congruence. Trust (.791) and Brand loyalty (.710) both have a strong positive correlation with Brand personality. This shows that rise in Brand Personality would cause rise in Brand Trust and ultimately increase in Brand Loyalty. Self-Congruence has a moderate correlation with each variable (.673, .623 & .614). Hence, self-congruence has the weakest relationship with every variable. All the other variables have a good correlation and strong positive relationships.

Analysis for hypotheses statements

Interpretation for table 5, in model 6 Brand loyalty is used as a dependent variable, Brand Personality as an independent Variable, Self-Congruence as mediator 1 and trust and a mediator 2. The level of confidence for all confidence intervals in output is 90.0000 and number of bootstrap samples for percentile bootstep confidence intervals is 1000. Results model summary of outcome variable SC (self-Congruence) show that model is good fit because $p=.000$ which is less than 0.10. The model shows that Brand personality has a positive effect on Self-congruence ($\beta=0.961$, $t=17.67$, $p=0.000$, $LLCI= 0.871$, $ULCI= 1.050$), as p - value is less than 0.10 and both class values have same signs and 0 does not lie between them.

Brand personality ($p=0.000$, $LLCI= 0.733$, $ULCI= 0.898$) and self-congruence ($p=0.000$, $LLCI= 0.81$, $ULCI= 0.197$) has a positive effect on Trust. Because both have $p=.000$ and the values of lower limit and upper have same positive signs, and 0 does not lie between them. Outcome variable Brand Loyalty model shows that Brand personality ($p=0.001$, $LLCI= 0.124$, $ULCI= 0.362$), Self-congruence ($p=0.000$, $LLCI= 0.084$, $ULCI= 0.214$) and brand trust ($p=0.000$, $LLCI= 0.484$, $ULCI= 0.672$) all have positive significant effect on dependent variable as p values for all is less

than 0.10 and both the intervals have same positive sign, thus 0 does not lie between them. Total effect shows that the total impact of X on Y is positive and significant i.e., effect of Brand personality on Brand loyalty. Similarly, the direct effect of X on Y shows that ($p=0.001$, LLCI= 0.124, ULCI= 0.362) p is less than 0.10 and both class intervals have same positive signs and 0 does not lie between them. Hence, it supports the idea that there is a positive relationship between Brand Personality and Brand loyalty.

Now, the results of indirect effects of X on Y will prove the mediations hypotheses, indirect relation 1 (Ind1) shows there is a positive relationship between Brand personality and Brand loyalty via Self-congruence. As the limit's intervals (LLCI= 0.057, ULCI= 0.227) have positive and same signs thus hypothesis is supported. Indirect relation 2 (Ind2) shows that Brand personality has a positive and significant impact on brand loyalty via trust, because the limit intervals (LLCI= 0.355, ULCI= 0.589) have same and positive signs. Thus, it is supported. Lastly, indirect relation 3 (Ind3) shows that brand personality has a positive effect on Brand loyalty via Self-congruence & trust. As the limit intervals (LLCI= 0.035, ULCI= 0.128) both have a similar and positive sign. Hence, hypothesis 2 is supported that self-congruence and trust mediates the relationship among brand personality and brand loyalty.

Hypotheses' summary

Table 4: Summary of Hypotheses & Results

H₁	Brand personality has a positive relationship with Brand loyalty.	SUPPORTED
H₂	Self-Congruence mediates the relationship of Brand Personality and Brand Loyalty.	SUPPORTED
H₃	Brand Trust mediates the relationship of Brand Personality and Brand Loyalty.	SUPPORTED
H₄	Self-congruence and Brand trust mediate the relationship between Brand personality and brand loyalty.	SUPPORTED

DISCUSSION AND CONCLUSION

The research investigates the connection between brand personality and brand loyalty. Research also examines mediating influence of self-congruence and brand trust on brand personality and brand loyalty. The main purpose of research is to discover personality traits, its role, their rank on the brand loyalty in the apparel brands of Pakistan while concentration on the mediating variables of self-congruence and brand trust.

The hypotheses that were framed for this study was four. Results found an encouraging and significant association among brand personality and brand loyalty and job performance ($p=0.0000$). Ahmed (2018) also originates perfect and essential connection midst brand personality and brand loyalty. A significant and positive connection means that brand personality plays an important role to increase the loyalty of the consumers, have long term customers and increase sales.

The conclusions of the study exposed that brand trust mediates connection among brand personality and brand loyalty. The outcomes revealed that brand trust significantly mediates connection between brand personality and brand loyalty. Sung and Kim (2010) supported the relationship that revealed that brand trust mediates connection among brand personality and brand loyalty. Significant and positive relationship means that as brand

personality connects the personality of customer this will increase trust of consumer on brand which will increase consumer's loyalty on the way to a specific brand, so this encouraging relation is beneficial for the brands.

The results revealed that self-congruence mediates connection among brand personality and brand loyalty. Outcomes revealed that self-congruence significantly and positively mediates connection among brand personality and brand loyalty. Lee (2016) supported the relationship that significantly revealed self-congruence mediates the connection among brand personality and brand loyalty. This relationship incomes when brand personality matches personality of customer this enhances self-congruence and increase the loyalty of the customers towards brands and so this is also beneficial for the brands as the customers will not switch to any other brands and keep buying from that brand.

The purpose of research is to study the connection among brand personality, self-congruence, brand trust and brand loyalty. Current study results give experimental provision for what it is recommended by researchers recently, but extra anecdotally. Even though the customers study debated that brand personality enhances the preference of the brand, consumption, congruity, trust and loyalty, which in turn can induce sentiments, restricted study has resulted these declarations empirically. Brand personality connects more to self-congruence and has a strong influence on brand trust and enhances brand loyalty which is beneficial for brand and profitable for industry (Aaker, 1997).

As forecasted, brands supposed to have brand personality features are extra likely to impact the degree of self-congruence and brand trust. The conclusions of this study are constant with the behavior of the consumers. Investigators claim that brand personality enhances self-congruence, increases brand trust, and evokes brand feelings which leads to rise in the degree of brand loyalty. As of the viewpoint of managers, the outcomes of present study give indications that brand personality which marketing interactions and advertisers can make, can be used as the main objective in increasing encouragement and enhance self-congruence and brand trust. By evolving marketing interactions and advertising programs and activities which are constant with aimed personality at proportion stages, marketers might enhance self-congruence and brand trust thereby increasing equity of the brand. The connection between a person's personality and traits of brand personality shows a projecting part in involving trust on brand and self-congruence that renders to the brand loyalty (Chaplin & John, 2005).

This study inspected impact of brand personality on brand loyalty: mediating roles of self-congruence and brand trust. Multi mediation model has been used in this study. This research is the study of the apparel brands of in Pakistan in Lahore, Pakistan. The key purposes of the study are to determine the mediating roles self-congruence and brand trust among brand personality and brand loyalty. In present study, only apparel brand of Pakistan in Lahore. The following categories of brand were selected with an option of other brands: 1) Nishat, 2) Maria. B, 3) Sapphire, 4) Khaadi, 5) GulAhmed, 6) Outfitters, 7) Breakout, 8) Sana Safinaz and others. Pakistan's apparel industry is donating huge portion in the economy, it is extremely significant sector which plays an

important part in monetary segment of Pakistan. As competition level is high in the apparel segment, the brands need to be extra advanced and more destructive in evolving their product as to encounter the demand of the consumers who are targeted and to grow congruity, trust and consumer's loyalty towards brand. If the personality of brand matches the personality of customer, this will enhance self-congruence as customer would be willing to compare his/her personality with brand and this would increase the consumer's loyalty towards brand. Moreover, brand personality chiefs to increase trust of the consumer on brand and this will also increase brand loyalty which means that consumer will not switch to any other brand no matter what the price is, this is beneficial for the brands to have loyal customers. The generality of the research presented a positive influence of brand personality, self-congruence, brand trust and brand loyalty some described different outcomes. Even though with the contrary discoveries, this research anticipates that brand trust will increase self-congruity and brand loyalty towards clothing brands. Trust is said to be an important factor in developing the alliance between firms and customers. Higher degree of brand personality leads to higher congruity and higher brand trust which means leads to increase in the brand loyalty.

Future pathways & limitations of the research

More variables can also be included in research in instruction to create framework more authentic. Brand personality is considered as one variable, while in future the study can be conducted by working separately on each trait of brand personality. Research can also be done with different mediators in the framework and one of the mediators can also be used as moderator in the future to know the moderating impact of that variable. A larger sample size could cover the insight of more consumers of apparel brands. In the future the sample size can be larger with more different variables. This study is directed for a specific city, the future direction is that it can be implemented all over Pakistan. When the feedback of the customers of all over the Pakistan would be collected, the study will become interesting and will have more information and perspective of different consumers form different cities of Pakistan about the apparel brands of Pakistan. In the future this similar model can also be applied on other different sectors and industries like footwear industry, restaurants industry, bags industry, etc., so that data of consumers of different industries can be collected in instruction to see know perceptions of customers about specific industry.

The present research primarily emphasis on the connection among brand personality and brand loyalty though by discovering connotation among more brands related concepts can be demonstrated as productive for the additional study. The second limitation of research can be that the data is gathered from a small sample size even though the size of the sample of 340 consumers is not that small, but a larger sample size could cover the insight of more consumers of apparel brands. Cross-sectional time frame as used to conduct the study as there was limited time and resources and the data was collected at once which bounds capability to pull out unplanned implications from data. The study is directed in one segment which is apparel brands and the data about only apparel brands is collected.

The study has various practical implications. The main objective of apparel brands and other businesses is to maximize profit, good performance and being successful, that is impossible without the loyalty of customers towards the brand. Brand personality significantly and positively influences self-congruence, consumer trust and consumer's loyalty towards brand. The results of this study would be supportive for apparel segment in command to grow and improve their brand's personality with the purpose to enhance self-congruence of consumer and customers trust on brand that eventually primes to brand loyalty.

Significant and hypothetical implication of this study multi mediating effects of self-congruence and brand trust enhances the customers loyalty towards brand and subsidized in literature. Self-congruence has a significant influence on brand personality and brand loyalty. Consumers normally have hopes of the apparel brands in respects to the quality of the products, variety of products, price, etc. a consumer's demand for reliability recommends that the managers of the brand can hope brand loyalty if they decide to encounter the steps of congruity their target consumers chase. The brand managers of apparel brands should identify the degree to which target consumers demand to boost or improve their self-image depending on their brand experience. the self-image of consumer with brand will outcome in a rise in the trust on the brand as well as the purchases in future and recommendations. The mangers of brand can design products which meets demands of consumers that matches their personality and this way the brands have loyal consumers who will never switch to other brands this will bring profits to brand and brand would be able to achieve its goals and maximize profits. The study results will contribute significantly to both concepts in future and recommendations.

Appendices

Table 5: Results of Hypotheses Statements

***** PROCESS Procedure for SPSS Version 3.3 *****							
Model : 6							
Y : BL							
X : pers							
M1 : SC							
M2 : TR							
Sample							
Size: 380							

OUTCOME VARIABLE:							
SC							
Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.673	.453	.384	312.479	1.000	378.000	.000
Model							
	coeff	se	t	p	LLCI	ULCI	
constant	-.101	.214	-.472	.637	-.454	.252	
pers	.961	.054	17.677	.000	.871	1.050	

OUTCOME VARIABLE:							
TR							
Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.800	.640	.179	335.196	2.000	377.000	.000
Model							
	coeff	se	t	p	LLCI	ULCI	
constant	.305	.146	2.088	.037	.064	.546	
pers	.815	.050	16.262	.000	.733	.898	
SC	.139	.035	3.968	.000	.081	.197	

OUTCOME VARIABLE:							

BL						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.799	.638	.217	220.716	3.000	376.000	.000
Model						
coeff	se	t	p	LLCI	ULCI	
constant	.130	.162	.802	.423	-.137	.397
pers	.243	.072	3.373	.001	.124	.362
SC	.149	.039	3.774	.000	.084	.214
TR	.578	.057	10.187	.000	.484	.672
***** TOTAL EFFECT MODEL						

OUTCOME VARIABLE:						
BL						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.710	.504	.296	383.998	1.000	378.000	.000
Model						
coeff	se	t	p	LLCI	ULCI	
constant	.283	.188	1.507	.133	-.027	.593
pers	.935	.048	19.596	.000	.856	1.013
***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y						

Total effect of X on Y						
Effect	se	t	p	LLCI	ULCI	
.935	.048	19.596	.000	.856	1.013	
Direct effect of X on Y						
Effect	se	t	p	LLCI	ULCI	
.243	.072	3.373	.001	.124	.362	
Indirect effect(s) of X on Y:						
Effect	BootSE	BootLLCI	BootULCI			
TOTAL	.692	.078	.569	.826		
Ind1	.143	.053	.057	.227		
Ind2	.471	.069	.355	.589		
Ind3	.077	.029	.035	.128		

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