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THE EFFECT OF CONSUMER'S NEED FOR UNIQUENESS AND EMOTIONAL EXPERIENCE ON BRAND PRIDE: THE MEDIATING ROLE OF ELECTRONIC WORD-OF-MOUTH

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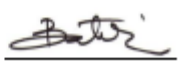
Pemeriksa *Dalam (Internal Examiner)*	:	**Assoc. Prof. Dr. Bahtiar B. Mohamad**	Tandatangan *(Signature)*	

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ABSTRAK

Kebanggaan jenama menjana emosi positif dan dapat meningkatkan kesetiaan jenama yang membawa kepada lebih banyak pengiklanan dari mulut ke mulut. Adalah penting untuk menekankan keperluan meningkatkan kesedaran tentang kosmetik nasional dan mempromosikan konsep kecantikan melalui kaedah kesederhanaan dan keaslian. Kajian ini menyiasat kesan keperluan unik pengguna dan pengalaman emosi terhadap kebanggaan jenama dengan peranan pengantara eWOM. Data utama kajian dikumpul daripada 394 Milenium Pakistan dan dianalisis menggunakan pemodelan persamaan struktur kuasa dua terkecil separa menggunakan perisian Smart PLS 3.0. Dapatan kajian menunjukkan kesan keperluan unik pengguna dan pengalaman emosi mempengaruhi eWOM dengan ketara. Di samping itu, eWOM mempunyai kesan positif ke atas pengantaraan antara pemboleh ubah diantara keperluan unik pelanggan, pengalaman emosi dan kebanggaan jenama. Kajian ini meluaskan skop penyelidikan WOM dalam era digital dengan menonjolkan interaksi pelanggan yang pelbagai. Ia juga mendedahkan trend kosmetik organik yang semakin meningkat berikutan peningkatan kesedaran terhadap produk yang bebas dari kekejaman dan memberikan pandangan tentang kecenderungan terhadap pemilihan kosmetik lelaki. Rangka kerja penyelidikan ini menyepadukan teori keunikan dan teori kesesuaian jenama untuk memajukan pengetahuan tentang keperluan unik pelanggan, pengalaman emosi dan kesan eWOM terhadap kebanggaan jenama Milenium Pakistan. Dapatan kajian menonjolkan kepentingan eWOM dalam membentuk pilihan pengguna serta turut menyokong penyelidikan lebih lanjut untuk dilaksanakan dalam pelbagai industri. Penemuan ini mempunyai implikasi yang ketara untuk pemasar dan pentadbir platform dalam menguruskan respons pengguna. Mengkategorikan sudut pandangan menyelesaikan konflik, manakala menyesuaikan persepsi kecantikan dan strategi harga untuk menyasarkan kumpulan tertentu. Penyelidikan ini juga membantu pengurus platform untuk meningkatkan kebolehgunaan dan menggalakkan pemberian penilaian

Kata kunci: Keperluan unik pelanggan, Pengalaman emosi, eWOM, Kebanggaan jenama

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ABSTRACT

Brand pride generates positive emotions and increases brand loyalty, leading to more word-of-mouth advertising. It is necessary to emphasize the need to raise awareness of national cosmetics and promote beauty through simplicity and originality. This study investigates the effect of consumer's need for uniqueness and emotional experience on brand pride with the mediating role of eWOM. Primary data was collected from 394 Pakistani millennials and analyzed using partial least squares structural equation modeling via Smart PLS 3.0. The findings indicate that consumers' need for uniqueness and emotional experiences significantly influenced eWOM. In addition, eWOM had a positive impact on the mediation between the consumer need for uniqueness, emotional experience and brand pride. This study broadens the scope of WOM research in the digital age and sheds light on diverse customer interactions. It also uncovers the growing trend of organic cosmetics due to increased awareness of cruelty-free products and offers insights into men's cosmetic preferences. The proposed research framework integrates the theory of uniqueness and the theory of brand congruence to advance knowledge about consumer need for uniqueness, emotional experiences and the impact of eWOM on Pakistani millennials' brand pride. The results highlight the importance of eWOM in shaping consumer decisions and make the case for further industry research. The findings have significant implications for marketers and platform administrators in managing consumer responses. Categorizing viewpoints resolves conflicts while customizing beauty perceptions and pricing strategies to target specific groups. The research also provides guidance to platform operators on improving usability and encouraging reviews.

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Keywords: Consumer's need for uniqueness, Emotional experience, eWOM, Brand pride

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LIST OF ABBREVIATIONS

NFU	Need for uniqueness
CNFU	Consumer's need for uniqueness
EE	Emotional experience
WOM	Word-of-mouth
eWOM	Electronic word-of-mouth
BP	Brand pride
PBS	Pakistan Bureau of Statistics
FDA	US Food and Drug Authority
UBM	United Business Media Limited
Gen Y	Generation Y
Corp.	Corporation
HKTDC	Hong Kong Trade Development Council
MAC	Make-Up Art Cosmetics
SPSS	Statistical Package for the Social Sciences
PLS-SEM	Partial least squares structural equation modelling

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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

The concept of branding of products began with Egypt's, Rome's, and Greece's civilizations, as early as 19 and 20th centuries. Brands were only identified as consumers' options following the World War II (Gardner & Levy, 1955). Originally, they were established on the basis of certain metrics (Wood, 2000), such as brand name, symbol, slogan, packaging, signage, as well as other components (Keller, 1993). It has been observed that brands are currently shifting from the conventional transnational method to the drive of users. Globalization has raised international trade across countries. Furthermore, it ensures that products are available in the market across nations, giving buyers access to a wide range of domestic and international products to choose from (Nandy & Sondhi, 2020).

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Major brands typically invented and ruled their respective product fields before the Second World War to the point where they were almost generic (Carpenter & Nakamoto, 1989). When Lionel trains created miniature billboards to go with their sets, they used well-known brands like Lifebuoy soap, Black Jack gum, Ipana toothpaste, Vitalis hair oil, Shredded Wheat, Uneeda biscuits, Sunkist and Coca-Cola. Significant forces that influenced branding developments during this time included the growth of national magazines and radio, as well as the requirement for advertising agencies to plan and purchase media.

Moore and Reid (2008) had ever since emphasized the importance of the media in this process by focusing on branding.

In the second half of the 20th century, branding as a concept had gained popularity and considered as a new business thought. Even while early concepts were still employed, they did so in a way that showed how far the branding philosophy had advanced. According to Meenaghan, "at a more emotional or a symbolic level, a primary function of advertising for a brand is to achieve a particular personality or character in the perception of its market" (1995, p. 27). This is done by associating specific associations or values with the brand. Successful brands are all connected to specific values, both tangible and abstract. The idea that both function and fantasy are important is one that is reminiscent of postmodern thinking (Firat & Venkatesh, 1995). Additionally, it follows that people can have relationships with brands if they are thought of as having personalities similar to those of people from an anthropomorphic perspective. This concept was developed in Fournier's (1998) significant contribution to the relationship marketing literature (Berry, 1983).

Moreover, over the previous years, there has been insightful scholarly research that has had an impact on the effect of psychological constructs on consumer behavior (Grewal, Hmurovic, Lamberton & Reczek, 2019; Youn & Kim, 2019; Campbell & Winterich, 2018). It reflects that a pillar of brand relationships exists between consumers and their favorite brands (Nandy & Sondhi, 2019). These emotional constructs, on the other hand, attempted to address an event that occurred when the brand's positive correlation with its user was nearly flawless and bright. These gaps were addressed by an innovative study on the

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relationship between the emotion of pride and preferred brands (Ahuvia, Garg, Batra, McFerran & Diesbach, 2018; Decrop & Derbaix, 2010). As a result, brand pride is produced, which is well-defined as a powerful positive sentiment that ties and enhances customers' feeling of self with the brand image.

Furthermore, the degree of a brand's pride is linked to its observable success (Verbeke, Belschak & Bagozzi, 2004). As a result, if a brand breaks away from the norms and usual conventions of society, a significant feeling of uniqueness can be expected (Nandy & Sondhi, 2020). This sentiment has been prioritized by Apple as an example. Individual ownership of celebrity-like businesses, such as Apple, Harley Davidson, and even Burberry bags was also crucial. At the same time, cosmetic item reliability is critical to a brand's success (Ho, Chiu, Mansumitrchai & Quarles, 2020). Thus, the specified element will evoke emotional responses in millennial consumers.

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Furthermore, Pew Research Center has been studying millennials for more than a hundred years and has designated those born between 1981 and 1996 (age bracket of 23 to 38 in 2019) as millennials, with 1996 being their latest birth year and whosoever was born after 1997 is a new generation (Dimock, 2019). Millennials were often characterized as consumers that have resources and are willing to spend them. While it is not that different from the previous generations, the main difference between themes that Millennials assume that their purchasing power would potentially enhance the world. 24% to 75% claimed that they can influence their societies by purchasing goods that promote social, ethical, or eco-

friendly attributes (Heo & Muralidharan, 2019; Eastman, Smalley & Warren, 2019; Cone, 2006). The percentage for the eco-friendly products changes with the generations and the preference towards their products (Hinzmann & Stark-Nasslin, 2020). According to studies by Ariffin, Dihanan and Wahid (2019), customers such as Millennials, can pay higher prices for halal, natural and organic products because they are considered to be healthy, sustainable and environmentally friendly.

Based on the discussion above, it has been observed that the brand becomes the identity of the company, which strengthens community outreach and increases its reputation via word-of-mouth (WOM) and brand advocacy (Coelho, Bairrada & Peres, 2018). Relationships among consumers and brands have been investigated in depth, revealing that emotions become pervasive in the conception and development of these linkages (Fetscherin, Guzman, Veloutsou & Cayolla, 2019). The consumer-brand relationship is strengthened by loyalty and strong brand advocacy (Coelho et al., 2019). As a result of spending extra time with the brand, a client becomes more emotionally and technically committed (Fernandes & Moreira, 2019; Fetscherin & Heinrich, 2014). However, it is vital to note that the shift from brand loyalty to deeper feelings like passion (Palusuk, Koles & Hasan, 2019; Huber, Meyer & David, 2015) or pride (Taute, Sierra, Carter & Maher, 2017) takes time and dedication from both the customer and brand.

In addition to the above, past studies have revealed that eWOM has a considerable effect on customer buying intent and brand perception (Park & Jeon, 2018; Kudeshia & Kumar,

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2017; Abzari, Ghassemi & Vosta, 2014). As a result, companies may use social media platforms to share and exchange information that builds brand awareness (Kudeshia & Kumar, 2017).

Consequently, the buying intent in all generations towards cosmetics is the primary factor of the human's everyday lifestyle and is distributed among individuals for different usages and purposes (Nayak, Sreedhar, Prabhu & Ligade, 2021; Saudi Food & Drug Authority, 2008). Cosmetics are categorized as "beautifying articles.", grooming or altering one's outward attractiveness, according to the US Food and Drug Administration (FDA) (Skydel, Zhang, Dhruva, Ross & Wallach, 2021). The Middle East is growing twice as fast as the rest of the globe in terms of cosmetics and personal care (Eye of Riyadh, 2018). However, just like other well-known brands, the success of a cosmetic brand depends on its reliability and performance (Ho et al., 2019). A brand thus becomes a company's identity and helps to enhancing promotional strategies, fostering brand advocacy, as well as WOM (Coelho et al., 2019).

Moreover, it is worth noting that the trends in the use of natural care products in Pakistan have steadily increased over the last decade. However, the organic cosmetics industry in South Asian markets are still not as advanced as it is in West and East Asia.

Conferring to a study by UBM India, 2018, the cosmetology and cosmeceutical industries will cross US$20 billion by 2025 in India, with an astonishing yearly progress rate of 15 to

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20% (Tewary, Gupta, Mishra & Kumar, 2019). Pakistani consumers have increasingly shown a shift towards natural beauty products because of the significant health and environmental factors relating to commercial cosmetic products. Due to the increasing demand among Pakistani consumers seeking natural beauty products, a large number of international brands compete in an advancing manner in the market. Local brands are expanding their product lines and marketing efforts to be competitive in the market, following global trends. Local cosmetic brands lack customer confidence as compared to global brands since they are unable to obtain high-quality raw materials, prohibitively expensive accreditations, and minimal financial means to market their product to a large audience.

Still, few local organic beauty products have progressed in gaining the trust of Pakistani customers. Similarly, Saeed Ghani, a prominent Pakistani brand for oil-based perfumes and other herbal personal care goods, is one of the examples. Another local brand with a range of organic cosmetic products receiving a well-received response from customers is Luscious cosmetics. In Pakistan, emerging organic brands include Jo's organic beauty, Co-naturals, organic skin care by Kishmish, Pure desi, Scoop O Scrub, Yellow berry, and Aura. Most of these organizations, due to their limited market size, utilize social media networks like Facebook and Instagram to promote their products. However, research in contemporary contexts, especially in personality, attitudes, eWOM and pride is very rare, particularly in the field of marketing and consumer behavior.

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Furthermore, research in the eWOM sector has expanded dramatically in the last two eras as more digital transformations had taken place (Verhoef, Broekhuizen, Bart, Bhattacharya, Dong, Fabian & Haenlein, 2021; Lamberton & Stephen, 2016) in a variety of areas, providing fragmented proof of the phenomenon's significance and business consequences. Purchasers can progress through the communication process starting with the creation of eWOM. At times, the stimulation and assessment stages operate as both source and receiver of eWOM, with non-linear transitions between those phases and roles (Kannan & Li, 2017). Moreover, the literature contains a wide variety of eWOM interpretations and theorizations that mostly vary in choices and refers to the message, sender, recipient, and streaming elements (Hamilton & Price, 2019; Lemon & Verhoef, 2016). However, the impact of each process of communication, especially eWOM, is determined not only by the motivation of customers, but as well as by their capabilities and potential (Rosario, De Valck & Sotgiu, 2020; Batra & Keller 2016; MacInnis, Moorman & Jaworski, 1991).

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Risselada, Vries and Verstappen (2018) hypothesized reflective thinking as a foundation for the eWOM process. The findings revealed that certain metrics like the volume of eWOM, suggest other human behaviors. These volumes of eWOM indicate the number of products sold and thus may provide a basis for the decision. However, according to Rosario et al., (2020), eWOM is a broad-based phenomenon that traditionally includes the need to propose and merely see products and brands.

Furthermore, according to Rosario (2020), technological advancements have a substantial economic impact on eWOM. In the news industry, where eWOM strengthens relationships between viewers and reporters. It directs news consumption even farther to a shared economy (for example, home exchange), which is key to the business strategy (Dellaert, 2019). However, research suggests that social media can help consumers become more environmentally conscious by acting as an activator, causing a rise in rational consumer buying desires (Zahid, Ali, Ahmad, Thurasamy & Amin, 2018). Also, media like traditional and digital channels impact consumers' usage even though on ethical matters. The industry's relentless creativity encourages the growth of its customers' appetite for organic and natural goods (Amberg, & Fogarassy, 2019; Matic & Puh, 2016). The main ingredients in green cosmetics are botanical and fruit substances (Lin, Yang, Hanifah & Iqbal, 2018).

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To summarize the preceding literature, more research is needed to determine how important this field is on the internet. Including the layout and relationships of personality such as emotional connection, as well as new strategies in various circumstances (Bock, Eastman & Eastman, 2018; Lynn, Muzellec, Caemmerer & Turley, 2017; Huynh & Olsen, 2015).

1.2 Problem Statement

Brand pride in the past literature was focused on branding but confined to trust and commitment perspectives. Because it is a component of consumer behaviour that may be studied from a variety of angles, it is the subject of concentration today (Kaur & Verma, 2022; Taute et al., 2017; Kuppelwieser, Grefrath & Dziuk, 2011; Decrop & Derbaix, 2010). Similar to recent discussions on brand behavior, several additional related behavioral constructs can lead to various expressions of brand pride. The concepts presented here suggest that additional study of brand pride in various research contexts would lead to another fruitful research area (Kuppelwieser et al., 2011). Additionally, this framework aims to improve academic comprehension, the widespread applicability of the constructs, and their effects (Nandy & Sondhi, 2022). Therefore, this study intends to analyze brand pride in Millennials, in the cosmetic industry of Pakistan.

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Since 2005, cosmetics had paced remarkably with higher market growth than in the past few decades. The average growth in the cosmetics industry is over 10% from 2006 to 2011, with the Pakistan Bureau of Statistics reaching up to 50% over the coming 50 years (Euromonitor, 2016; PBS, 2011). Physical appearance is the key determinant of the cosmetic product purchasing rate in Pakistan. The commercial reveals that both Pakistani and Chinese male buyers of cosmetics have the same positive effects. Hence, buyers in both countries are driven by both perceptions and factors that affect the consumption of cosmetic products (Khan, Dongping, Abdullah, Ahmad, Ghauri & Ghazanfar, 2017). Customers who were physically present in the market were asked to complete

questionnaires, but this was limited by the literacy rate, making the method of data collection challenging (Khan, Ahmad & Saleem, 2014). To lay a strong theoretical foundation, future studies will also require larger sample sizes from a variety of industries, such as clothing and cosmetics (Arshad & Abdul-Talib, 2022). Hence, a quantitative investigation by employing a survey data collection method could be further used to examine the consumption patterns of Millennials' increasing brand pride. This group is focused because of their consumption patterns and ability to understand the importance of research.

According to Hung, Li and Tse (2011), social media, rather than traditional commercial advertising and marketing, would be a more appropriate platform for long-term advertising and social campaigns that strengthens eWOM. To date, research on eWOM is conducted from various perspectives yet scholars have provided future prospective. The emphasis of future research should be on strengthening the measurement scales for both eWOM and emotional experiences. Finally, it would be interesting to see how this research measures the relationship between brand pride, eWOM, and positive emotional experiences (Serra-Cantallops, Ramon-Cardona & Salvi, 2018). Therefore, this research will examine eWOM with the use of artificial intelligence, image processing, augmented reality and personal assistance to evaluate purchasing likelihood, which leads to customer satisfaction among Millennial females and males in the cosmetics industry of Pakistan.

Moreover, the beauty business in women's cosmetics has been growing for a long time whereas the beauty industry in men's is also rising (Souiden & Diagne, 2009). Males' needs

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for self-identity have indirectly influenced male opinions in the direction of personal care products and services (Khan et al., 2017). In addition, McNeill and Douglas (2011) found that men engage in grooming practices based on their self-identity. When the brand validity of beauty products is high, men's value perception of masculinity reflective thinking is also positive (Ho, Chiu, Mansumitrchai & Quarles, 2020). However, the traditional notion of masculinity has been impacted by changes in culture and societal norms. Men today are more gentle, serene, and aware of their womanlike side (Vechviboonsom, 2018). In addition, in recent years with wider recognition and acknowledgment of male individuality and manhood, male cosmetics have grown in popularity (McNeill & Douglas, 2011; Souiden & Diagne, 2009). Presently men know more about looks, youthful endurance and beauty (Souiden & Diagne, 2009). Male grooming products such as makeup, face primer, powder and eyebrow gel have been added to the men's grooming group. The Chief Executive Officer of L'Oréal Corp., Vismay Sharma, reported that men's makeup is expected to reach the shelves within five years (Attitude Magazine, 2018). The earlier study was probably the first to concentrate on a conservative society, specifically Pakistan, and also featured a comparison between China and Pakistan (Khan, Dongping, Abdullah, Ahmad, Ghauri & Ghazanfar, 2017). According to scholars, similar studies can be carried out in other geographic areas to reveal the driving forces behind male consumers' purchases of cosmetics products (Khan, Dongping, Abdullah, Ahmad, Ghauri & Ghazanfar, 2017). This research expands the study's geographic scope to include Punjab, where the majority of the population is literate, and it will also help to assess the findings of men's preferences for cosmetics.

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Furthermore, the digital age, emphasizes the importance of procedures and circumstances that drive consumers to share messages (Seo et al., 2018; Cho et al., 2014). Positive eWOM reduces risks and boosts the credibility of a brand of loyal customers who accept new offerings (Patti & Chen, 2009). In earlier studies on cosmetic purchasing behavior, the influence of knowledge, health awareness, and environmental consciousness on consumer attitudes regarding cosmetic purchase intention was overlooked (Rejeb, Rejeb & Zailani, 2021; Shahid, Ahmed & Hasan, 2018). In addition to repeated buying behaviors, the consumer expresses his or her loyalty not only by personal involvement in the brand but also through the development of positive WOM in both physical and electronic media (Gounaris, Stathakopoulos & Athanassopoulos, 2003; Dick & Basu, 1994). These brands, on the other hand, generate strong emotional attachments and a higher degree of service with the label known as brand pride. As a result, this study would add to their knowledge, consciousness and exposure to eWOM, so that Pakistani women continue to seek natural, healthy alternatives such as herbs or herbal items that enhance their overall appearance that can be categorized as an alternative to all home cures.

Researchers looking into marketing and consumer behavior in several countries, including Malaysia and Pakistan, have found that religion was a significant impact on a variety of dimensions of cosmetic purchasing activity (Charsetad & Charsetad, 2016). However, these studies show that there is a contextual gap that would be filled by additional research on brand pride in other research situations and this contextual gap would be a sufficient addition to the marketing literature (Nandy & Sondhi, 2022).

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On top of that, Hasan (2018) states that the beauty products sector in Pakistan has managed to make its customers knowledgeable of CSR practices. However, cosmetics protocols are all important and they have been in existence since 10,000 BC and they continue to have considerable significance in contemporary societies. Some consumers are so concerned with looking flawless at all times. There may be a social explanation for this behavior as appearance could be viewed as unattainable with makeup (Havlin & Baez, 2018; Vollmer, West & Lephart, 2018). Consequently, to fill the major gap in the literature, the researcher performs this study in Pakistan to advance the understanding of corporate environmental practices, fair trade and labor laws. Furthermore, these companies could act as an invisible hand for charity institutions. Global companies like Body Shop endorse fair trade, improve the supply chain's integrity and advocate for employees' interests. Such issues are critical because they have a direct and immediate impact on any civilization, Western or Eastern. Children's education is likewise a critical priority. One of the first voices to speak against animal clinical trials was The Body Shop. They are proud that "cruel-free goods are the benchmark in several parts of the globe" (Kemper & Kolkman, 2019; Chun, 2016). The above research shows similar trends of use in cosmetic products in South Asia which would also add to the theoretical foundations of this study.

In addition, the focus of this research is also to implement the strategies that shed light on increasing the market share for creating awareness regarding local cosmetics among Millennial women and men cosmetics consumption. Also examining how the shifting taboos affect men's adoption of cosmetics and how it might serve as a drive to grow market share is necessary in light of the intensifying competition. However, Thakur, Singh,

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Sharma, Auror and Jain (2020) noted that the penetration within the beauty segment is still very low in Pakistan and thus, there is plenty of space for all kinds of local and foreign brands to carve out a niche across geographies, cultures and price points. The research highlights that local products were far less in demand in Pakistan than global brands. Besides, the rise in beauty products is attributable to continuous marketing campaigns that help people to pick up knowledge and empower them to make purchases. Also, the cosmetics industry is directly correlated with the fashion world as consumers are convinced of their appearance and trends in fashion at some point in time. In addition, history reflects that cosmetics have promoted and announced women's care products (Ajitha & Sivakumar, 2017; Apaolaza-Ibanez et al., 2011). This is because most foreign brands use chemicals to replace natural elements that are more expensive, allowing cosmetics to be more widely utilized. However, the emphasis on health by today's consumers is changing this pattern with a rising interest in specific characteristics, such as natural ingredients. Individuals desire to appear as lovely as they did at the beginning of history may be as old as it is (Narayanan & Sharma, 2020).

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Thus, the focus of this research is to see which of the aforementioned variables: consumer's need for uniqueness, emotional experience or eWOM would give impact(s) to brand pride while purchasing the cosmetics.

However, women aged 65 and above will be the world's largest female age bracket by 2025, accounting for 36% of this market's customers. The number of Millennial females

(24-44 aged) is forecasted to only increase by 9%, while the other age categories of females between 18-24 aged and 45-64 aged are forecasted to decrease by 1% and 3%, respectively according to L'Oréal 2018 Annual Report (Santos, Au-Yong-Oliveira & Branco, 2018). The prime reason for the transition is the use of eWOM as it influences the behavioral patterns of consumers, and it can be modified by marketing companies due to the confidentiality offered by the Internet (Dellarocas & Narayan, 2006). This indicates that customer relationship development is very important and has already been appreciated (Anastasiei & Dospinescu, 2019; Lovelock, Patterson & Walker, 2004). If just a few years ago, repurchase decisions were based on marketing and professional information, today around one out of every three consumers use eWOM relevant information. This is because reading product reviews and getting feedback online is a faster and easier method. People are constantly sharing their positive and negative experiences. Though it is beyond borders, it is eWOM that has an easier interaction method. It implies that online customers' intrinsic motivation complicity in eWOM for information adoption is critical to the process, and it influences consumer's behavior and eventually their purchasing decisions. Our lifestyles have changed dramatically since the advent of Internet technology in the previous decades (Internet & Statistics, 2018; Cheung & Lee, 2012). Therefore, businesses have acknowledged the change in consumer behaviors towards online shopping and have reared online marketing budgets (McCurdy, Simone, Herrera & Heckathorne, 2018).

Similarly, a brand's attributes might be actual or fictitious, balanced or emotional, concrete or intangible (Wood, 2000; Ambler & Styles, 1997). Marketers actively targeted several emotional states in consumers (Gobe, 2010), including warm, happy and cold emotions,

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social acceptance, and even self-respect that portrays one's pride (Zimmerman & Kelley, 2010). However, these feelings did not entirely explain the incidence discovered between brand and user congruence. Though the customer and the brand mirrored each other, it was near perfect and harmonized. The resourceful research conducted on the relationship between the emotion of pride with chosen brands filled this void (Ahuvia et al., 2018; Decrop & Derbaix 2010). As a result, brand pride has been defined as a profoundly constructive emotion that strengthens a consumer's sense of individuality in a product and a brand. However, research to date has revealed that few investigations, particularly in the context of brand emotions, have been conducted. As a result, it is essential to look into how Millennials view Pakistan's cosmetics industry.

Finally, emotional experiences must be evaluated as a cause of beneficial eWOM creation. Such feelings are inextricably linked to consumers who experience authentic pride, which influences positive word-of-mouth (PeWOM), and hubristic pride, which leads to negative word-of-mouth (NeWOM). In contrast, hubristic pride enhances the bond and improves the possibility of favorable WOM. Accordingly, Aureliano-silva, Strehlau and Strehlau (2018) identified a direct link between consumer pride. As a result, there is a gap in information about the varied effects and circumstances that lead to positive and negative eWOM, as well as their impact on brand pride.

Organic and halal features offer a distinct advantage to today's consumers. Aureliano-silva et al., (2018) also analyzed hubristic pride in the spirit of luxury brands and the substantial

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correlation between consumer trust and brand loyalty. These factors have a substantial impact on eWOM, both favorably and adversely, and their impact on brand pride is well-documented. Due to the aforementioned variations, this study concentrates on the Pakistani cosmetics industry by contextualizing the linkages between consumers' need for uniqueness, emotional experience, eWOM, and brand pride as one of the primary determinants of economic and socio-cultural developments in Pakistan. The preceding study can be expanded upon to redefine brand pride concepts in the context of Millennials via eWOM communication.

However, the focus of this research is to understand more about how local cosmetics influence Pakistani Millennials, and how it can enhance Pakistan's cosmetic industry's market share further. The study also investigates how eWOM can influence brand pride.

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Based on the foregoing, it can be concluded that the Pakistani cosmetics business faces fierce competition from global brands due to the high quality of products available in the market, although the products are costly and not accessible to all Pakistani consumers. They are also dealing with product duplication as a result of piracy, which resulted in a reduced market share. However, customers are now more conscious of the health issues related to the use of lead compounds in cosmetics since it is found in practically all global cosmetics, such as L'Oréal, MAC, Dior, Revlon, and so on. On the other hand, such conditions would be promising for Pakistan's cosmetics business, which is engaged in the development of organic products.

As a result, the purpose of this research is to determine how these variables of customers' need for uniqueness and emotional experience may influence Millennials' consumption patterns and, as an outcome, increases the purchase of cosmetic products, leading to boosting the market share. The study also attempts to look into the effect of eWOM in mediating the relationship between the aforementioned parameters and brand pride. What is more than a deeper investigation of brand pride from the Millennials' perspective in the context of Pakistan's cosmetics industry.

1.3 Research Questions

The research questions that follow are intended to serve as a guide to the attainment of the study's objectives:

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RQ1. Does eWOM affect the brand pride of Millennials in the Pakistan cosmetics industry?

RQ2. Does the consumer's need for uniqueness and emotional experience behaviors influence the eWOM of Millennials in the Pakistan's cosmetics industry?

RQ3. Does eWOM mediate the relationships between consumer's need for uniqueness, emotional experience behaviors and brand pride?

1.4 Research Objectives

The research is pursued to attain its general objective, which is to bridge the consumer's need for uniqueness and emotions on brand pride with suitable quantitative testing from

the resulted conceptualization and develop long-term customer-brand relationship by focusing on the following specific objectives:

RO1. To examine the influence of eWOM on brand pride.

RO2. To investigate the effect of consumer's need for uniqueness and emotional experience behaviors on eWOM of Millennials in the Pakistan cosmetic industry.

RO3. To assess whether eWOM mediates the relationships between consumer's need for uniqueness, emotional experience behaviors and brand pride.

This research thus focuses on the response to the claim that the customer feels proud to have a significant impact on his brand and to take into consideration of the intent and findings of such a relationship. The focus of this research is to better comprehend the eWOM environment and the effects of a less explorative notion on brand pride in Pakistan's cosmetic sector by examining both genders.

In continuation to the above statement, marketers actively target a variety of emotional states (Gobe, 2010), ranging from comfort, pleasure, assurance, social approval, pride, and even self-righteousness (Keller, 2001). However, these feelings could not contribute to a deeper understanding unless a client uses the brand which is considered nearly ideal and harmonious. Innovative analyses of the relations between brands in terms of pride and choice (Ahuvia et al., 2018; Decrop & Derbaix, 2010) have been explored. Therefore, to

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infer, brand pride is identified as a very favorable emotion that blends harmoniously to enhance the customer's understanding of the brand.

Consequently, the present research aims to address issues about the factors affecting brand pride. In addition, this study is aimed at improving the measuring scales for emotional and eWOM experiences. The definition should also include positive and negative eWOMs, as well as emotional experiences and their effects on Millennials in the study to simultaneously assess the significance of their pride in associating with the Pakistani cosmetics industry.

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1.5 Conceptual Foundation and Methodology

To conduct the investigation, this study took a quantitative approach. A structured interview is utilized to get an understanding of the issue and to strengthen a conceptual model that has been constructed and is used to refine questionnaire measurements (Churchill, 1979). SPSS and Smart PLS are used to analyze the data. Snyder and Fromkins' (1977) theory of uniqueness and brand congruence theory (Sirgy & Su, 2000; Grubb & Grathwohl, 1967) provided a solid foundation for this analysis. The content validity index (CVI) is calculated using expert opinions from the marketing and academic disciplines to measure the representativeness and accuracy of each item (Rubio et al., 2003). The reliability of items and constructs (Cronbach's Alpha and item-to-total correlations) is investigated in a pilot test. Each of the constructs is measured using a self-administered questionnaire, which is given via Google Survey. Identification of any potential data flaws

based on the main data is possible, and doing so will confirm the validity of the conclusions (Baker, 1994; Deshpande, 1983).

1.6 Significance of the Study

This research aims to contribute to current ideas by expanding and testing theories, confirming conceptualizations, and building as well as testing a theoretical model. The study also offers marketers certain theoretical contributions in formats and tools that can help consumers develop brand pride. This study can also help managers, advertising companies and academics understand the key components that can develop a positive consumer approach to brands.

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1.6.1 Practical Significance

Initially, for managers, improvements in brand pride perception will contribute to differentiating between emotional constructs, such as love, pride, and passion to better consumer-brand interactions. These connections do lead to the company's long-term profitability. This can be accomplished by incorporating good emotions into their advertising and eWOM efforts, which has the effect of reducing negative emotions. It assists brands in uncovering their social connections by including rituals or collective consumption, such as gift-giving.

The study compares pride subsequent in two formats negative pride is referred to as hubristic pride, and positive pride is referred to as authentic pride. Previous research suggests that consumer's prerogative is the root reason for hubristic pride's ability to boost NeWOM. According to studies, social dominance in luxury advertising might lead to negative consumer reactions. As a result, dealers and facility providers must devise effective marketing methods to neutralize such entitlement and over-demanding feelings, as it may have unfavorable consequences for observers. It will create a sense of uniqueness among the customers.

Likewise, customization in cosmetics in the local industry can also be a plus factor for the customers as it develops strong sensations. As a result, the data suggest that targeted marketing including donation, promotion or corporate social responsibility program can lower consumer's entitlement.

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1.6.2 Theoretical Significance

The current study, in theory, sheds light on the emergent topic of brand pride and its correlations with independent and mediating variables. The understanding of brand pride in this study will be presented in many insights to the potential effects and consequences. More precisely, as for the theoretical importance, the current study will extend this research to illustrate the effects of consumers' need for uniqueness, emotional experience with demonstrations that eWOM can not only affect emotional conditions, but also characteristics of personality (i.e., dispositional emotions) related to self-assuredness, as

well as in terms of financial or social benefits. Additionally, the applicability of the theories will be examined in this study. It was conventionally very challenging to detect and discern the personality characteristics of a bull's eye.

This study also contributes to the corpus of information on emotional assessment. Second, it supports past studies on the relationship between these emotions and branding, as well as pride in related attitudes and behaviors (Williams, Coleman, Morales & Cesareo, 2018; McFerran, Aquino & Tracy, 2014). Nevertheless, a recent study has identified computer-based analytical studies such as data-mining as being important technologies that can classify personality (highly proud) characteristics into social media language (Facebook). However, this research provided the learning to increase the market share by the consumption of Pakistani branded cosmetics, which is through the development of pride associations. As concepts and procedures need to be improved upon and comprehended better, a wider perspective on brand pride is required.

Thirdly, numerous more significant demographic parameters can be explored, including age group (Hawkins, Best, & Coney, 2001), lifestyle (Souiden & Diagne, 2009), and psychographic elements like culture and social class (Hofstede, 2001). As a result, this research helped operationalize the suggested framework and gained a deeper knowledge of each construct's dimension.

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Fourthly, the analysis of the literature showed that eWOM scales of measurement are not sufficiently established (Serra-Cantallops, Ramon-Cardona & Salvi, 2018). Additional studies have been conducted to enhance the assessment scales for both eWOM and emotional experiences. Additionally, this study offers proof and validates the construct validity and reliability of earlier scales.

Finally, by reevaluating the insufficient results published in other studies, this study will add fresh understanding to the body of knowledge. The theory of branding states that it has many implications when applied to oneself, other people, and property, can take on literal or metaphorical forms, and can either be positively or negatively received (Moore and Reid, 2008, p. 420). Employer's brand reputation and brand pride, as well as employee's engagement and brand loyalty are examples of brand pride outcomes (Arshad & Abdul-Talib, 2022). Future studies may look at how different metrics in different cultural contexts conceptualize the connection between employee's engagement and loyalty with employer's brand reputation and brand pride. Future research can also shed more light on the best ways to support emerging brands and their consumers financially, emotionally, and socially. Brand as a whole is complex, multifaceted, multifunctional, and subject to influences from many different actors that is the brand manager, the consumer, the media, the marketing researcher and technology.

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1.7 Scope of the Study

This study assesses the impact of the factors, such as consumer's need for uniqueness and emotional experience on eWOM to deal with the underlying problem. The current study intends to exclusively focus on eWOM's relationship and its influence on brand pride in terms of branded association, as confidence and brand image are primary to evaluate a strong sense of purchasing likelihood and customer's satisfaction. This study focuses only on the investigation of the renowned local cosmetics brands in gathering data from Millennials in Pakistan.

1.8 Definition of Study Variables

The operational definition of the variables examined should be understood for this study as explained below:

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1.8.1 Consumer's Need for Uniqueness: The desire for individuality refers to a positive desire to stand out from the crowd. The need for individuality among consumers has long been regarded as a distinguishing element of individualism (Lynn & Snyder, 2002; Oyserman, Coon & Kemmelmeier, 2002).

1.8.2 Emotional Experience: "Emotional experiences" are offered in service encounters that are emotionally engaging and have the power to create powerful good memories (Serra-Cantallops, Ramon-Cardona & Salvi, 2018).

1.8.3 eWOM: eWOM is described as a continuous method of exchanging info about a product/ service or a brand amongst potential, current, and past customers. It is accessible via the internet to a huge number of people and organizations (Ismagilova, Rana, Slade & Dwivedi, 2020).

1.8.4 Brand Pride: Brand pride is described as a relationship in which the customer is "proud" to be linked with his or her brand (Nandy & Sondhi, 2020).

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The goal of this chapter is to perform a thorough examination of literature related to the research objectives and variables examined in the current research. Several prior studies on brand pride are discussed in the following chapter. Then, this chapter includes a discussion of consumer behavior and its epistemology, selected variables and the comprehensive review covers the conceptual analysis and understanding of eWOM as a means of communicating brand pride and loyalty through interactive media. Finally, hypotheses are suggested and a structure for the research framework is developed. This chapter also discusses two underpinning theories related to the present study, the need for uniqueness theory, and the brand congruence theory altogether which demonstrate the dynamic ability perspective.

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2.2 Understanding Consumer Behavior Through Branding

Since the advent of internet technology in earlier decades, our way of life has undergone significant change. An estimate from June 2019 placed the number of internet users at 45.36 billion, out of the planet's 77.16 billion inhabitants. Asia has 23 billion internet users, or 50.7% of the world's population, compared to China's 8.29 billion, or 37.7% of all internet users in Asia. Web-based internet marketing has abundant opportunities, thanks to e-commerce and by 2020, it's predicted that global e-retail sales will reach 27 trillion US

dollars (National Center for Health Statistics US., 2018; Cheung & Lee, 2012). If professionals and businesses want to expand the online market to include more product options, online advertising, retail strategies, and market segmentation, before anything else, they need to have a grasp of how consumers behave when using the online shopping platform. Before the advent of internet technology, people shared or gathered knowledge about products or services from reliable sources before making decisions. This method of advertising, known as word-of-mouth or WOM, had a significant impact on how consumers acted. WOM in the form of forums, blogs, or discussion groups on well-known networking sites has been replaced by electronic word-of-mouth (eWOM), which reflects the new communication preferences of consumers (Hennig-Thurau et al., 2003; Voyer & Ranaweera, 2015).

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The academic debate on the subject is further complicated by the dual role that consumers play in the exchange of eWOM. Consumers have the ability to transition back and forth between different roles and stages of eWOM creation, exposure, and evaluation, sometimes both giving and receiving eWOM feedback. These transitions may occur in a nonlinear fashion (Kannan & Li, 2017). The movements of these roles in different phases at a time, as well as the causes for which the consumers spread and receive eWOM have been the major emphasis of this research.

eWOM which reflects the new communication preferences of consumers, has taken the traditional WOM position in the form of forums, blogs, or discussion groups on well-

known networking sites (Voyer & Ranaweera, 2015; Hennig-Thurau et al., 2003). WOM is a more effective form of advertising than personal selling, according to Day (1971). Meanwhile, Brown and Reingen (1987) emphasized that WOM has the power to change consumer attitudes and increase satisfaction, profitability, and loyalty.

To put it briefly, within a span of less than 60 years, the concept of branding evolved from being associated with control and status to being connected with elements such as symbolic values, brand image, and collaborative partnerships. Brands adopted traits from a variety of actors in the latter half of the 20th century and in the initial years of 21st century. Today's brands have a variety of personalities and can even appear human (Aggarwal & McGill, 2012). In general, scholars and professionals in the marketing field suggest that brands help us express and communicate certain aspects of our identity (Belk,1988), our national identity (Dong & Tian, 2009), and the consumers groups that we desire to be a affiliated (Castro & Saiz, 2020). This is after shifting their research emphasis from firms to consumers. As a result, the consumers' eagerness to pay for them, brands have developed into cultural tools that are also relevant from an economic perspective (Castro & Saiz, 2020). Thoughtful of knowledge of values and its representative elements, is seen as becoming progressively significant in a global economy where branding is carried out on a global scale (Castro & Saiz, 2020). In other words, for businesses to succeed, they need to understand how "consumers consume" in various settings.

In the current global marketplace, consumer behavior on online platforms has recently

become more fascinating to study further and it is even more complex. Therefore, in a larger context of psychologically motivated consumers, characteristics are essential for consumers to understand the process of decision-making to effectively utilize online information while making purchase decisions (Martnez-Ruiz et al., 2018; Suki, 2016). Prior studies have provided insight into how consumers assess various brands when making decisions about online shopping and information consumption, and the literature on organizational motivations and consumer psychology has made significant strides in the last 20 years. The vast body of empirical research currently available on how consumers use online information to make decisions reveals very domain-specific results. The marketing 4.0 perspective had begun to take shape by the beginning of 2017, and its main objectives were to help companies influence and emotionally encourage their clients more effectively (Kotler et al., 2016).

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The study provides fragments of evidence for the necessity of social interactions conducted online and their value as useful benchmarks for analyzing consumer behavior. Additionally, research results demonstrated that theories describing connections and social ties in eWOM communication and interaction support the model of this proposed study.

2.3 Consumer Behavior and Its Epistemology

Using signs and symbols that are ingrained in their cultural space and time, consumers and marketers create a web of meanings in the consumer world. Authors have proposed that the capacity to create and use symbols, as well as communication in general, is the essential

and defining unique characteristics of humans which are considered as a source of greatness (Boulding, 1956).

Today's research on symbolism and consumer behavior also draws from works by Goffman (1959, 1979), Hall and Trager (1953), Henry (1956), Newman (1957a, 1957b), Veble (1957), and Levy (1959), in addition to Levitt's "The Morality of Advertising" (1970), Gardner and Levy's "The Product and the Brand" (1955), Levy's "Symbols for Sale" (1959). Numerous symbolism stances have been developed as a result of recent studies, and our knowledge of symbolism's function in business and consumers' lives is expanding. The leading academic and spokesperson on the importance of representation in consumer behavior is (Levy, 1982, 1981, 1978, 1971, 1959). Recently, Russell Belk has become a significant voice (Belk, Bahn & Mayer 1982; Belk, Mayer & Driscoll 1984).

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According to the key article based on Bristor (1985), it demonstrated that logical empiricist philosophy has had a predominate influence on consumer behavior research, more contemporary philosophies of science have a significant role to play but their effects and contributions are only now starting to be explicitly recognized. As opposed to the logical empiricist's insistence on the single scientific method, it has been conclusively shown that theories that have emerged from various philosophical and research traditions embody different ontological and axiomatic assumptions, as well as different epistemological criteria (Hunt, 1983; Pfeffer, 1982; Anderson, 1984, 1982; Morgan, 1980; Morgan & Smircich, 1980). Due to its multidisciplinary heritage, the field of consumer behavior

encourages allegiances to a variety of distinct, and as demonstrated before, it was incompatible with research traditions and philosophies. As a result, it has proven to be extremely challenging to develop a general theory of consumer behavior. Although they are now inoperative, general theories of consumer behavior (Howard, 1977; Engel & Blackwell, 1982) have been very useful as pedagogical tools. Previous attempts to organize the field by contributing discipline (Robertson, Thomas & Zielinski, 1981) were successful.

Paradigms and metaphors, two fundamental philosophical ideas, were first introduced to explain how and why various research paradigms were ingrained in consumer behavior (Bristor, 1984). In conclusion, paradigms are the worldviews or frames of reference that scientists use to approach their work. The general consumer behavior paradigm serves as a unifying or shared Weltanschauung in this framework, in contrast to the other three paradigms, which highlight different approaches to consumer behavior research. The various dimensions in this framework serve as the paradigms.

Metaphors are representations of phenomena that provide a way to create, represent, and share scientific knowledge. They go beyond simple literary allusions (Morgan & Smircich, 1980). Both theories and models can be thought of as metaphors. For the purposes of this organizational framework, theories will act as metaphors. The point being made here is that they only offer distorted or biased perspectives of reality (Morgan, 1980). Because of this, it is important to understand the phenomenon of consumer behavior using a variety of

metaphors. Thus, the suggested framework can both organize the field in a way that makes the philosophical premises upon which metaphors or theories are grounded explicit and make researchers of consumer behavior more aware of methodologies.

2.4 Theoretical Perspectives/ Underpinning Theories

This section elaborates theories to bolster the theoretical model advanced in the current study. The theory of uniqueness by Snyder and Fromkins (1977) and brand congruence theory (Sirgy & Su, 2000; Grubb & Grathwohl, 1967), form a sound foundation for this analysis. This research also offers insight into the degree to which compelling messages, such as selected online advertisements and eWOM, influence emotions like moods in Millennials, to create an association in brand pride.

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This study expands the awareness of factors that influence brand pride. The research also focused on consumers demonstrating how the independent variables, such as consumer's need for uniqueness and emotional experience impact the dependent variable, which is brand pride. eWOM's mediating role fosters a variety of attitudes in the relationship.

2.4.1 Need for Uniqueness Theory (NFU)

The variables in this study can be explained by the need for uniqueness theory. Among the variables are consumer's need for uniqueness, emotional experience and eWOM. The

ideology of need for uniqueness (NFU) is derived from the idea of consumer's need for uniqueness (CNFU) (Snyder & Fromkin, 1977a). The theory of uniqueness (Snyder, 1992; Snyder & Fromkin, 1977a) contends that the desire to stand out from everyone else is stimulated and the desire to stand out competes with other drives to preserve and increase that uniqueness. In a nutshell, uniqueness is viewed as a natural trait displayed through self-expression with the specific objective of gaining attention to stay ahead of the curve. It cannot be called "uniqueness seeking" behavior unless the prime motive is not to grab attention.

Though it is not a basic need, desiring uniqueness is an intrinsic aspect of human desires. These desires are often classified as emotions. The royal family of the 17th and 18th centuries were likewise noted for this feature. These people may use unique or expensive things that are in short supply, yet they may or may not have a tendency for disagreeing with others or for deviants to demonstrate their dominance.

Plus, they may have a high opinion of themselves, which is reflected in their clothing choices. The degree to which they feel a need for uniqueness (NFU) is related to their social rank, financial situation, and wealth. Thus, the theory of the need for uniqueness is applicable to explain the self-respect or self-image of consumers which may be high as compared to others. It has long been acknowledged that the sense of being dissimilar to other individuals has a substantial influence on consumer behavior (Chan, Berger & Boven, 2012; Simonson & Nowlis, 2000).

At the most basic level of understanding, people are naturally driven to inspire a sense of individuality to experience the benefits of developing the self-image that they want everyone to see (Tian, Bearden & Hunter, 2001). Avoiding similarity is "undervaluing and limiting the adoption of common particular brands" (Tian et al., 2001). According to the evidence, people develop and maintain a level of the appropriate ego because thoughts of being too identical to, or too distinct from other people is uncomfortable. At the core of the need for uniqueness lies a tendency toward nonconformity because consumers possessing a high level of NFU typically exhibit a departure from the common practices of their peer group. The importance of distinguishing oneself from others has been widely acknowledged as a substantial influence on consumer behavior (Chan, Berger & Boven, 2012; Simonson & Nowlis, 2000).

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Fromkin and Snyder (1980) proposed the uniqueness seeking theory, which emphasizes a person's emotional, intellectual, and psychological aspects that triggers reactions based on information of their resemblance or similarities to others. This can be interpreted as emotions play an important role when an individual is showing unique attributes to a feeling of affiliation, belief validation, emotional security and social influence (Lynn & Snyder, 2002).

Moreover, the need for uniqueness theory is broadly utilized to observe people's experiences with a need to be distinctive. People seek out uniqueness in a variety of ways

while consuming products (Lynn & Snyder. 2002; Lynn & Harris, 1997b; Tepper & Hoyle, 1996). Consumers are seeking out uniqueness via their purchases, social circle and self-identity (Lynn & Snyder, 2002; Lynn & Harris, 1997a; Lynn & Harris, 1997b; Tepper & Hoyle, 1996; Snyder & Fromkin, 1980;). However, to retain these consumers, firms are innovating and developing new products to differentiate themselves and acquire competitiveness. Throughout the years, the majority of research into the design process has been driven by technological advancements (Verganti, 2011). Indeed, 83% of consumers (Bright local, 2019; Nielsen, 2015) believe that WOM is the most reliable source for product and service information. Improved features and newer functionalities enhance the product's effectiveness, and customers respond positively to these functionalities (Berkowitz, 1987).

Users, on the other hand, may not necessarily appreciate products that are presented in a traditional design format. At one extreme, newness in form can be incredibly strong. A unique form attracts attention and raises emotional arousal (Lee, Ho & Wu, 2018), increasing the likelihood of favorable affective reactions (Noble & Kumar, 2008) albeit with numerous experiences (Landwehr, Wentzel & Herrmann, 2013), but it can also be harmful in some situations. As a result, it was hypothesized that adequate levels of affective distinctiveness would elicit good emotions and boost self-esteem (Lynn & Snyder, 2002; Ryff & Singer, 2000; Snyder & Fromkin, 1980). It can further be said that emotions influence consumers to produce WOM (Verma & Yadav, 2021).

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Other than that, it is also suitable to explain customers' behavioral inclinations may be affected by the sequence in which they are exposed to good or negative reviews, as well as their usefulness as decision-making drivers. As a result of this, digital content material has aroused emotions in them (Fong, Lei & Law, 2017). The most essential kind of eWOM communication is online reviews; they are critical evidence providers that help clients in buying (Gavilan, Avello & Martinez-Navarro, 2018; Kwok, Xie & Richards, 2017). We should predict customers with a strong CNFU to respond positively to customized advertisements on the Internet because they have been demonstrated to appreciate rare and personalized products over publicly used products (Lynn & Harris, 1997a). All in all, the need for uniqueness theory is adaptable to these variables.

On top of that, Rosario, Valck and Sotgiu (2020) added that in comparison to other digital phenomena, eWOM is a distinct construct variably impacted by customer preferences and emotional experiences. It has a significant economic impact on the industrial sector in which eWOM enhances relationships among viewers and reporters and directs even further consumption (Dellaert, 2019). Hence, it cannot be denied that both variables are focused on examining the influence on eWOM.

Nevertheless, the influence of each exchange procedure, together with eWOM, is dependent on customers' motives and perceptions as both are important factors (Batra & Keller, 2016; MacInnis, Moorman & Jaworski, 1991). Therefore, people react emotionally

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and behave uniquely. Instead of doing similar things, when people feel they are too similar to others, they will take more actions that set them apart.

Additionally, these consumers will go through events where emotions may influence their perceptions of the worth of digital evidence in both a potential release to conflicting evaluations and an active search for them. This new scenario poses a challenge to both brands and digital media platforms that seek to offer clients personalized choices for online evaluation of the content. Consumers will judge contradictory information in these procedures depending on the supposed quality of the argument. Furthermore, preceding literature has revealed that researchers have assessed the quality of reviews for a clear indication of effectiveness (Ruiz, Chatzipanagiotou & Curras, 2018; Yin, Bond & Zhang, 2014; Cheung & Thadani, 2012).

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Donno and Torres (2018), Markus and Kunda (1986) found that those who believe they are closely related are more likely to endorse self-descriptive statements, but those who believe they are unique, do not go with that. The core tenet of uniqueness theory is that we all want to be fairly distinctive, and we seek out those who are strange. Snyder and Fromkin (1980, 1977) emphasized, however, that needs should be differentiated based on individual characteristics (Snyder, 1992). A brand runs the risk of becoming a commodity that is very similar to many others if it does not support the desire of its target market to stand out and be unique (Puzakova & Aggarwal, 2018). The opinions of consumers who make hedonistic or utilitarian purchases are just two examples of how different social groups have different

perspectives on various issues. Because they would each prefer a product to outfit their own preferences over products serve as all-purpose, consumers believe that hedonistic purchases are made with different preferences than utilitarian ones (Whitley, Trudel & Kurt, 2018).

Incidental proud customers are inclined towards distinctiveness in goods that showcase their accomplishments or distinctive personality traits (Huang, Dong & Mukhopadhyay, 2014). Additionally, the need for uniqueness is correlated to the level of understanding and consumers involvement placed in a product. If they can relate to and feel good about a certain product, they will be more inclined to purchase it to help them stand out from the crowd (Bhaduri & Stanforth, 2016). In light of the foregoing discussion, we can understand how certain emotions might encourage someone to adore a brand, resulting in brand pride.

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To conclude, the current work aims to shed insights on the topic by looking into the relationship both conceptually and practically. The degree of a need for uniqueness is one personality trait that influences changeability. To retain its strength, a strong sense of self will stress similarity and difference (Snyder, 1992). Snyder and Fromkin (1980) suggested, however, that to be accepted and approved by society, one must adapt to it, which is critical in our current culture. Given the abundance of brand endorsements and eWOM on social networks, friend likeability is another important aspect in inspiring pride (Moran & Muzellec, 2017).

In today's environment, standing out serves the purpose of avoiding social isolation or rejection. Materialistic items allow people to stand out in a crowd without fear of being criticized for rejecting cultural standards (Snyder, 1992). The uniqueness seeking theory is implemented to determine the influence of the independent variables and eWOM on Millennials' feelings of pride for their cosmetics brand, resulting in brand pride in the cosmetics industry of Pakistan. This would aid in raising awareness about the benefits of using cosmetic items accessible in local marketplaces, as well as how they can gain market share and influence their beauty toward a healthy appearance.

2.4.2 Brand Congruence Theory

To extend the range of the research, brand congruence theory can be used to learn how brands establish uniqueness for customers. It not only leads to emotional attachment to the brand, but eventually develops brand pride. As a whole, this theory extends a more thorough explanation of the variables in this study.

The idea of branding is not new, either in business or academia. Despite the fact that branding tactics have been employed for Millennials (Moore & Reid, 1985), research on them only really began to pick up steam after World War II and the start of the so-called "consumer revolution" brought on by post-war economic expansion (Bastos & Levy, 1988). Brands act as signs that alert customers to such trustworthy information. Given this, trademarks or brands have been viewed as a vital instrument for addressing market inefficiencies brought on by information asymmetries (Akerlof, 1978). To safeguard the

reputation of their brands, producers are urged to maintain at the very least, else enhancing, the standard of their commodities for the benefit of consumers and marketplaces. Customers now buy trademarked goods not only to use them but also to participate in the brand's experience (Castro & Saiz, 2020). The "experience economy", as some academics have dubbed this new perspective (Zukin, 2018, Pine & Gilmore, 2011), is nonetheless served as a reminder of the "vicarious consumption" that Thorstein Veblen first identified more than a century ago, but which economic theory had not ever adequately explored (Castro & Saiz, 2020). In the new economy, brands developed into more intricate, multifaceted entities.

As per the brand congruence theory, customers are further satisfied and more contented with items that correlate to their true or ideal self-concept (Sirgy & Su, 2000; Grubb & Grathwohl, 1967). These consumers are obliged to consider themselves distinctive and unlike others to have an expressive sense of self-identification (Vignoles et al., 2000). Moreover, brand congruence contrasts between the real and ideal person, and that is influenced by self-image and self-worth (Hanfan & Setiawan, 2018; Alpert & Kamins, 1995; Sirgy, 1982). Consumers with a need for uniqueness, conversely are likely to focus on creating the perfect image besides originality by rejecting products that, although compatible with their self-concept, are numerously shared.

Next, the theory of brand congruence proposes that emotions have a broad impact on eWOM. Consumers evaluate emotional traits more highly (Hirsh, Kang & Bodenhausen,

2012) when electronic media messages are aligned with individual inspiring postures (Florack & Scarabis, 2006). As a result, constructive WOM plays an important part in product promotion, as it is perceived as more reliable than the standard commercial elevation that is marketing (Wassler & Hung, 2017; Simpson & Siguaw, 2008; Goldsmith et al., 2006; Clark & Goldsmith, 2005).

It is further added that the information sharing on digital platforms via eWOM creates a virtual perception (Good, 2013; Liu, 2007) that other users may share alike feelings, which leads to a sensation of love (Schultz, Nolan, Cialdini, Goldstein & Griskevicius, 2018), that promotes the building of associations between social media users (Peter, Valkenburg & Schouten, 2005; McKenna, Green & Gleason, 2002). a brand can form a relationship with its customers if they associate with the brand, which leads to acquiring a sense of brand likeness (Torres, Augusto & Godinho, 2017). The resemblance represents both brand and consumer, who are primarily influenced by pleasing friends on social media networks (Rowley, 2004). Given the enormous abundance of brand commendations and eWOM on networking platforms, friendliness is a crucial motivation for brand likeness (Moran & Muzellec, 2017).

In the current study, considering the need for uniqueness theory, consumers believe that hedonic acquisitions are made with exceptional partialities linked to useful purchases, since customers would want a product to suit their individual preferences rather than items with a universal purpose (Whitley, Trudel & Kurt, 2018). Customers who are proud of their

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accomplishments or personal characteristics are more inclined to seek out unique solutions (Huang, Dong & Mukhopadhyay, 2014). Furthermore, consumer's need for uniqueness is linked to their understanding and also a connection with a product. The more consumers can relate to and sense good about a brand, the more likely they are going to buy it, which aid them to express their individuality (Copeland & Bhaduri, 2019; Bhaduri & Stanforth, 2016). Individual consumer-brand relationships are still being studied from many theoretical and conceptual viewpoints (Fernandes & Moreira, 2019; Simon, Brexendorf & Fassnacht, 2016; Fetscherin & Heinrich, 2014).

Particularly, companies use brands to set themselves out from competitors (Mercer, 1995). As today's products are so comparable in terms of quality, the brand must provide a distinct advantage to the customer (Nandy & Sondhi, 2020; Hermann, Henneberg & Landwehr, 2010). Today, services, people, mediums, and companies may be branded and not just things. Brands comprise functional and emotional components (Zambardino & Goodfellow, 2007). The reliability of a brand can promote the distinctiveness of a product. Brand loyalty, on the other hand, fosters more consistent desire because the same customers will always seek out a certain brand, regardless of the scenario (Giovanis & Athanasopoulou, 2018; Chaudhuri & Holbrook, 2001). Marketers began to emotionalize brands in the 1990s to accommodate this paradigm shift (Moore & Reid, 2008). As a result, brands became reliable indicators via which businesses offered their products representative (perceptual) denotations (Erdem, Swait & Valenzuela, 2006). Therefore, both independent variables are closely linked to the study of consumer influence on brands.

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Specifically, brand attachment (Tooray & Oodith, 2017; Kim, Lee & Ulgado, 2005) and strong self-brand linkages; a customer with a strong, emotional and practical linking is involved in the brand (Fetscherin & Heinrich, 2014), and promoted pride, happiness, as well as affection that help to construct permanent partnerships (Escalas & Bettman, 2017; Escalas, 2004). Consumers create psychological influences (Brown, 1992) or distinct brand relations as a result of targeted marketing programs, which facilitated in generating a distinguished image for the brand. However, pride is identified as a powerful confident feeling that linked and heightened the purchasers' self-awareness of the competing brand. This brand becomes a person's outgrowth that represents his personality. The recurrent use of the owner's association with the brand characterizes this attachment comprehensively termed as brand pride. Brand pride, according to Kuppelwieser et al., (2011), is a feeling that occurs when a brand is evaluated to be highly competitive in historical performance. Soscia (2007) discovered that pride and emotions had an optimistic impact on a person's readiness to share reviews, and the same brand's goods or services are then purchased through WOM. These brands boost self-esteem through receiving good feedback from peers.

In addition, the brand congruence theory emphasized the strong relationship between the customer's self and the brand's nature. It affects the client's involvement with brands and how they react to them (Malar, Krohmer, Hoyer & Nyffenegger, 2011; Kim et al., 2005). Renowned brands can reflect consumers' idealized or real selves and be consistent with

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them, encouraging them to continue to confirm their self-perception with the brand (Astakhova, Swimberghe & Wooldridge, 2017). Such resemblance between the brand and the client will have a huge influence on how a brand's community of followers sense themselves. As a result, a higher impression of brand resemblance helps customers to achieve the uniqueness they desire.

The study's major goal is to investigate the association between the mechanisms of customer's need for uniqueness, emotional attachment and WOM involvement in building brand pride. These variables will be investigated in the Pakistani cosmetics sector, which will add to the theoretical and practical implications. It would also instill in the minds of Millennials the importance of organic cosmetics, finally, giving consumers the confidence to establish brand loyalty to local cosmetics that are both affordable and devoid of dangerous chemicals. Furthermore, the aforementioned concept would promote the idea of how important these products are, hence increasing market share.

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2.5 The Construct Brand

In terms of research and brand development, the term brand is defined in a variety of ways (Kumar, Paul & Unnithan, 2020; Kapferer, 2017). Brands provide a customer with the opportunity to prove a particular style and assist customers in purchasing choices because they contain product information and reduce the possibility of failure (Kumar et al, 2020; Kapferer, 2017). Furthermore, brands represent individual ways of thinking in businesses and products (Iglesias, Markovic, Singh & Sierra, 2019; Zambardino & Goodfellow,

2007). A brand must possess affective, cognitive and conative characteristics (Breves, Liebers, Abt & Kunze, 2019; Balasubramanian, Karrh & Patwardhan, 2006).

Given the aforementioned, Schmidt (2007) identified four functions of a brand: Functionality to instill confidence; companies develop trust and reduce buying risks by expressing consistent quality, Distinction; by differentiating their brands, businesses can increase the attraction of their products, Price-saving function; as majority of shoppers are willing to pay more for exclusive items, this resulting in branded items being more stable in price, and Brand inclusion; by generating engagement, brands can help increase brand loyalty.

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In particular, loyal, long-time customers are prepared to pay advanced prices since they see the worth that makes the brand unique, as formerly there were no substitutes (Chaudhuri & Holbrook, 2001). On average, consumers are prepared to pay 40% more than they would for manufactured brands (Andreini, Pedeliento, Zarantonello & Solerio, 2019; Fetscherin, & Heinrich, 2015; Esch, Langner, Schmitt & Geus, 2006). The confidence of a brand can promote a product's uniqueness. Similarly, brand loyalty can cause the same consumer to continue to explore the very same brand, regardless of circumstances, and there will be more consistent demand (Chaudhuri & Holbrook, 2001).

Significantly, a team of researchers has also noted brand love predictors, such as brand identity (Ismail & Spinelli, 2012), brand recognition (Albert & Merunka, 2013; Bergkvist

& BechLarsen, 2010), strength (Bairrada, Coelho & Coelho, 2018; Albert & Merunka, 2013; Bergkvist & Bechlarsen, 2010), and sense of belonging do exist in other consumer brands (Bairrada et al., 2018). It has also been proven to increase brand loyalty (Bairrada et al., 2018; Albert & Merunka, 2013; Batra et al., 2012; Bergkvist & Bechlarsen, 2010; Carroll & Ahuvia, 2006), confidence (Albert, Merunka & Valette-Florence, 2009), and favorable WOM (Bairrada et al., 2018; Albert & Merunka, 2013; Ismail & Spinelli, 2012; Batra et al., 2012; Bergkvist & Bech-Larsen, 2010; Carroll & Ahuvia, 2006).

2.6 The Construct Pride

Humans express pride as a positive and a pleasant emotion to signal success and to foster a personal sense of identity (Mercadante, Witkower & Tracy, 2021; Kraemer, Gouthier & Heidenreich, 2017). Pride belongs to elementary emotions, just like anger, fear and happiness. They are innate and unlearnable. Pride is a nonverbal emotion that is conveyed spontaneously. Pride has a more sophisticated structure and self-evaluation than the other primary emotions. It can be further illustrated using the examples of students who are pleased with themselves after a successful exam and children who are pleased with themselves when their parents compliment them.

Furthermore, pride fuels the drive to achieve anything, the desire for power and position, the achievement of children, and so on. The subjective knowledge of being special, familiar, or at the least a small part of a great endeavor, is a source of pride. Pride is a

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powerful emotion that endorses self-esteem and is especially important for human requirements, such as dignity and respect (Tracy & Robins, 2007).

Nevertheless, prior studies have demonstrated that an individual's pride is impacted by his or her actions (Pekrun, Lichtenfeld, Marsh, Murayama & Goetz, 2017). Various definitions of pride can be identified depending on the study direction. The sociological study, for example, offers a different perspective on pride than the economic or psychological study. However, a comparable feature may be found in all research divisions. The concept of pride is based on a wide spectrum of successful and agreeable emotions. This achievement allows for a pleasant emotion, and the individual feels pleased (Verbeke, Belschak & Bagozzi, 2004; Thomas, Hagerott, Hilliard, Kelly, Leichman, Osborne & Thurston, 1999).

Pride is a powerful emotion that can help you understand how individuals behave. It can be obtained in two ways: self-evaluation and the judgments of others. Pride is the belief that somebody is proficient and esteemed. Pride might also strengthen will power and boost to human non-compliance (Chen & Wang, 2019; Arnett, Laverie & McLance, 2002).

Two factors determine the extent to which pride is exhibited (Thomas, Amiot, Louis & Goddard, 2017). When achievement is tied to self-evaluation scores and internal variables, people are proud (Kraemer et al., 2017). Most importantly people can feel a sense of pride not only in their success but also in their group's success (Celsi & Gilly, 2010; Decrop & Derbaix, 2010). There is a possibility that others may have an impact on these standards.

Giving feedback for work done by a closely related person might help to instill pride (Ma, Tunney & Ferguson, 2017; Verbeke et al., 2004). Likewise, a person can be proud of a group to which he has dedicated himself (Sedikides & Wildschut, 2019; Ellemers, Kortekaas & Outwerkerk, 1999). As a result, pride might be defined as an emotional high point related to accomplishment and success (Durrah, Chaudhary & Gharib, 2019; Katzenbach, 2003).

2.7 The Classification of Pride

Construct pride is based on two kinds that are hubristic pride and authentic pride. Authentic pride is described by words like "accomplished and confident" whereas “arrogant and conceited” symbolizes hubristic pride (Wenninger, Cheung & Chmielinski, 2021; Lange & Crusius, 2015a).

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Essentially, two sides of pride related to diverse sorts of jealousy were identified by Lange and Crusius (2015a). Authentic pride is coupled with mild ambition, which is characterized by optimistic thinking, greater effort, and a drive to achieve an edge above others. Malicious jealousy, which involves bitter feelings and a desire to ruin others' advantages, is linked to hubristic pride (Lange & Crusius, 2015b; Van de Ven, Zeelenberg & Pieters, 2012). Indeed, luxury brands have used pride and envy to make consumers want their products. Cartier, for instance, adopts the art of "being unique" and Bottega Veneta is designed to evoke envy and anticipate fierce uniqueness, as well superior status if your funds are sufficient.

However, few debates exist concerning whether the term functions as a bifurcated or a unified construct (Barrett, Adolphs, Marsella, Martinez & Pollak, 2019; Tracy & Robins, 2007; Lewis, 1993; Tangney, 1990). The constructs are classified into two groups based on the work of Lewis (1993), who identified two types as self-righteousness and pride based on his earlier work with Tangney (1990). Lewis (1993) distinguishes pride from its hostile or arrogant form: hubris. He proposed that when a person succeeds at a particular behavior, it produces feelings of worth and pride. But conversely, hubris means arrogance, an extreme version of pride due to the desire to be viewed as successful in comparison to others. These modifications are grounded on the different internal attributions of accomplishment and ability to self-perform made by individuals (Decrop & Derbaix, 2010; Verbeke et al., 2004). However, the survey results for a future investigation revealed a classification of pride as authentic (beta pride) and hubristic (alpha pride) (Mauss & Robinson, 2009; Tracy & Robins, 2004), appropriate and untrue (Lea & Webley, 1997) and as defensive measures (Higgins, Friedman, Harlow, Idson, Ayduk & Taylor, 2001).

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In continuation of the above, authentic refers to internal and unstable causes and is checked by the results of beta pride. One may feel pride when performing well, although success is linked to self, ego, and selfishness with hubristic pride ("I win, as I practice," compared with "I win, as I am perfect"). McFerran et al., (2014) explained that hubris causes consumers to cast judgment on others and distinguish themselves from others. Kirk, Swain and Gaskin (2015) posited that authentic pride inspires customers to be themselves.

Hubristic pride encourages connection, communication and the probability of getting favorable positive WOM feedback. Aureliano-Silva et al., (2017) found that consumers' pride in premium brands is associated to their attachment with those brands.

As a result, a brand evangelist or champion is more likely to be a consumer who is truly proud of his or her brand (Pourazad, Stocchi & Pare, 2019; McEwen, 2005). Additionally, Prayag, Hosany, Muskat and Del Chiappa (2017) and Soscia (2007) exposed that pride has a positive effect on a person's inclination to promote via WOM and rebuy a certain brand's product or service.

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2.8 Brand Pride as an Emotion of Consumer Behavior

Pride is an emotion of confidence and superiority (Orth, Erol & Luciano, 2018; Tracy, Cheng, Robins & Trzesniewski, 2009). In this sense, "positive" relates to a corresponding feeling of personal joy, or a sense of pride (Fredrickson, 2001). People compare their results to one standard, such as how others perform, how they expect to perform, or how they previously performed. When overall confidence outcomes are attributed to performance, people have pride in what they have accomplished (Kraemer et al., 2017).

Most importantly, people can regain pride in how they have succeeded, and also the accomplishments of other groups (Celsi & Gilly, 2010; Decrop & Derbaix, 2009). Emotions, on the other hand, might be short-sighted but have long-term implications. However, humans who have consistently good thoughts for a specific organization for a

long time develop feelings of pride and allegiance to that institution (Gouthier & Rhein, 2011). Pride is positive and feels good, although it does not promote positive self-perceptions or positive feelings. That is because pride makes one feel good about oneself (Martens, Tracy & Shariff, 2012).

Furthermore, positive emotions are temporary but broaden the person's level of motivation and abilities (MacCann, Jiang, Brown, Double, Bucich & Minbashian, 2020; Fredrickson, 2001). They influence the mind and body (Habel, Alavi & Pick, 2017; Fiske, Cuddy & Glick, 2007). Positive emotions are likely to contribute to greater work capacity and motivation (Kraemer & Gouthier, 2014).

Significantly, consumers can elaborate on the construct of pride and brand by referencing their personal experience with a favorable brand emotion. The critical factor behind a brand's success is the size of the brand. Hence, when a project exceeds the brand's needs or expectations, the brand takes pride in itself (Verbeke et al., 2004). Brands with a good reputation are valued compared to their competitors. If a brand creates a sense of luxury, it will probably be more expensive than its direct competition. As a result, brand pride is felt after a brand's qualities are rated higher than or equal to other brands. If a brand creates a sense of luxury, it can expect a correspondingly higher price.

The above discussion extends the concept that the consumers utilize pride as a caution while making choices, developing associations and buying things accordingly. MacCann

et al., (2020) and Bagozzi et al., (1999) reflect on emotions' contribution and subsequent responses to consumer satisfaction. In addition, pride is used to make indulgent decisions to promote self-awareness in the well-being and satisfaction gained through virtuous behaviors. Pride is a feeling of self-awareness that comes from being conscious of one's accomplishments and moral decisions. In collective cultures, and especially in individualistic cultures, pride is known to be particularly persuasive (Aaker & Williams, 1998).

From another perspective, Taute et al., (2017) offered a precise definition of brand tribalism as it relates to brand pride and approach. Furthermore, it is an indication of a strong, lucrative connection between a brand and its customers (McEwen, 2005). On the other hand, pride of ownership increases a user's worth and inclination to make a purchase or service marketed (Townsend & Shu, 2010). As a result, the presence of satisfied customers could be viewed as a measure of the brand's attractiveness (Kuppelwieser et al., 2011).

To summarize the preceding literature, consumers are urged to alter their image by selecting brands that complement their initial or designed image. The findings suggest a link between a brand's perceived personality and one's mental picture of oneself. These connections lead to increased brand loyalty, which grows as the relationship grows stronger. Brand pride, on the other hand, is recognized when a user improves their brand loyalty. However, comments about a brand might influence brand loyalty. A consumer's

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atssociation to a brand is directly impacted by their interaction with the brand. Higher levels of brand loyalty are linked to stronger consumer loyalty. These two aspects contribute to increased brand trust. This association results in a high level of brand pride.

2.9 The Role of Electronic (eWOM) in Consumer Behavior

According to the literature, WOM has been revitalized with the increased influence of the Internet (Wang & Yang, 2019; Dellarocas, 2003), according to a review of literature dating back to 60 years ago (Brooks, 1957). Researchers have carried out studies to demonstrate that WOM communication is an immensely vital procedure by which consumers express ideas and information about goods and services found upon the earlier groundwork of research (Mothersbaugh & Hawkins, 2015). WOM is referred to as an interpersonal, spoken statement amongst two or more individuals, who do not intend to sell the product, highlighting the fact that it is verbal and not for commercial purposes (Li, Jie, Xue, Wenyi, Yang, Fang, Li & Yakun, 2016). Moreover, WOM has become popular throughout the world over time since the advent of the Internet. The exchange of information about products used on the connected platform has become a new way of communicating WOM amongst people (Gelb & Johnson, 1995). The Internet makes it possible to share experiences and opinions with 2.1 billion people all over the world (Baer & Lemin, 2018).

WOM's influence on customers' decisions is widely acknowledged (Fay, Keller, Larkin & Pauwels, 2019; Martin & Lueg, 2013; Reichheld & Sasser, 1990). WOM is a term that

refers to positive or negative, casual and social experiences about goods and services (Godes & Mayzlin, 2004; Richins & Root-Shaffer, 1988). It also refers to important points to consider, particularly in light of the prospect that future advertising would be entirely ad-free and reliant on WOM (Noureddine & Zeineddine, 2018). WOM in particular, provides critical information that assists consumers in deciding whether or not to engage with a firm and its brands (Zeithaml, Berry & Parasuraman, 1993). A few researchers found that brand love moderated (Carroll & Ahuvia, 2006) the link that was assumed to be a direct predictor of positive WOM (Fetscherin, 2014; Albert & Merunka, 2013; Batra, Ahuvia & Bagozzi, 2012; Carroll & Ahuvia, 2006).

In recent years, consumer psychology and online purchasing behavior have become more intriguing to study, as well as more challenging in the present-day international marketplace. Hence, considering consumers who are motivated by psychological factors, it is crucial to take into account their motivations and decision-making process in terms of adopting online information when making purchase decisions (Martnez-Ruiz et al., 2018; Suki, 2016). Studies in the field of consumer psychology and organizational motivations have made noteworthy advancements in the preceding two decades, and earlier research publications have provided a plethora of insights into how consumers approach brand evaluation in the context of online shopping and information assimilation.

Interestingly, Shin et al., (2017) found that younger, college-aged Millennials enjoy spreading the favorable WOM about luxurious possessions. In this regard, media is

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extremely important for eWOM. This is due to the ease of sharing, which customers may develop and share the company's information with friends and others, resulting in significant brand equity (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2016; Bruhn, Schoenmueller & Schafer, 2012).

Consequently, the pattern is consistent with prior studies which indicated that cultural identity, as well as religious convictions, can play critical roles in ecological attitude and behavior (Halder, Hansen, Kangas & Laukkanen, 2020; Klerk, Kearns & Redwood, 2019). According to Ferguson (2011), some researchers argue that Millennials strive to distinguish themselves from previous generations such as baby boomers by their consumer habits and are seeking a sense of independence through their quest for distinction and classiness, which highlights the variations between the two studies. In consideration of prior Millennials research, they historically underestimated high-value variables, such as child planning, marriage and home-owning (Nielsen, 2015; Taylor & Keeter, 2010), as well as strong cooperation (Myers & Sadaghiani, 2010; Howe & Strauss, 2009), but have high individualistic tendencies (Ng, Schweitzer & Lyons, 2010), high turnover ambitions (Nielsen, 2015) and a relative opt-in (Lee, Kwahk, Han, Jeong, Kim, Oh & Chae, 2017; Howe & Strauss, 2009; Stafford & Griffis, 2008). New market entrants, on the other hand, face a challenge in satisfying such customers' demand for familiar products. They need to indicate either their product is truly new or labeled as natural, clean, and organic (Barreiras, 2020).

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WOM communication, according to other researchers, is important for premium brands. It increases brand relevance among target groups through references and user assessment of favorable brand experiences. Also, improves consumer preference for a certain brand (Alalwan, Rana, Dwivedi & Algharabat, 2017; Kim & Ko, 2012). Additionally, research revealed that consumers are more willing to participate in interactions when they can express their satisfaction and unique experiences (Alalwan et. al, 2017; Kim & Ko, 2012). Positive WOM is likely connected with brand love among Millennials, given their tendency for exchanging passionate and exciting ideas with brands more often (Ladhari, Gonthier & Lajante, 2019; Giovannini, Xu & Thomas, 2015).

Traditional WOM, in particular, has given way to a more modern method, which is eWOM communication. Online social networking, in precise, has become a universal phenomenon and an important component of many buyers' regular lifestyles. Communities have sprung in besides electronic mail, forums and social networking sites. Hence, consumers may communicate and articulate themselves more effectively and actively than ever on these platforms (Li et al., 2016).

With the emergence of the internet, customers use eWOM as a valuable method for searching for information. It is defined as continual monitoring and knowledge transfer system for past, present, and prospective users, which is easily accessible to people or organizations over the web (Dwivedi, Ismagilova, Hughes, Carlson, Filieri, Jacobson, Jain,

Karjaluoto, Kefi, Krishen & Kumar, 2020; Ismagilova, Dwivedi, Slade & Williams, 2017; Hennig-Thurau, Gwinner, Walsh & Gremler, 2004).

Therefore, the usefulness of eWOM requires further research every day because it is still emerging (Gatt, & Krahmer, 2018; Li, Galley, Brockett, Spithourakis, Gao & Dolan, 2016). As an outcome, additional comprehensive scientific investigations are requiring to have a better knowledge of the relative impact of the factors on eWOM responses. This research would include not just the use of viral marketing to characterize computer communication, but also the usage of eWOM as an active presence. Moreover, eWOM is further described as statements of approval and disapproval of a company or product and they are available to a huge number of individuals having similar interests (Hajli, 2018; Seifert & Kwon, 2019; Gupta & Harris, 2010). The Internet is the greatest technological innovation of the 21st century that has proven to be effective in influencing consumer's opinions and behaviors (Haque, Kabir, Tarofder, Rahman & Almalmi, 2020). As a result, more research into how this new kind of communication will influence is still required. A perspective on the elements influencing eWOM behaviors still has to develop, highlighting the necessity for a combination of this body of study that will aid in the development of online information diffusion of knowledge (Amed, Mukherjee, Das & Datta, 2019).

Accordingly, Rosario, Valck and Sotgiu (2020) and Okazaki (2009) defined eWOM as computer-based (pcWOM) and mobile-based (mWOM) communication. Any electronic

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document will be considered an electronic work of modern art. Any form of electronic WOM will be considered an eWOM for this thesis.

In addition, communication via eWOM informal/ conversational channels is a useful tool for disseminating information about products before purchase. When consumers are unsure of the quality of their new product, they can learn from their peers and especially take care of what their fellow consumers observed following their shopping (Carla, 2017; Zhu & Zhang, 2010; Chen & Xie, 2008; Arndt, 1967). The information transmitted is likely to be more credible than publicity or other seller-created information. eWOM or WOM has higher satisfactory level when it comes to credibility (Bughin, Doogan & Vetvik, 2010; Mayzlin, 2006; Dellarocas, 2003). These unique information exchange platforms have changed the way purchasers interpret information by allowing them to share their experiences. This information is assimilated by client-focused organizations, enhancing the online social impact and eWOM (Zhang, Omran & Cobanoglu, 2017; Chu & Kim, 2011).

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WOM is an important part of a company's advertising campaign and is more cost-effective than using tactics to attract potential customers (Cho, Huh & Faber, 2014; Chen & Xie, 2008; Godes & Mayzlin, 2004). Besides, marketing departments can spend huge amounts of money on well-designed publicity campaigns for brands. Nevertheless, what a consumer seeks for is not only simple but also free: a trustworthy WOM recommendation (Seo et al., 2018; Cho et al., 2014; Bughin, 2010). Moreover, marketers can spend millions of dollars

on well-designed campaigns, but often what customers seeks for is not only straightforward but also clear: a reliable WOM suggestion (Bughin et al., 2010).

eWOM refers to customer's feedback or remarks about products or services shared on the internet, which influence consumer purchasing behavior. Consumers use the internet to post their observations, advice, evaluations, and endorsements about products or services via weblogs, review sites, social networking sites, e-bulletin systems, and discussion boards (Cheung & Lee, 2012; Hennig-Thurau et al., 2004). According to Yan et al., (2016) and Cheung and Thadani (2012) the dimensions of eWOM communication differ from conventional WOM communication, such as unique scale and the swiftness with which it spreads, whereas traditional WOM refers to sharing information among familiar acquaintances through confidential discussions. When compared to traditional WOM, eWOM communication is more accessible, persistent, and measurable, and it involves multi-way information exchanges at the same time. In other words, consumers can retrieve a large number of online messages to lessen risk and uncertainty while making decisions.

Future researchers should think about both the origins and consequences of the eWOM phenomenon to resolve the research gaps described below. All three stages of the eWOM formats continue evolving and the processes may be affected by technological advances. As discussed earlier, according to Tech Hive (2019), Bose's enhanced audio sunglasses will audibly present eWOM, potentially influencing the production, exposure, and

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assessment respectively. Artificial intelligence is already influencing how eWOM is shown and evaluated, making it more technology enabled and algorithmic.

However, due to technological advancements, eWOM is now a type of marketplace for the user. Communication on consumption makes use of digital technologies and is primarily directed at the audience/ consumers (Hennig-Thurau, et al., 2004). Besides technical advances, eWOM plays a key role in the economic platforms. It encourages interactions between readers and contributes to more updated consumption. Hence, forming the backbone of the business model (Dellaert, 2019).

It has also been observed that the customers' activities are also influenced by environmental, personal, and societal variables (Kotler & Keller, 2016). As a result, the company's image influences client demand for a product. More company initiatives will persuade consumers to purchase their goods (Hasan, 2018). Moreover, contemporary consumers support other customers through social platforms and sites, which is known as buzz marketing or eWOM. To strengthen the preceding, Jianzhou, Hussain, Safdar, Guangju, Jafar, Ilyas and Mustafa (2018) researched the impact of e-WOM communication on customers purchasing on the Internet. The findings revealed, that the researchers have highlighted the significant impact of self-esteem, feeling of identity, and economic benefits in consumers' engagement through eWOM.

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Shin and Lee (2018), on the other hand, have determined that the Millennium generation is the self-sufficient and individualistic generation. However, the Millenniums are worried about the uncertain future in the recent years due to the downturn in the global economy, which is the reason that made them more focused on their current happiness than on their future (Shin & Lee, 2018). Thus, the findings from the present study open a unique insight into Millennial customers' engagement, which extends to interactive media, as well as physical experiences during their online and offline purchasing activities (Kautish & Sharma, 2019).

Similarly, Tech Hive 2019, a forecast online platform, sees Bose's virtual reality audio sunglasses has the potential offering eWOM in auditory form (Messaging, 2019). As a result, artificial intelligence is being used in the field to influence the evaluation and exposure of eWOM. In reality, according to the researchers, eWOM is still a less understood concept. Therefore, their commercial worth is optimized, as well as a typical customer behavior with apparent business benefits. (Rosario, Valck & Sotgiu, 2020). That being said, women's value creation is still finding it hard with its advertisers (Liousas, 2018). The empirical analysis performed by Shin et al., (2017) reveals that wealthier, college-aged Millennials who buy luxury goods spread optimistic WOM towards the brands they own. It has also been stated that social media is a key role in building valuable brand equity for eWOM. Because the consumers' opinions are extremely valuable, especially because they can readily submit comments, sentiments, and ideas and share them with their peers (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2016; Bruhn, Schoenmueller & Schafer, 2012).

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Most importantly, the 21st century has given birth to new avenues for expressing thoughts and feelings during service sessions which has changed the entire behavior of consumers. Consumers have a strong belief in the usefulness of information that guides their social cognitions, judgments, and decision-making in message notices (Sussman & Siegal, 2003). For instance, TripAdvisor, Booking.com, and Holiday Check are some particular examples that include customer opinions/ reviews on their past experiences (Expedia, Trivago, etc.). eWOM has significant impact in tourism marketing, management and hospitality services. eWOM is exemplified via online reviews. Therefore, it has become the most common way for customers to learn about products and services ratings. On TripAdvisor, there are now over 630 million reviews, while on Yelp, there are over 155 million (Pradana, Hasan, Putra & Kalla, 2022). Due to their impact on business, online reviews have extended its capacity worldwide (Ismagilova et al., 2020).

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Moreover, WOM's value on buying influence has expanded even more as a result of these technologies. For example, every month, 186 million individuals publish roughly 150 million company reviews on Yelp, which 90% of consumers use to make buying decisions (Capoccia, 2018). Despite this, marketers continue to work to increase eWOM's commercial attractiveness (Liousas, 2018). The most striking feature of eWOM is the absence of offline communication or the flow of unwanted and anonymous information (Pourfakhimi, Duncan & Coetzee, 2020; Bruyn & Lilien, 2008).

Furthermore, a multi-level eWOM model discovered stronger linkages that were more likely to raise awareness, interest, and influence viral marketing (Pourfakhimi et.al, 2020; Bruyn et.al, 2008). Chu and Kim (2018) and Prendergast, Ko and Yuen (2010) added that standard WOM origin comparability concepts and perceptions about the source are applied to eWOM. Both were directly linked to the intention of purchase and indirectly to persuasion. While traditional WOMs and eWOMs are bound to overlap. These forms of WOMs are entirely diverse to justify research consideration. These concepts vary according to communication objectives, platforms and message type (Chu & Kim, 2018). Hence, consumers can simply see eWOM messages whenever they are looking for recommendations for a certain purchase decision (Anastasiei, Dospinescu & Dospinescu, 2021; Reilly & Marx, 2011).

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Similarly, it's worth noting that traditional WOMs are evolving into eWOMs as a result of the massive impact of digital technology. Therefore, it is possible to treat WOM and eWOM as interchangeable terms. To look at it in another way, prior research has indicated the associations between specific structures and WOMs are equally applicable to eWOMs.

Researchers have used diverse methods to explore the phenomenon of eWOM in recent years, including eWOM formation and distribution, (Akpinar & Berger, 2017; Gupta & Harris, 2010) and its impact on purchasing (Hildebran & Schlager, 2019; Hennig-Thurau et al., 2004). Scholars have been motivated to engage more in-depth investigations on

eWOM research for many years (Rosario, Valck & Sotgiu, 2020; Gupta & Harris, 2010; Zhang, Craciun & Shin, 2010; Henning-Thurau et.al, 2003). Liu (2007) added that eWOM related matters have added value to the organizations. Also, its ability to persuade customers in purchasing intentions and decisions (Jayawardhena & Wright, 2009; Sweeney, Soutar & Mazzarol, 2008; Mazzarol, Sweeney & Soutar, 2007; Gruen, Osmonbekov & Czaplewski, 2006) and eWOM outcomes (Huang, Cai, Tsang & Zhou, 2011; Park, Lee & Han, 2007; Wangenheim & Bayon, 2004). As a result, marketers are still facing challenges to optimize the worth of eWOM (Liousas, 2018).

2.10 Factors Influencing eWOM

Several studies have investigated the factors that influence consumer behavior through eWOM communication (Singh & Soderlund, 2020; Thakur, 2019; Bairrada, Coelho & Coelho, 2018; Japutra, Ekinci, Simkin & Nguyen, 2018; Wu, Mattila, Wang & Hanks, 2016; Reimer & Benkenstein, 2016; Wolny & Mueller, 2013). Consumer's motives for sharing eWOM, in particular, can help academicians and practitioners. It also helps us to understand, encourage, or inhibit online knowledge retention. This can have an impact on customers' purchase decisions, trust, and participation (Dessart, Aldas-Manzano & Veloutsou, 2019; Yan, Wu, Zhou & Zhang, 2018).

Researchers and practitioners can better comprehend and help to promote information integration over the Internet by examining into consumers' reasons for providing eWOM. It has the potential to affect customers' purchasing intent, trust and loyalty (Dessart et al.,

2019; Yan et al., 2018). Several investigations have indicated contradictory results about both the effect and benefits of incentives (Hennig-Thurau et al., 2004; Yoo, Sanders & Moon, 2013), opinion seeking (Nagy, Kemeny, Szucs, Simon & Kiss, 2017; Magalhaes & Musallam, 2014), participation (Alhidari, Iyer & Paswan, 2015), attitude towards the brand (Rialti, Zollo, Pellegrini & Ciappei, 2017; Yeh & Choi, 2011), altruistic behavior (Horng, 2016; Reimer & Benkenstein, 2016), consumer satisfaction (Luarn, Yang & Chiu, 2015; Son, Kim & Jang, 2012) and self-advancement, to name a few (Magalhaes & Musallam, 2014; Tong, Wang, Tan & Teo, 2013).

Developing or blogging, such as recommendations, and replying to other eWOM interactions are examples of deep eWOM generating behaviors (Alwash, Savarimuthu & Parackal, 2019; Ananda, Hernandez-Garcia, Acquila-Natale & Lamberti, 2019). As an outcome, the emphasis of this research is to integrate outcomes of previous studies on eWOM and how they influence customer behavior. This would support the findings of this research.

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In addition, several researchers have looked into the factors that influence eWOM and its behavior. The literature on factors influencing eWOM behavior has been argued to be inconsistent and distinct (Teng, Khong, Chong & Lin, 2017; Hennig-Thurau et al., 2004). Primarily, virtual communities (Chi-Hsing, 2014) and social media platforms (Alhidari et al., 2015), as well as numerous products/ services have been investigated. It has also been

emphasized in other contexts, such as gadgets (Lii & Lee, 2012), beauty items (Saleem & Ellahi, 2017), camcorders (Sohn, 2009), hospitality (Yen & Tang, 2015), and restaurants (De Meyer & Petzer, 2014). As a result, the existing study has proposed that more research is to be done on factors influencing eWOM and transforming diverse behaviors (Amed et al., 2019).

2.10.1 Consumer's Need for Uniqueness

Consumer need for uniqueness (CNFU) is an expression used in the study of consumer behavior that describes people's need to distinguish themselves from others and be viewed as unique (Cantarella & Desrichard, 2020; Vignoles, Chryssochoou & Breakwell, 2000; Brewer, 1991; Fromkin & Snyder, 1980; Cools, 1975; Maslach, 1974). Consumers need to establish and sustain a sense of modest difference in their social environment, according to Fromkin's and Snyder's (1980) uniqueness theory. Extreme self-distinctiveness has been found to cause unpleasant emotions (Fromkin, 1972), whereas moderate self-distinctiveness is more fulfilling and ideal (Brewer, 1991). Their product preferences and consumption habits may change as a result of these desires.

Individuals develop to see themselves as different from others and are compelled to maintain that image (Fromkin & Snyder, 1980; Snyder & Swann, 1978). As a result, uniqueness theory posits that consumers interact in compensating actions to reclaim a sense of moderate uniqueness when they are highly similar to others. According to studies on consumer behavior, customers often form emotional connections with brands and products,

which helps them satisfy their need for uniqueness (Das, Agarwal, Malhotra & Varshneya, 2018).

According to Srivastava, Mukherjee and Jebarajakirthy (2020) and Fromkin and Snyder (1980), consumers would prefer to be unique in a socially acceptable way. This concept was further generalized by Lynn and Snyder (2002) suggesting that individuals tend to express their uniqueness in positive and normative ways to prevent social dislike. Despite this, research following the theory of deviance suggests that people try desirable ways, to strengthen their self-image and seek distinctiveness respectively (Blanton & Christie, 2003).

Similarly, individuals can also manifest their eagerness to be different in numerous ways, such as through demonstrations of conspiratorial endorsements (Lantian, Muller, Nurra & Douglas, 2017), possessions (Belk, 1988), interaction styles (Maslach, Stapp & Santee, 1985) and competence of knowledge (Holt, 1995). Furthermore, several earlier studies (Geng, Yang & Xu, 2019; Snyder & Fromkin, 1977) have demonstrated that different consumers have varying degrees of a unique drive. As a result, consumer behavior and assets are likely to differ in their ability to meet distinct motivations. Customers that have a strong desire for novelty are more inclined to employ fresh, less standard arguments rather than reaffirming old ones. As a result, more unconventional and inventive choices emerge (Sadik-Rozsnyai & Bertrandias, 2019; Simonson & Nowlis, 2000).

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As a result, it is plausible to expect that consumers with a strong demand for uniqueness would choose distinctive mass-market items over popularized goods (Sun, Chen & Li, 2017). Consumers with the trait have become less inclined to own usual products and more inclined to try unusual products from such countries, which may minimize the impact of similarity among products (Tseng, 2020).

CNFU can affect eWOM, which refers to the online sharing of product-related opinions and information among consumers. Consumers with high CNFU frequently place a high value on originality and look for distinctive things that meet their own needs for uniqueness. As a result, these customers might be more inclined to partake in eWOM activities, such as posting evaluations of products or expressing thoughts on social media. To strengthen their sense of originality and uniqueness, they might also be more willing to spread information about novel or noteworthy things that they have come across (Rosario, Valck & Sotgiu, 2020). From a marketing viewpoint, eWOM can be a successful strategy to connect with customers who have high levels of CNFU since these customers may be more open to peer messages and more inclined to interact with people who have similar interests. However, marketers must be careful not to overstate how unique their goods or services are since this can result in consumers having irrational expectations and disappointments in products for public consumption over those consumed privately (Weingarten & Goodman, 2021). Customers prefer unique products because they have a high level of uniqueness (Snyder & Fromkin, 1980). The impact of the need for uniqueness would alter, depending on whether eWOM is for a public or private product choice, according to past analysis. Because private products are less apparent to others, the impact

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of uniqueness on eWOM for these products is expected to become less significant (Cheema & Kaikati, 2010).

Considering the above, Dayan (2019) believes that customers with higher levels of CNFU are more inclined to participate in eWOM initiatives including submitting product evaluations, disseminating information about products on social networks, and taking part in online forums. This is significant as they may express their originality and uniqueness through these hobbies, as well as connect with others who have similar inclinations. Prior research has shown that eWOM has a major impact on the intent of customers to buy and their attitude toward a brand (Park & Jeon, 2018; Kudeshia & Kumar, 2017; Abzari et al., 2014). In specific, companies may also use social media sites to publish and distribute content that promotes their brand (Kudeshia & Kumar, 2017). It is implied that marketers can use CNFU to increase customer eWOM behavior. Marketers can appeal to consumers' desire for individuality and stimulate their urge to stand out from the competition by highlighting and advertising the distinctive features of their goods or services. This can help to generate buzz and interest in the product and can lead to increased eWOM activity as consumers share their experiences with others. The fundamental aim is to examine the relationship between consumers' need for uniqueness and their participation in PeWOM as an eWOM for cosmetic products in Pakistan through this study.

Similarly, product reviews from customers are incredibly beneficial to businesses. PeWOM recommendations have been exposed to have a significant impact on customers'

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boldness, which influences their purchasing decisions (Dayan, 2019; Mangold, Miller & Brockway, 1999). It also significantly enhances the credibility of products (Dayan, 2019; Simpson & Siguaw, 2008; Goldsmith, Clark & Goldsmith, 2006; Clark & Goldsmith, 2005). Therefore, recommendation is noted as when consumers are told to use a product (Cheema & Kaikati, 2010), whereas praise is noted as when consumers tell others about things they like about a product (Walker, 2001).

To sum up, according to Cheema and Kaikati (2010), favorable WOM has advantages for both businesses and customers. Their research found that endorsements are more compelling than product descriptions for public products. Consequently, more research was carried out by them, which found that for publicly possessed products, the impact of uniqueness is larger for WOM that includes favorable reviews than for those that simply contain product attributes. We know from WOM research that people will probably modify their WOM behavior depending on their audience. Additionally, studies have shown that recommendations from close friends and family are considered to be more genuine and reliable compared to strangers (Moldovan et al., 2015). eWOM communication is pervasive during regular social interactions share their experiences with others, and review services they have used. Perceptions and adoptions are more important (Verma & Dewani, 2020). Finally, the association between CNFU and eWOM is found to be significant overall because it emphasizes the value of comprehending consumer motives and preferences when creating successful marketing strategies. One of the most successful methods for marketers to augment brand awareness and promote their goods or services is to successfully capitalize on consumers' need for uniqueness and promote eWOM behavior.

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Additionally, when it comes to eWOM, the Uniqueness theory can help to illuminate the objectives and behaviors of customers with high CNFU. Companies may create more effective plans for promoting their goods and raising brand recognition in the internet environment by having a greater awareness of the particular requirements and preferences of these consumers.

However, despite the popularity of consumer need for uniqueness studies (Abosag et al., 2019; Bhaduri & Stanforth, 2016; Dayan, 2019; Kashi, 2013; Kauppinen Raisanen et al., 2018; Kumar et al., 2009; Lee et al., 2020; Sharifi, 2020; Tian, Bearden & Hunter, 2001; Wang, Zhou & Huang, 2019), currently, there exists insufficient research regarding the factors that stimulate consumers' need for uniqueness, especially when viewed from branding aspect. Therefore, it can be said that the desire for uniqueness among consumers affects eWOM. We know from WOM research that people will probably modify their WOM behavior depending on their audience. Moreover, research has indicated that advice from intimate acquaintances and family are considered to be more sincere as compared to unfamiliar individuals (Moldovan et al., 2015).

As consumers with a high level of CNFU are more inclined to participate in online conversations and express their views on unique or exclusive products, their need for uniqueness can significantly impact eWOM behaviour. This highlights the importance of understanding consumer motivations and preferences to devise effective marketing strategies. Additionally, brand congruence theory offers a framework for comprehending

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how customers' need for uniqueness might motivate positive eWOM behavior in addition to uniqueness theory. Marketers may encourage increased engagement, loyalty, and advocacy among customers with high CNFU by creating products, messaging and experiences that are in line with each customer's distinct self-concept, values, and personality traits. Therefore, the current study will delve deeper into the effects of uniqueness on eWOM in Pakistan's cosmetics business. Hence, this research suggests the hypothesis:

H1: Consumer's need for uniqueness has a significant positive relationship with eWOM

2.10.2 Emotional Experiences

Persuasive communication frequently employs emotional triggers (Wu, Xu, Li & Yuan, 2020; Hamelin, Al-Shihabi, Quach & Thaichon, 2021; Teichert, Hardeck, Liu & Trivedi, 2018; Gaur, Herjanto & Makkar, 2014). They are crucial in relationship-based industries like retailing (Ryu, Lehto, Gordon & Fu, 2019). While it is widely accepted that using emotions instead of only informational appeal can help an advertisement succeed, however, several past studies had concentrated on a specific feeling, such as pleasure or satisfaction (Baumeister, Vohs, Aaker & Garbinsky, 2013; Hamelin et al., 2021). Though online evaluations are prevalent (Correa, Hinsley & De Zuniga 2010; Caplan 2007) with anxious feelings (Brooks & Schweitzer, 2011), which are commonly observable on social sites (Andreassen, Schou, Billieux, Griffiths, Kuss, Demetrovics, Mazzoni & Pallesen, 2016). Moreover, anxious feelings could be a result of negative emotional experiences or a reaction to risk or a challenge (Lazarus & Folkman, 1984).

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Past studies revealed that emotional experiences are also termed emotional regulators. Human adaptation depends on the ability to control emotions. Advanced imaging techniques in humans have made it possible to explore control mechanisms that rely on cognitive processes, which are difficult to examine in other species. This has resulted in the emergence of fresh inquiries regarding the neural foundations of managing emotions (Ochsner & Gross, 2005). The brand congruence theory also contends that when there is a high degree of congruence or alignment between the brand and the consumer's self-concept, values, and behavioural attributes, the consumer is more likely to have pleasant emotional experiences while engaging in favourable eWOM activities. The reason for this is that the positive emotional experience reinforces the brand's congruence with the consumer's self-concept, which in turn deepens their attachment and loyalty to the brand. When customers share these positive emotional experiences through eWOM channels, they attract people whose self-concepts align with the brand, and this phenomenon is likely to lead to more engagement and beneficial word-of-mouth marketing.

Sometimes, people hide their emotions during social interactions (Butler, Egloff, Wilhelm, Smith, Erikson & Gross, 2003). Based on the authors' analysis, such sensitive suppression is likely to weaken communication and elevate strain. The authors conducted two studies in which stranger-paired female participants engaged in distressing conversation to test this theory. In Study 1, one participant from each pair was assigned at random to either (a) suppress her emotional behavior, (b) react normally, or (c) engage in cognitive reappraisal

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that lowered emotional arousal. Communication was hampered by suppression alone, and partners of suppressors experienced increased blood pressure reactions. Suppression in Study 2 had unfavorable outcomes (Butler et al., 2003).

Accordingly, it is a common assumption in emotion theories that emotions impose coherence across various response systems (Mauss, Levenson, McCarter, Wilhelm & Gross, 2005). However, the empirical evidence is surprisingly scant for this coherence postulate. The authors of the current study (a) explored how experiential, facial, and peripheral physiological responses are interrelated within an individual when experiencing emotions (b) examined whether the intensity of emotion influences these connections. During an amusing and depressing movie, experiential, behavioral, and physiological reactions were time-stamped. According to the findings, experience and behavior are strongly correlated, but physiological responses are only weakly related to experience and behavior. While the intensity of the satisfaction was less, it was linked to greater coherence between behavior and physiological responses. These findings offer fresh proof of the coherence of the emotional response systems (Mauss et.al, 2005).

In the literature review, emotions have a substantial impact on customer involvement. Consumer emotions are the mental states that emerge from cognitive and emotive assessments of buying behavior (Santini, Ladeira, Pinto, Herter, Sampaio & Babin, 2020; Bagozzi, Gopinath & Nyer, 1999). As a result, compared to simply positive emotions like enjoyment, mixed emotions in product commercials might evoke more favorable

perceptions and actions, such as WOM (Carnevale, Yucel-Aybat, & Kachersky, 2018; Mukherjee & Dub'e, 2012). This leads to sellers using mixed emotions like contentment and melancholy as powerful persuading tool in commercials.

Furthermore, WOM is especially relevant in the context of social media, as people communicate real information promptly and frequently on broad communication platforms. As a result, one of the primary goals of advertising is to increase WOM. Therefore, customers' emotions have been discovered to play a significant impact in driving them to share positive eWOM (Kang, Hong & Hubbard, 2020; Berger & Milkman, 2013). Infact, eWOM can be significantly influenced positively by emotional experience. This is because feelings can have a strong influence on how customers experience and respond to goods, services, and brands. Additionally, feelings can mold consumers' attitudes and behavior in ways that are very probable to be communicated through eWOM platforms. Consumers are extra eager to comment on the evidence, which they can form an emotive tie (Botha & Reyneke, 2013). According to Soderlund and Rosengren (2007), eWOM is boosted by both kinds of positive and negative emotions. Enhanced brand loyalty, contentment, and participation are the results of pleasant emotional experiences and these factors can encourage positive eWOM engagement. For example, if a consumer has a pleasing emotional interaction with a product or service, there is a higher possibility that they will express their constructive thoughts and emotions with others using social media outlets, reviews, or other online discussion platforms. Despite the positive impact, negative emotional experiences can also prompt eWOM. Consumers might feel motivated to share their unpleasant experiences with others through eWOM channels seeking support,

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expressing their frustration, or warning others to avoid the same mistake. This type of negative eWOM can have severe repercussions for brands as it can swiftly spread, leading to alterations in the opinions and actions of many consumers (Kang, Hong & Hubbard, 2020).

On top of that, Schwarz's (1990) feelings as information theory propose, that customer's opinions and actions about a brand or product are influenced by their emotions. In other words, emotional impact or events enable user-generated content to expand. Sentimental statements, imagery, audio clips, and endorsements can all be used to incorporate emotions into advertisements (Rosenkrans, 2010). According to Berger and Milkman (2012), emotional appeals in commercials might increase the probability of online posting by stimulating attention, which can replicate a range of behaviors and attitudes, such as responding to promotions and exchanging evidence online (Liu, Li, Ji, North & Yang, 2017).

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However, previous research has discovered substantial links between the emotions, such as pleasure and grief to regrets conveyed in internet reviews and how those reviews are perceived when making judgments (Yin, Bond & Zhang, 2017; Ahmad & Laroche, 2015; Kim & Gupta, 2012). Disappointment and dissatisfaction are two of the most common emotions voiced by eWOM authors (Matos & Rossi, 2008). Previous research on a few thoughts and feelings which turned out to be inconsistently suggested that encountering such a contradiction generates unpleasant emotions (Williams & Aaker, 2002) or a

depressed mood (Maier & Wilken, 2014), both of which have a direct impact on WOM or reviews (Thomas, Saenger & Bock, 2017).

Concerning the above, the primary purpose for evaluations on the Internet mostly is to express their emotions (Peng, Yin, Wei & Zhang, 2014; Berger, 2011). The nature of internet reviews reflects how consumers feel about the subject overall. Therefore, emotional expressiveness is a foundation of social info for consumers (Kleef, 2010). Consumers' emotional responses to eWOM are likely to differ from their reactions to real-world purchases (Ahmad & Laroche, 2015; Yin et al., 2014; Kim & Gupta, 2012). However, emotions specified in internet reviews reflect how consumers feel about the situation as a whole. Evidence reveals that, rather than just positivity, each emotion has a unique persona which can have a variety of effects on the dependent variable (Nabi, 2003).

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Particularly, in assessing the earlier literature, researchers have long understood the importance of different emotions and how they influence decision-making (Ismagilovaa et al., 2020; Ahmad & Laroche, 2015; Kim & Gupta, 2012; Srivastava, Espinoza & Fedorikhin, 2008; Lerner & Keltner, 2000). Earlier research has indicated a robust and affirmative relationship between online reviews then on how helpful they are in helping to make decisions (Ahmad & Laroche, 2015; Yin et al., 2014). These results are significant in electronic platforms. There is currently less awareness of how negative emotions influence the usefulness of internet reviews (Li & Zhan, 2011).

Furthermore, Kleef (2010) mentioned that emotions are used to develop social relationships. As a result, eWOM simulates real-world customer purchasing behavior (Ahmad & Laroche, 2015; Yin et al., 2014). When conducting research, researchers should pay special attention to negative emotions such as annoyance and disappointment. As regret is more positive than frustration in valence but both words involve the perspectives that one is being treated unfairly (Buchanan, Summerville & Lehmann, 2016; Roseman, 1991). To develop a deeper comprehension of how emotions impact online reviews, this research will analyze how various emotions impact insights of online reviews created on the notions of fairness. The main objective of this study is to see how perceived emotions affect the usefulness of online reviews via eWOM in the cosmetic industry of Pakistan.

In short, emotional responses are defined by Dillard and Pfau (2002) as a personalized mental state that displays a response to a situation or object. One major reason why many consumers can write online reviews is that they can express their emotions (Peng et al., 2014; Berger, 2011), and different users may have had different experiences with the same organization. As a result, it is reasonable to conclude that emotions are employed to convey social information (Kleef, 2010).

The literature reviewed above has highlighted the key concepts and studies that will aid in the construction of a framework for this study. While the emotions that motivate and follow eWOM will be investigated further, the observation of emotional experiences in the act of making eWOM in a cosmetic sense is a lacking component. Therefore, Richins (1997)

research can also be utilized to validate the concepts of emotional experiences. It is one of the hottest topics (Meiselman, 2013; Cardello, Meiselman, Schutz, Craig, Given, Lesher & Eicher, 2012), in the literature based on the research that user choice and consumption behavior are rooted in emotions. Emotions are instilled by consumers interacting with products (Holbrook & Hirschman, 1982).

Similarly, emotional avoidance allows us to evade the risks of consuming a toxic diet (Schifferstein, Fenko, Desmet, Labbe & Martin, 2013). The essence (King & Meiselman, 2010) and Permo scales (Schifferstein et al., 2013) have been proposed to evaluate emotions related to nutrition. Consequently, a modified scale called the Positive and Negative Affect Schedule (PANAS) is used (Watson, Clark & Tellegen, 1988). Current conceptualizations assume that people may feel emotions attached to the choices under consideration (Schlosser, Dunning & Fetchenhauer, 2013). Emotions are viewed as programs for intuitive decision-making (Zeelenberg, Nelissen, Breugelmans & Pieters, 2008). From this perspective, the anticipation of positive gains is expected to promote risk-taking while anticipation of negative losses is expected to promote risk avoidance (Kuhnen & Knutson, 2005). Hence, emotional experiences play an integral part in influencing eWOM behavior by giving users strong incentives and justifications for sharing their thoughts, feelings, and experiences with others. Marketers can make use of this element to enhance brand perception, increase customer retention, and promote positive eWOM behavior if they are knowledgeable about producing pleasurable emotional experiences and effectively correcting unfavorable ones. In conclusion to the preceding statements, the proposed hypothesis is:

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H2: Emotional experience has a significant positive influence on eWOM.

2.11 Mediating Role of eWOM

eWOM refers to any favorable or unfavorable claim created by a prospective, present, or prior customer or employee regarding a product or company that is reachable to a significant number of individuals and organizations over the internet (Mukhopadhyay, Pandey & Rishi, 2022; Cavazza & Guidetti, 2014). Brand pride, on the other hand, is both an emotion and a powerful predictor of brand-oriented behavior (Helm, 2016). Therefore, for both seeking and giving opinions, eWOM communication is perceived as being more trustworthy and influential than conventional marketable information (Lopez & Sicilia, 2014). For instance, consumer engagement (Chu et al., 2019), pre-purchase knowledge (Huang et al., 2011), consumer purchase decisions (Tobon & Garca-Madariaga, 2021), and consumer behavior are all influenced by eWOM communication (Pfeuffer & Phua, 2021).

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Furthermore, a feeling of attachment to a brand is called brand pride (Arshad & Abdul-Talib, 2022). eWOM is fetching a widespread means of acquiring credible info and also persuading regular users (Mukhopadhyay et al., 2022) in numerous dimensions due to the growth of social media platforms. For example, 91% of people consult weblogs, evaluations, or other online comments earlier before making a purchase. While 84% believe reviews online are more than an endorsement and 74% of customers admit constructive evaluations created by someone to convince a brand, goods, or customer experience (Bright local, 2016). When eWOM is disseminated and becomes more conspicuous, it has the potential to intensify brand pride among consumers who are

influenced by the positive emotions and social connections embedded within. This feeling of pride and responses generated can result in greater dedication to the brand and even foster brand advocacy and word-of-mouth endorsement. Therefore, in light of previous studies, it is evident that eWOM and brand pride possess a correlation.

For this study, eWOM impacting consumers' brand pride is explored as a mediator. Two key factors that can affect customer behavior are the need for uniqueness among consumers and brand pride. eWOM can serve as a bridge between these two aspects in a variety of ways. According to Chu, Lien and Cao (2019), individuals with high levels of CNFU may have a larger propensity to express their views and firsthand experiences concerning products that are distinct or exceptional through eWOM channels. This has the potential to boost familiarity and intrigue in the brand among like-minded individuals, ultimately leading to a growth in brand pride and attachment. According to certain studies, user intentions differ due to the type of virtual audience and affiliated feelings (Chu et al., 2019). Future research could also look into eWOM behavior in societies with strong relationships such as; We chat circles and groups, such as Weibo (Chu et al., 2019).

Furthermore, consumers, such as Harley Davidson owners or Elvis Presley fans (Madupu & Cooley, 2010), can be regarded as brand advocates whose support affects the firm and goes a long way to building a company's sense of pride. This illustrates consumers' emotional commitment to a brand and is reflected in the above statements.

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According to Taute et al., (2017) when a brand is appreciated by a shared group, making it is vulnerable to the members' abstract value of the brand. As a result, the brand becomes a sign of identity, increasing consumer loyalty and desire to advocate for the product (Coelho et al., 2019). Therefore, positive WOM is thought to reduce risk tolerance and improve brand image among new customers who accept new items (Chang, Hsu, Hsu & Sung, 2019; Patti & Chen, 2009). However, consumers express brand loyalty by connecting with the brand and providing favorable feedback about it on social media and in physical places (Hosseini, Soltani & Mehdizadeh, 2018; Gounaris et al., 2003; Dick & Basu, 1994).

Moreover, humans are becoming progressively involved in connected environments as a means of obtaining knowledge about goods and services, comparing various brands, and learning about unique practices with particular brands (Pentina, Bailey & Zhang, 2018). Additionally, they can converse and share info via social media, requesting restaurant recommendations from friends and close contacts, sharing experiences about vacation destinations, and gaining suggestions about the selection of a brand. Thus, these webs enable the development of a considerable amount of knowledge externally and impact the enterprises (Pasternak, Veloutsou & Thomas, 2017).

Furthermore, a study of the literature demonstrated that eWOM has developed into a valuable basis of knowledge for others (Erkan & Evans, 2016; Matute, Redondo & Utrillas, 2016; Cheung, 2014). It has been observed that Millennials are more enthusiastic about using electronic settings to explore offerings, analyze brands and discover other people's

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brand experiences (Pentina et al., 2018). As a result, the message's content is a critical component of eWOM credibility. Thus, the following discussion intends to explain that customers would be more likely to depend on an eWOM that is convincing and has a rational form. As little additional consequence, people on social media not only express their views but their favorable and negative feelings about a service or product.

Furthermore, a recent study conducted in Iran examined the part of eWOM in mediating the relationship between consumer behavior intentions and social mobile networks (Abedi, Ghorbanzadeh & Rahehagh, 2019). The results suggested that the excellence and trustworthiness of eWOM evidence have a direct impact on the perceived usefulness of info. The influence of perceived value on informativeness is mediated by emotions toward eWOM content. Furthermore, attitude toward eWOM information has a noteworthy beneficial impact on behavior and emotional inclinations towards purchasing intent and sharing eWOM evidence. The emotional experience can exert a substantial favorable effect on eWOM, as it has the potential to influence consumer perception and reaction towards brands, services, and products profoundly. Emotions can significantly shape consumer attitudes and behavior, leading them to express their experiences and opinions via eWOM channels. This can ultimately lead to a positive influence on other consumers' perceptions, attitudes and behavior toward the brand (Abedi et al.,2019). eWOM can intensify the influence of emotional experiences on brand pride by offering social validation and reinforcement. When a customer uses eWOM to share their pleasurable emotional encounter with the brand, the feedback and responses from others can strengthen and

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deepen their affirmative emotions. This leads to an increased sense of admiration and pride for the specific brand (Abedi et al.,2019).

In a similar vein, Alexandris, Douka, Papadopoulos and Kaltsatou (2008) found that pride is an important motivator of employees. In the case of sports clubs, consumers often visit the clubs proudly, resulting in the club's status being passed down to its clients. The club feels proud of it in return, and therefore it is comparable to other sports teams (Gladden & Funk, 2002). This leads to consumers' pride being elevated due to the standard and quality of services provided by the club (Alexandris et al., 2008). Hence, brand pride promotes brand loyalty, which develops tremendous advocacies for the brand. The more respected and valuable the brands are, the more loyal consumers are, and they become more protective of the brands.

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Thus, the negative result of a stronghold brand is one of oppositional loyalty (Muniz & Guinn, 2001). By adopting an opposing brand, the corporation can weak competitors, resist rivals, strengthen itself and make product sales. Consumer loyalty is very strong to a preferred brand (Kuo & Feng, 2013). It is not as probable that they will try competing brands. Negative WOM conduct and spread of defamatory or hurtful information. Negative eWOM can impact brand pride by making consumers doubt their affinity towards a brand, leading to disengagement or abandonment. Negative eWOM is capable of quickly spreading through online platforms, and it is capable of shaping consumer attitudes and

behavior to a considerable extent. As a result, it can significantly decrease the levels of brand pride and loyalty among consumers. Even though the competitor has introduced a new product, members agreed that the old model is sufficient. This is inevitable because it adds to the origin of product loyalty (Kuo & Feng, 2013; Muniz & Hamer, 2001). According to Perkasa et al., (2020), eWOM has replaced conventional marketing communication methods and serves an essential role in determining what customers prefer (Golmohammadi et al., 2020, p. 27). The eWOM landscape has undergone significant changes as a result of COVID-19, including detrimental effects on brand switching, customer satisfaction, and panic buying (Ardyan et al., 2021). Based on the given evidence, it can be deduced that eWOM creates the chance for consumers with shared interests and inclinations, particularly those linked to CNFU and brand pride, to connect. The formation of these virtual communities can promote the sense of belonging and social identification associated with the brand, leading to a cycle that enhances positive attitudes and behavior. This exemplifies how eWOM influences the perspectives and inclinations of consumers towards brands.

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However, the greater the emotion of pride, the stronger the loyalty of the consumer to the brand. The pride associated with a brand also leads to opposition loyalty to all other brands within the same classification. The unique, stylish appearance of a brand creates brand pride (Alexis, 2008). Consumers, who are regarded as the king of the market, typically have a major effect on a brand's success or failure (Solomon, 2018). Additionally, consumers face a variety of options when making purchases due to the emergence of

various rival brand in the marketplace (Wang, Kao & Ngamsiriudom 2017; Engel, Blackwell & Miniard 2012).

Furthermore, given the prevalence of social networks, the eWOM-based social network has risen as a vital constituent of brand-imparting tactics (Leong, Loi & Woon, 2021; Chu & Kim, 2011), with substantial inferences for consumer decision-making. Also, they can unconsciously advertise by becoming brand fans and contributing to brand-related content through supportive comments to their network. Finally, marketers can use their authorized profiles on social media sites to provide content (Erkan & Evans, 2016; Alboqami, Al-Karaghouli, Baeshen, Erkan, Evans & Ghoneim, 2015). Individuals who come across eWOM on social networking sites must therefore evaluate the data thoroughly to utilize it for optimal buying intents. The time between placing an order and receiving the package is when clients create brand loyalty. This is helping customers have an emotional attachment and helps to spread the strong WOM and develop credibility in their brands which is termed brand pride. As a result, it may be claimed that brand pride has been connected to constructive behavioral conclusions (Kim et al., 2005). The imaginative research on the link between the emotion of pride connected to brands bridged this gap (Ahuvia et al., 2018; Decrop & Derbaix, 2010).

The need for uniqueness is a personality trait impacting consumer behavior (Chan et al., 2015). The level of NFU among consumers reveals their need to stand out from their peers and their desire to be different and special (Bhaduri & Stanforth, 2016). This suggests that

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high-level NFU consumers highlight their independence and choose brands that let them differentiate while favorably assessing the brand in terms of self-expression (Wang et al., 2019). It has become clear, though, that the need for uniqueness is closely related to the brand and promotes brand pride. Consumers may utilize brands to manifest their identity as they consider belongings to be an extension of their own selves (Belk, 1988), which is referred to as brand pride (Davvetas & Diamantopoulos, 2017). Consumers with a high level of brand pride may find it easier to participate in eWOM activities to demonstrate their allegiance and communicate their favorable experiences with others. This behavior can serve to emphasize the uniqueness and individuality that the brand represents, and further increase the impact of CNFU on eWOM behavior.

To summarize, a study of the literature revealed that consumers demand things that help them become more socialized in their society (Turner, 2008). The need for uniqueness theory is also widely used to observe how people experience the urge to stand out from the crowd. To stand out from the competition and increase their competitiveness, businesses are innovating and creating new products. The need for uniqueness theory is frequently employed to study how individuals respond to the urge to stand out from the crowd. Businesses are innovating and producing new goods to differentiate themselves from the competition and boost their competitiveness. WOM is the most reliable source of information about products and services, according to 83% of consumers (Bright local, 2019; Nielsen, 2015). As they increase the effectiveness of the product, customers prefer the functionality of more recent and improved features (Berkowitz, 1987). It was therefore hypothesized that having sufficient affective distinctiveness would induce pleasant feelings

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and boost self-esteem (Lynn & Snyder, 2002; Ryff & Singer, 2000; Snyder & Fromkin, 1980). Furthermore, it can be said that consumers' emotions have an impact on the creation of WOM. The same has been emphasized by the theory of brand congruence. Moreover, it is endorsed by the brand congruence theory that relationship is due to the enormous number of brand recommendations, a crucial factor that promotes brand similarity and eWOM on networking platforms (Moran & Muzellec, 2017). As a result, a brand should have traits positioned in customers to buy items or services (Veloutsou & Guzman, 2017), resulting in positive brand associations and brand pride.

eWOM can act as a mediator between the need for uniqueness and brand pride, thereby serving as a potent instrument for marketers to promote their products and enhance brand awareness. Marketers can leverage this knowledge to create more effective strategies that engage consumers and foster brand loyalty, by comprehending the intricate dynamics between these elements. A positive evaluation of a brand through eWOM fosters a favorable attitude towards the brand - especially if it is associated with a sense of uniqueness - and leads to a tendency to buy or re-purchase that brand's products at a later time (Augusto & Torres, 2018). The emotional experience can have a vital impact in molding eWOM behavior, presenting consumers with potent incentives and motives to express their opinions, sentiments, and experiences with others. Marketers who acquire a profound understanding of how to engineer positive emotional experiences and effectively deal with negative ones can harness this effective element to develop brand pride, stimulate consumer loyalty, and encourage favorable eWOM behavior. From the literature provide above, it can be deduced that eWOM holds a strong sway over brand pride, influencing

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consumer sentiments and attitudes towards the brand, providing social confirmation and reinforcement, and encouraging the creation of online communities and networks. Consequently, marketers should carefully handle their eWOM strategies, aiming to foster and boost brand pride while also monitoring and effectively addressing any negative feedback that may arise. Thus, the following hypothesis is put forth:

H3a: eWOM positively mediates the relationship between consumer's need for uniqueness and brand pride.

H3b: eWOM positively mediates the relationship between emotional experience and brand pride.

H4: eWOM positively impacts brand pride.

2.12 Proposed Conceptual Framework

This research analyzes the variables and demonstrates how independent variables associate with dependent variables. In this study, brand pride is the dependent variable, while consumer's need for uniqueness and emotional experience are the independent variables. Meanwhile, sensation-seeking is used as a moderator in this study. eWOM has been used as a mediator between independent and dependent variables (see figure 2.1). The hypothesis proposed in this chapter is labeled on the proposed framework.

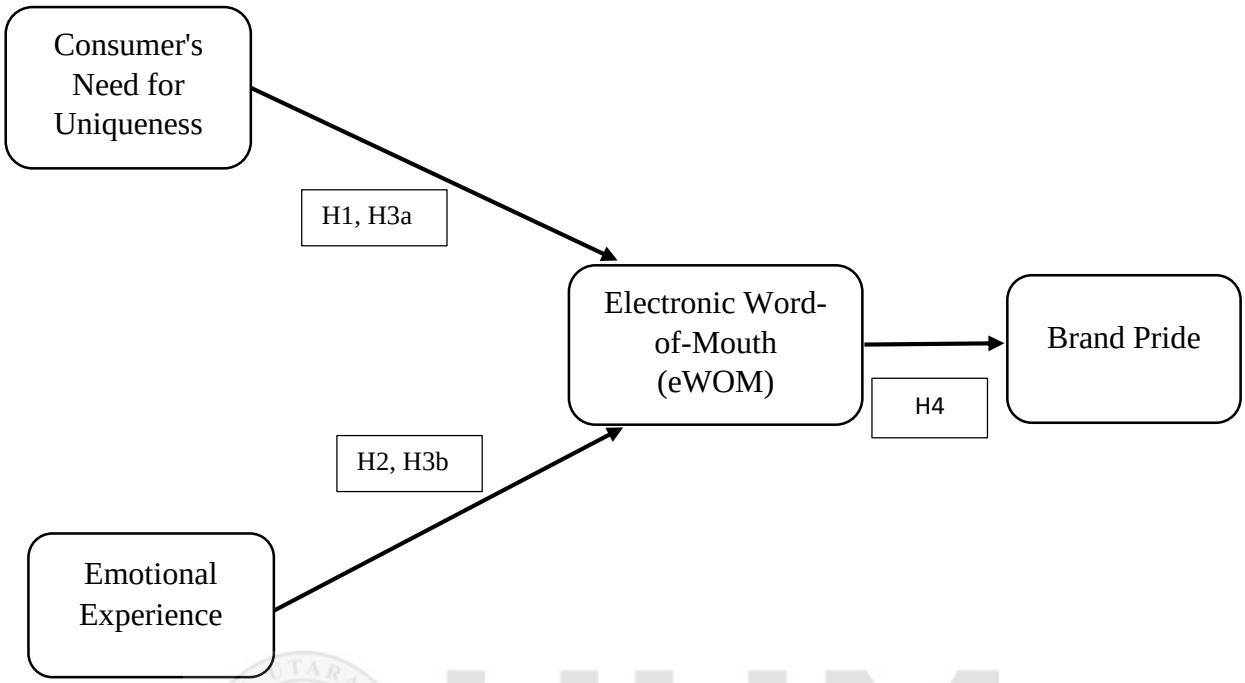

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Figure 2.1 *Proposed Conceptual Framework for Brand Pride*

2.13 Chapter Summary

This chapter extensively discussed the theoretical underpinnings upon which the model is based to conceptualize all of the variables. The chapter presents how uniqueness seeking theory and brand congruence theory, supports the research framework. It described the previous literature and followed with justification on why the hypothesis was created. The following chapter provides a detailed overview and explanation of the methods adopted for addressing and achieving the above goals and answering the study's research questions.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Based on the literature, a systematic study of conceptual analysis of research and factors influencing brand pride was described in the previous chapter. The approach used to test the hypothesis stated in Chapter 2 is described in this chapter. Specifically, this chapter discusses the philosophical foundations, research design, variable operationalization, research strategies demographics, sample size, as well as the data collection method. The pilot test was also assessed to confirm the instrument that would be employed in the current study, as well as the scales' reliability. At the end of this chapter, the statistical methodologies utilized to analyze the data in this study were discussed. These also reinforce the reality assumption indicated in this study and aid in justifying the approach and method used.

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3.2 Research Approach and Research Design

3.2.1 Philosophical Foundation of Research

Although a researcher will frequently confuse the phrases method and methodology, they actually refer to two distinct concepts. In social research, research methods are implemented as a specific approach for formulating research inquiries, gathering and analyzing data, and disseminating the findings (Payne & Payne, 2004). Conversely,

research methodology refers to a broader concept that encompasses a range of conceptual and philosophical principles that underlie the application of the chosen method. Hence, the philosophical foundation of empirical research is influenced by epistemology, ontology, and human nature, in that order. All these factors have to do with the researcher's perception of reality, how the researcher interacts with reality, and the methods employed by the researcher in gaining knowledge in empirical research (Healy & Perry, 2000). Epistemology is the premise regarding how individuals gain knowledge, according to Goldman (1999, 1993), whereas Lewis (1996) defines it as the systematic philosophical analysis of knowledge. The researcher's relationship with the phenomena being studied and the behavioral investigation of social phenomena are additional areas of concern in epistemology (Corbetta, 2003).

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Positivism and interpretivism are the two main epistemological presuppositions in research study (Corbetta, 2003; Baker, 2001; Bernard, 2000). The philosophical position that views the universe as existing outside of a researcher and composed of happenings that may be evaluated is known as positivism (Corbetta, 2003). The positivist therefore, holds that human experience will imitate the independent and objective reality that serves as the basis for understanding (Weber, 2004). The researcher then develops plausible ideas to explain the phenomenon and evaluates predictions for how it may develop in the future (Payne & Payne, 2004; Blaikie, 2000). Therefore, by comparing hypotheses to the evidence, theories will be modified. Positivism is then linked to deductive theory testing.

On the contrary, interpretivism pertains to the stance of a researcher within a society and purposefully constructs either human experiences and understanding or through life experiences (Corbetta, 2003; Weber, 2004; Baker, 2001; Bryman, 2001). As a result, an interpretivist challenges the positivist perspective by contending that social reality is socially produced rather than determined objectively (Husserl, 1969). Additionally, interpretivism's nature gives more priority to the importance of qualitative information in the pursuit of knowledge and on giving context depth (Myers, 1997; Kaplan & Maxwell, 1994). The interpretivism approach, nevertheless, has also come under fire for lacking reliability and consistency. Therefore, the current research is based on positivism.

The ontological premise in research covers the researcher's perspective on the structure and nature of societal existence. Realism and constructivism are the two main views for an ontological approach. Generally speaking, realism entails the existence of the external world, which includes tangible goals, rules, universals, propositions, numbers, probabilities, effective justifications, social structures, and moral facts (May, 1997). Naive realism and critical realism are two subcategories of realism. Critical realists acknowledge that observations and interpretations are not independent of theoretical frameworks, naive realism only maintains that by utilizing an acceptable approach to grasp reality (Danemark, 2002). In light of this, reality is not impartial. Both the naive and the critical groups were impacted and still do. For instance, reality will be influenced by someone who has preexisting ideas and information. The observer will next watch, interpret, describe, integrate, and make sense of this reality using their senses and knowledge. The observer is able to take the necessary action based on these eventualities.

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The critical realist, on the other hand, claims that something is real if "it has causal efficacy, impacts behavior, and makes a difference" (Fleetwood, 2005, p.199). The critical realism paradigm, which is flawed and theory-laden, likewise holds that the entity can exist regardless of our understanding of it (Fleetwood, 2005; Sayer, 1992). However, certain ontological presuppositions about the nature of reality are part of critical realism and offer a deeper picture of its character. For instance, it implies that there are objects and events in the world, as well as organizational structures possessing the capacity to create occurrences by means of their abilities and limitations (Easton, 2002). As a result, social phenomena (such as institutions, behaviors, etc.) depend on the concept that is seen. Even though critical realists uphold those social phenomena exist independently based on the researcher's interpretations, they continue to look for explanations that include not just the causes and effects of a phenomenon but also its underlying structures and generative mechanisms (Fleetwood, 2005). Contrary to realists' assertion that there is a predetermined reality, constructivists consider theory to be an act of creation relatively than a formalization of fundamental reality. Constructivists contend that socially created reality (Guba & Lincoln, 1994) lacks an absolute reality, or a reality that holds true for every person. Instead, there are varying perspectives among nations regarding how to observe and understand social realities (Corbetta, 2003, p.24). Constructivists contend that "reality" primarily originates from diverse circumstances, outlooks, and mechanisms of sense-making, whereas realists contend that our inability to comprehend the organizational or strategic reality is due to our ignorance of the functions of the phenomena (Mir & Watson, 2001, p.1172). In conclusion, there are advantages and disadvantages to each paradigm.

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However, due to the nature of research, selecting proper epistemology is crucial (Saunders et al., 2005).

The study advocates that consumers in Pakistan's cosmetics business have a sense of brand pride. This study makes an effort to comprehend how brand pride is affected by eWOM, emotional experiences, and consumer's need for uniqueness. Additionally, this study's foundation is positivism, which incorporates components of realism such the presence of social facts (Bryman, 2001). The positivist method seeks consistency and causal connections between its constituent parts in order to explain and anticipate events in a social context (Burrell & Morgan, 1979).

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This investigation has a positivist viewpoint. The findings of the investigation are examined using the conceptual model shown in Figure 2.1, which produced regularities that may be extrapolated to a larger environment.

3.3 Research Design

This section focuses on quantitative studies using questionnaires as a data collection method. It is exclusively adapted to explore the influence of Millennials in finding uniqueness and emotional experience on brand pride. In addition, it would also help to study the mediating role of eWOM in the partnership will impact brand pride. A representative sample with a said time frame was collected during the research phase, and

a cross-sectional design method for this analysis in Pakistan can resolve the previously mentioned resource constraints.

According to Dannels (2018), the research design is a precise plan that provides researchers with an underlying structure for conforming and merging all components of a quantitative study, ensuring that the findings and outcome measures are non-biased, reliable, realistic, and widely applicable. In addition, according to Dannels (2018), research design assists researchers in specifying how respondents are recruited for a study, how data is collected and evaluated, and how to control variances in resolving the core research topic. Regardless of how complicated the statistical analysis was, the study's findings and conclusions will be useless without an effective and proper research design (Dannels, 2018).

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Descriptive research is the second type of research design. Descriptive research examines the link between constructs and provides precise predictions by describing the criteria, attributes, and behavior of specific items, events, persons, and groups (Sreejesh, Mohapatra & Anusree, 2014). This study used a structured questionnaire with pre-formulated questions that were asked in a certain order to collect data from a group of people.

Based on the research objectives, the main focus of this study was on the components that influence brand pride. The effects of two independent variables on brand pride were

investigated: the customer's need for uniqueness and their emotional experience. To establish the relationships between the independent and dependent variables, the mediation effect of eWOM was applied.

3.3.1 Cross-Sectional versus Longitudinal Designs

Two particular forms of descriptive studies are available, one being longitudinal and one cross-sectional (Churchill, 1995). Longitudinal data provide advantages over cross-sectional data both for the research forms, which can be performed and for the degree of data precision (Churchill, 1995). Using a longitudinal design, however, is more costly than a cross-sectional design and requires a long period of testing. Indeed, Churchill (1995) argued that the large quantities of resources required for longitudinal designs often mean that they are not representative. Due to the research's budget and schedule constraints, a longitudinal design was not possible, hence a cross-sectional approach was used instead.

Cross-sectional studies are characterized at a given time by the collection of relevant data. As a result, the time dimension of cross-sectional studies is not included because every data is collected and mainly refers to the time at or around the time the data is collected (Kesmodel, 2018).

Data on the whole population of national registers (Lindh, Skjeldestad, Gemzell-Danielsson, Heikinheimo, Hognert, Milsom & Lidegaard, 2017) or on the corresponding

sub-population can be used for cross-sectional studies (Kesmodel, Petersen, Henriksen & Larsen, 2013). Either relying on data from the large population or a small subset, the majority of cross-sectional descriptive research seeks to offer predictions of repeated frequency for the overall survey population. Although representation is less of an issue in progressive studies that look at the association between variables' outcome, it is crucial in the previous studies done (Nohr & Liew, 2018).

Cross-sectional studies can usually be done relatively quickly and are less costly, especially compared to cohort (prospective) studies. These studies are carried out before a cohort study is planned. These types of research designs will inform researchers of the prevalence of results or exposures, and help us to design the cohort study. These designs can be useful for the planning, monitoring, and evaluation of public's health (Setia, 2018).

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3.4 Quantitative Research Design

Several academicians and educators have offered definitions of quantitative research, and the ideas stated by the experts are comparable. According to Goertzen (2017), quantitative research methods are based on gathering and assessing data that may be represented in statistical quantitative research. Meanwhile, according to Watson's (2015) definition, it is a collection of tools for completing a comprehensive evaluation of sociological phenomenon using descriptive and statistical analysis. Quantitative research, as a result, involves measurement, and the phenomenon under investigation is thought to be measurable. Quantitative research's major goal is to get precise and accurate measurements

that can be statistically examined. Conferring to Goertzen (2017), quantitative research is effective in addressing "what" and "how" questions about a scenario because it emphasizes statistics that can be quantifiable. Moreover, quantitative research enables researchers to understand a population's demographics, as well as assess the number of times consumers use a product and service, as well as identify behavioral patterns (Goertzen, 2017).

To deal with quantitative data, researchers must first accept that statistics will be collected and reviewed until a conclusion can be reached. Researchers can use several electronic databases, such as Word documents or Excel spreadsheets, to enter, store, and analyze data (Watson, 2015). Researchers usually need hard copies of surveys, transcriptions, or observational schedules to submit data. Watson (2015) advises that once researchers have completed the data input technique, they should diligently follow and double-check it.

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Rather than employing a qualitative approach to gather data, a quantitative approach was used in this study. This study acquired numerical data by sending questionnaires to respondents and evaluating the data with mathematical-based approaches such as Partial Least Squares (PLS). In addition, the current study was a cross-sectional study, which implies that data was only collected once to answer the research questions.

3.5 Multi-Stages of Items Development and Validation

Marketing and management researchers that specialize in consumer behavioral research, and measurement development and validation agree that creating measurement items entails a sequence of related tasks (Lewis, Weiner, Stanick, & Fischer, 2015; Mackenzie, Podsakoff, & Podsakoff, 2011; Churchill, 1979). More pertinently, Churchill (1979) listed eight processes that are used in measurement development including: (1) specifying domain of construct, (2) generating sample of items, (3) collecting data, (4) purifying measures, (5) collecting data, (6) assessing reliability, (7) assessing validity, and (8) developing norms. These procedures are adapted in this study as depicted in Figure 3.1, which are presented in the following sections.

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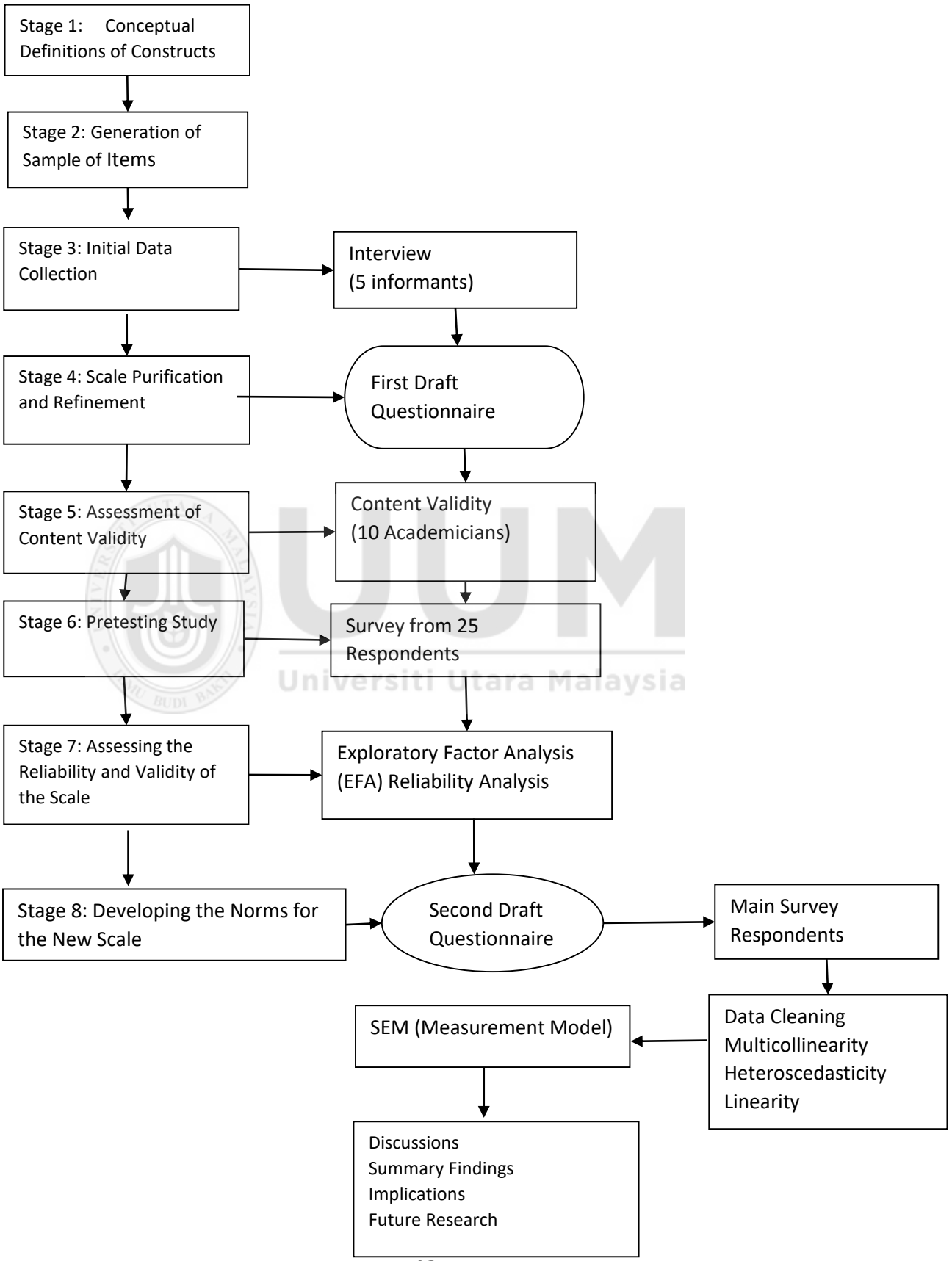

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Figure 3.1
Flowchart of Multi Stages of Item Development and Validation
Source: Flowchart developed for this study (adapted from Churchill, 1979)

The research design was shown chronologically in Figure 3.1. The figure directs the research's efforts, which include qualitative interviews, quantitative surveys, and multiple stages of item development. The many components of the framework are shown in the sections that follow.

3.5.1 Stage 1: Conceptual Definition of Constructs

The literature review that is described in Chapter Two is mostly what guides this stage. To present a conceptual depiction of the constructs that are being investigated in this study, a large number of journals were read and examined. The definitions and sources of the constructs used to measure them, are compiled in Table 3.1.

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Table 3.1
Definitions for Item Development

Definitions	Resources
Consumer's Need for Uniqueness Individual differences are likely to be reflected in the pursuit of counter conformity motivation by consumers, which involves using consumer goods and visuals of such goods as a means of differentiation and deliberately striving for uniqueness in relation to others. This is known as the consumer's need for uniqueness (CNFU).	Nail (1986) and Tian & Mckenzie (2001)

Emotional Experiences Your emotional life, specifically how you manage and control your emotions, is defined as your emotional experiences. This is based on the Expressive Suppression and Cognitive Reappraisal facets, respectively.	Cazier, Shao & Louis (2007), Koh, Kim, Butler, Bock (2007), Bright local (2016) and Lee, Agrawal & Rao (2013)
eWOM The dual role of consumers in information or reviews exchange via online. Consumers may advance through the stages of eWOM communication: creation, exposure, and evaluation — acting occasionally as senders and at times, acting as recipients of eWOM, and switching back and forth between these phases and functions in a nonlinear manner.	Kannan & Li (2017)
Brand Pride Brand pride communicates a brand's positive emotion. The perceived success of a brand determines its sense of pride. When features satisfy or surpass the demands or hopes placed on a brand, pride in that brand is evident.	Verbeke, Belschak & Bagozzi (2004)

Except for the respondents' profile, all of the elements in this study (dependent variable, independent variables and mediator) were investigated using multiple measurements adopted from prior studies. A few items have also been adapted to better fit the population and location of the research. A seven-point Likert scale was used to assess all parameters, anchored from "1" to "7" strongly disagree to strongly agree. However, the seven-point Likert scale ratings are more evenly distributed and have a smaller ceiling impact than five-

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point Likert scale evaluations (Debets, Scheepers, Boerebach, Arah & Lombarts, 2020). Furthermore, Debets et al., (2020) claimed that a seven-point Likert scale is more sensitive than a five-point Likert scale, allowing researchers to get more sensitive, specific, and user-friendly comments. The reliability of the following scales was measured using SPSS (Cronbach Alpha) from the pre-test data.

3.5.2 Stage 2: Generating Sample of Items

After providing the explanations in the earlier section, this section concentrates on providing illustrations of items that can be employed to assess the mentioned constructs. In this study, the adopted items that were pertinent to the conceptual definitions outlined below (Table 3.2).

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The dependent variable for this study is brand pride, which has not been specifically measured in prior research. The items were adopted from the existing collective pride scales (Helm, 2011). Brand pride is characterized as a relationship in which a consumer is "proud" to be linked with his or her brand (Nandy & Sondhi, 2020). Furthermore, the items have a 0.854 reliability rating calculated from pre-testing data analysis.

Concerning the construct of need for uniqueness, the researchers employed the scale taken from Tian et al., (2001). The initial scale included twelve items determining three distinct aspects. The dimension of "avoidance of similarity" aligns most strongly with the

interpretation of NFU that was utilized in this particular study. The items used in this were previously utilized by Abosag, Ramadan, Baker and Jin, (2020). Accordingly, this study utilized the five items developed by Tian et al., (2001) to measure NFU Uniqueness refers to a desire to stand out from the crowd in a positive way (Snyder & Fromkin, 1977). This variable is assessed using five items, with a 0.750 measurement reliability.

The second independent variable is an emotional experience. The operational definition for this variable is emotionally engaged encounters with the ability to create powerful joyful memories (Serra-Cantallops et al., 2018). These variable's items were collected from a previous study by Gross & John (2003). This trait was investigated using ten items that had reliability of 0.769.

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In addition, eWOM was used as a mediator in this research. With the introduction of the realm of digital social platforms, eWOM has developed into a significant and extensively utilized means of obtaining information about products. The internet has enabled a technique for conveying details about a product, service, brand, or organization to potential, existing, or previous clients that can be accessed by a broad audience of individuals and entities (Ismagilova et al., 2020). Reliance on eWOM is a brand-new scale with six items that was developed based on the idea from Bearden, Netemeyer, and Teel's scale from 1989, which was meant to operationalize the tendency of consumers to be influenced by others to make decisions regarding their purchases. Reliability of the measurement is 0.839.

Table 3.2
The Variables, Items and Sources for This Study

Sr.No:	Variables	No. of items	Sources for this study
1.	Consumer's Need for Uniqueness	05	Abosag, I., Ramadan, Z. B., Baker, T., & Jin, Z. (2020). Customers' need for uniqueness theory versus brand congruence theory: The impact on satisfaction with social network sites. *Journal of Business Research, 117*, 862-872.
2.	Emotional Experience	10	Gross, J.J., & John, O.P. (2003). Individual differences in two emotion regulation processes: Implications for affect, relationships, and well-being. *Journal of Personality and Social Psychology*, 85, 348-362.
3.	eWOM	06	Thoumrungroje, A. (2014). The influence of social media intensity and EWOM on conspicuous consumption. *Procedia-Social and behavioral sciences, 148*, 7-15.
4.	Brand Pride	05	Helm, S. V., Renk, U., & Mishra, A. (2016). Exploring the impact of employees' self-concept, brand identification and brand pride on brand citizenship behaviors. *European Journal of Marketing*.

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3.5.3 Stage 3: Initial Data Collection (Survey and Short Interview)

At this phase, semi-structured interviews were conducted in accordance to the multilevel scale development approach as described in Section 3.3 in order to design new items and validate the items that had been modified from earlier studies for the purposes of this study. For this purpose, Table 3.3 five semi-structured interviews were conducted among two academicians, a general consumer and two non-working individuals from the Millennial generation in Pakistan (Polit et al., 2007; Polit & Beck, 2006). These references were chosen because of their in-depth expertise in the field (Braun & Clarke, 2006). In this particular study, the individuals selected for the interview were carefully chosen to provide

perspective and experiential knowledge of the concept of brand pride in the cosmetics industry. Moreover, they were chosen to give their views on the role of social media communications such as eWOM in cultivating brand pride. This was done in accordance to the methodology used by Bartholme and Melewar (2014) and based on the recommendation made by Churchill (1979).

Table 3.3
Informants' Profile

Informants	Occupation	Duration	Date
1	Subject Expert	20 minutes and 54 seconds	3 December 2021
2	Subject Expert	15 minutes and 10 seconds	15 December 2021
3	General User	10 minutes and 05 seconds	12 January 2021
4	Non-Working Individuals	15 minutes	10 February 2021
5	Non-Working Individuals	18 minutes and 47 seconds	20 February 2021

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As previously stated, the main aim of the interview was twofold: to elucidate the definitions of variables and concepts analyzed in this research, and to devise either new items or modified versions for gauging these concepts, drawing upon the participants' perspectives (Lewis, Weiner, Stanick & Fischer, 2015; Mackenzie, Podsakoff & Podsakoff, 2011; Polit & Beck, 2006; Churchill 1979). All of the informants concurred that products may be branded and that developing a unique selling proposition is crucial for fostering brand pride. The interview Pre-testing part includes a short list of adjustments that must be made.

3.5.4 Stage 4: Scale Purification and Refinement

This stage highlights the item development in connection to the study's context after the results obtained in the initial phases, especially in terms of item creation and initial data collection, played a significant role. As the present research primarily relies on quantitative analysis, the interviews carried out aided the researcher in better understanding and putting into context the items borrowed from earlier literature. However, no new items were produced from the interviews as per the recommendations of the experts.

3.4.5.1 Questionnaire Design

A survey's result is heavily reliant on the questionnaire, which directs the discussion between researchers and respondents (Krosnick, 2018). If researchers understand how to define the variables and the data collection requirements, they can construct an efficient and high-quality questionnaire (Sekaran & Bougie, 2019). As a result, researchers need to apply best practices while designing surveys to reduce and eliminate response errors. The measurements and scale utilized in this study were taken from previous research.

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The current study collected data through the use of a survey/ quantitative analysis method. On the first page of the survey, there was a quick introduction and explanation provided (Appendix A). Furthermore, these questionnaires were often used to characterize and examine human behavior in social and psychological research (Singleton & Straits, 2009).

Questionnaires provide a list of closed questions for which responses are given by respondents. Questionnaires may be performed by telephone, post, in public places or institutes, by e-mail or fax, or by other means (Kabir, 2018). Survey was used as a data collection tool in this study, with its introduction and explanation on the first page of the survey. Section A was designated for data gathering on demographics and targeted respondents. However, Section B, on the other hand, was prepared to gather the respondents' opinions on the use of beauty products.

By e-mailing, all key problems related to face-to-face and telephone administration were solved. The pace of data collection is a major advantage of email surveys. For widely scattered communities, such as the one in this report, the e-mail survey approach is the cheapest alternative (Jobber, 1989). While online surveys have been used mostly for website analysis, academics and professionals from conventional disciplines, such as marketing are displaying an increased interest in applying techniques for online data collection.

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3.4.5.2 Questionnaire Design Procedure

The procedure used in the design of the questionnaire is described in *Figure 3.1,* taken from Brown and Suter (2014) and Churchill (1995). Derived from the literature, and outlined in Chapter Two, the principles and theories determined the details to be obtained in the questionnaire. The questionnaire, designed to optimize the instrument and detect a mistake that may only have been obvious to the sample community, was then pre-tested.

This questionnaire then would be updated based on the details obtained from the pre-testing, if required. Subsequently, a subset of the Millennial working/ non-working male and female population of Pakistan received the email survey. Finally, follow-up phone calls, messages, and emails were preceded by a random list of non-respondents. An elaboration of the methodologies applied to this study is given in the rest of this chapter.

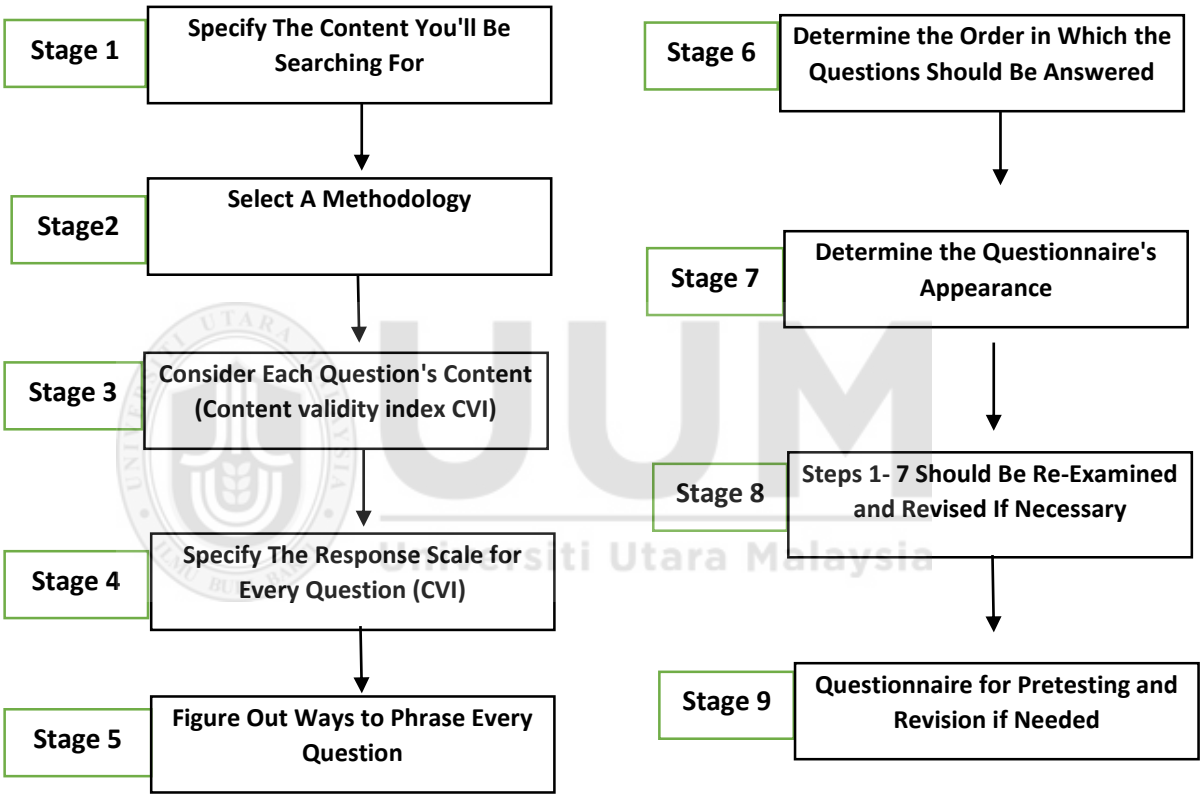

Figure 3.2
Procedure for Developing the Questionnaire
Source Brown and Suter (2014), Churchill (1995)

3.5.5 Stage 5: Content Validity

This section looked at the validity of the items' content. Experts like Churchill (1979) and Mackenzie et al., (2011) stated that content validity is investigated to ascertain whether items are adequate for measuring the conceptual understanding of the construct they are expressing. Utilizing Lynn (1986) technique, this study examines the produced scale's content validity, as well as the items' content validity.

The response forms (Appendix C) were sent to 12 marketing experts. The ideal number of experts, according to researchers, should be between 2-10 (Davis, 1992; Lynn, 1986). They are experts in their field who are established and operate as professionals (Rubio et al., 2003). Ten of the twelve experts returned the survey, however none of them offered any comments because they thought the ratings for each part were valid. The scale is evaluated on the following two factors: (1) representativeness of the subject domain; and (2) item clarity. Every item has been given a rating on a scale from 1 to 4. The theoretical concept of representativeness is that an item's capacity to reflect the content domain is how appropriateness is determined (Table 3.4). Item clarity, meanwhile, is assessed based on how precisely it was phrased.

Table 3.4
Marketing Experts for Content Validity Index (CVI)

No. of Experts	Acceptable CVI Values	Sources of Recommendations
2 experts	At least 0.8	Davis (1992)
3-5 experts	Should be 1	Polit et al., (2007), Polit & Beck (2006)

6 experts at least	At least 0.83	Polit et al., (2007), Polit & Beck (2006)
6-8 experts	At least 0.83	Lynn (1986)
9 experts at least	At least 0.78	Lynn (1986)

Source: Developed for the study with information from the literature

3.5.6 Stage 6: Pretesting

3.5.6.1 Pretesting

Pretesting is the phase for a questionnaire to be established that would also determine the possible efficacy of the questionnaire. The pretesting is performed before the distribution of the questionnaire to the target group (Reynolds, Diamantopoulos & Schlegelmilch, 2017). The purpose of pretesting in this analysis was to enhance the design of the questionnaire and eliminate any errors that were identified.

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Additionally, pretesting ensures that the finalized questionnaire is acceptable when it is sent to the study's respondents (Sekaran & Bougie, 2019). Researchers must do pretesting before sending the questionnaire to respondents. Pretesting is crucial since it ensures that the questionnaire's questions are understandable and accurately reflect the variables (Memon et al., 2017).

This study included a content validity test in addition to pretesting. Content validity refers to the components of an assessment instrument or items that are related to a representative construct for a certain assessment purpose (Koller, Levenson & Gluck, 2017). The validity

and predictive ability of the concept definition, the clarity of the guidelines, the language quality of the items, the comprehensiveness of the item pool, and the suitability of the response format are all the elements to examine, according to Koller et al., (2017). The accuracy of the measurement of the target construct will be higher if the content validity test is higher (Koller et al., 2017).

All available research recommends pretesting; it is only influenced negatively if omitting this stage of the study is appropriate when pretesting the final trial or sample. If the target audience is limited, for example, a questionnaire should not be pretested on participants that may be skipped in the trial. Pretesting is particularly significant for new research projects and domains with difficult or specialized subjects (Peterson, 1988).

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3.5.6.2 Personal Interview Pretest

The methodological literature is split on whether the pretest should be conducted through personal interviews or the final survey approach. Choosing the appropriate questions is central to successful survey research. That is the only method to make sure that the data researchers acquire from participants is reliable enough to address the research questions (Buschle, Reiter & Bethmann, 2021). Numerous authors suggested conducting the pretest through personal interviews rather than a planned field survey (Aaker, Kumar & Day, 1995; Peterson, 1988). In terms of precision and completeness of data obtained (Miller, 1995), as well as the ability to uncover problems through observation, personal interviews are preferred over impersonal survey methods (Churchill, 1995). Over the last few decades,

Willis' (2005; 2015) Cognitive Interviewing (CI) method has become the standard method for conducting in-depth reviews of survey questionnaires. Survey approaches, such as in-person and telephone interviews are considered the utmost adaptive method of gathering data (Malhotra, 1991) due to the discussion activities that take place on the spot and the subsequent information received from the sessions (Schaeffer, 1991).

However, these techniques are susceptible to errors caused by communication between respondents in discussion (Nachmias & Nachmias, 1976). Broad recommendations are insufficient to ensure good quality due to the challenges of developing a questionnaire and the different causes of measurement error that follow is highly dependent on the individual study. As a result, extensive use of pretest interview processes to assess and improve questionnaires before the main fieldwork is advised (Schnell, 2012; Bradburn, Sudman & Wansink, 2004).

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The interviewer's cultural standards, as well as the interviewer's presence, might have an impact on the interview (Birn, Hague & Vangelder, 1990). Individual interviews, telephonic, and postal self-reports are three techniques that are frequently addressed. Most writers propose that the initial round of pretests is performed by personal interview, even if the questionnaire is eventually completed over telephone or mail (Boyd, Westfall & Stasch, 1977). Individual interviews allow the interviewer to observe the respondent's responses, hesitations, and other indicators that are not available via telephone or mail.

Following that, pretests were run using the administration method that was employed in the final study.

The debriefing approach or the protocol technique was used to perform personal interview pretests from a limited number of audiences. During the debriefing process, the participants were requested to complete the questionnaire in its entirety while the interviewer made detailed observations. The interviewer interrogated the respondent for any potential difficulties with the questionnaire's format or individual items after the respondent completed the questionnaire. The subject was encouraged to "think aloud" while filling out the questionnaire in the protocol technique. The interviewer carefully noted the simultaneous verbalizations.

The initial version of the questionnaire (see Appendix A) was pretested through interviews with five respondents chosen as mentioned in informants list (Table 3.1). Each interviewee received a briefing before the interview regarding the kind of issues that needed to be addressed (such as unclear, challenging, or ambiguous questions or language, or insufficient response alternatives).

The minor adjustments made in light of the protocols are discussed. It was suggested that the eWOM instrument lacked sufficient response options. As a result, the scales were extended from six to seven points. As illustrated in the second version of the questionnaire (Appendix B), the anchors were adjusted to range from 1 = "very strongly disagree" to 7 =

"very strongly agree." Previously, the anchors varied from 1 = "strongly disagree" to 6 = "strongly agree." To better reflect eWOM, the terms used in the questions have undergone some changes. A number of modifications were also made to the questionnaire's design. For instance, it was observed that some elements that were placed too close to the bottom of the page were easy to be overlooked, so they were structured and spaced accordingly so that they would be more obvious. All interviewees remarked on how lengthy the questionnaire was. There was no way to shorten the questionnaire without sacrificing the accuracy of the data gathered.

3.5.6.2. Mail Survey Pretest

If the survey questionnaire mode is impersonal, a pretest employing personal interviews would not accurately depict the challenges experienced by participants in the finalized form of the survey, such as by mail questionnaire. In light of this, some scholars recommend administering the pretest using the same approach as the main sample (McDaniel & Gates, 2018; Dillon, Madden & Firtle, 1994; Tull & Hawkins, 1993). Others advocate the double approach, with separate pretests for individual interviews and the actual survey (Churchill, 1995; Malhotra, 1993; Kinnear & Taylor, 1991; Boyd, Westfall & Stasch, 1989). While this strategy may appear intuitively appealing as a way to get the "perfect blend," it is also much more costly than the prior options. Beginning with an active pretest, which participants are notified about the ongoing improvements in the questionnaire and welcomed to provide reviews, it is then continued with performing an undisclosed pretest, which as closely as possible replicates the actual survey conditions; this is one variation of the two-stage approach (Converse & Presser, 1986). According to the literature, pretesting

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must proceed until no modifications to the questions are obvious, regardless of the pretest form utilized (McDaniel & Gates, 2018; Malhotra, 1993). Regrettably, observed suggestion supporting any of the aforementioned principles is limited due to the lack of organized research in this sector.

According to Cooper and Schindler (2011), a sample size of 30 for pilot testing is acceptable and sufficient, hence 40 individuals were chosen to participate in the pretesting. Before the questionnaire could be finalized and distributed to respondents, 40 respondents with ages ranging from 25 to 39 years old were chosen to participate in pretesting to improve the questionnaire's usefulness. The questionnaire was reviewed by 3 subject experts, Professors from Universiti Utara Malaysia and a Director/ Professor from Comsats University Lahore, Pakistan, who have been identified as being especially knowledgeable about the main research domain. This practice was used to classify any insufficient and poorly worded item (questions that are double-barreled). Suggestions for improving the specificity and uncertainty of queries, as well as the overall nature of the questionnaire, were incorporated.

The Cronbach's coefficient alpha was used to determine the items' reliability. To be regarded as satisfactory, the survey instruments' reliability value should be at least 0.7. (Sekaran & Bougie, 2013). Cronbach's alpha values were all larger than 0.7, as shown in Table 3.1. As a result, all of the elements were incorporated into the final analysis.

Table 3.5
Variables Reliability for This Study (Cronbach's Alpha)

Variable	Cronbach's Alpha
Brand Pride	0.854
Consumer's Need for Uniqueness	0.750
Emotional Experience	0.769
eWOM	0.839

3.5.6.3 Email Survey Pretest

The questionnaires were designed on a self-administered computer program. The questionnaire was hosted online using Google Forms, and a sample of 40 respondents from various locations across Punjab, Pakistan was used for pretesting. The list of the respondents was obtained with the help of university colleagues after taking special permission from the university authorities. This was required to ensure the data sensitivity and privacy as it included the participant's details. The names were kept confidential and randomly 5-10 candidates were selected from the list of 25 individuals to make a pool of 40 candidates. This information was kept separate at the time of real data collection. To ensure accuracy, respondents were asked to mark based on their use and comprehension. This enabled the tool and its objects to be evaluated for their reliability and face validity. To appropriately portray Pakistan's Millennial population, the pre-testers were diverse in terms of gender, age, occupation, experience, and education level.

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3.5.7. Stage 7: Assessing the Reliability and Validity of the Scale.

The current stage includes the Exploratory Factor Analysis (EFA) and the reliability analysis, which is completed in Chapter 4.

3.5.8 Stage 8: Developing Norms for New Scale

The final stage includes the response from the survey collection, data cleaning, analysis and discussions, which will lead to future research perspectives as well. The details are provided in Chapter 4.

3.6 Study Population and Sample Selection

3.6.1 Population

Wilson (2014) defined population as the group of people the researcher is interested in studying by using them as samples. Conferring to Sekaran and Bougie (2019), it denotes the total set of individuals, proceedings, and objects that researchers are interested in and want to learn more about.

A sample representative from 394 respondents of the population from Punjab, Pakistan was collected and randomly selected to meet the research goals so that generalizations based on the study can be carried out. Furthermore, to ensure that adequate statistical capacity is available in the study, a sufficiently large sample was needed. The procedure

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of personal interviews was not acceptable for the use of a broad or representative sample, considering the budget and time constraints of this research.

3.6.2 Unit of Analysis

The consumer-level research unit was utilized in this research. Survey research is described as collecting information from a sample of consumers by asking them questions (Check & Schutt, 2012). In specific, Pakistani customers are between 24-39 years of age. By representing their beliefs, the respondents answered the questions. All the items used were adopted to meet the consumer's prospects.

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According to Smith (2012), Millennials are the second-largest generation behind baby boomers, and their spending power makes them appealing targets for businesses. Millennials as a generation of youthful individuals are defined by their general purchasing behavior, life experiences, daily use of technology, and adaptability to it (Moreno, Lafuente, Carreon & Moreno, 2017). According to Saeed and Azmi (2019), also a generation of mindful people who are technologically educated, environmentally conscious, invest more and are less brand loyal. When it comes to the generational cohort, different generations are likely to have diverse behavioral patterns (William & Page, 2011). Millennials, often known as Generation Y (Gen Y), are people born between 1980 and 2000 (Moreno et al., 2017; Petra, 2016). Gen Y people are technologically savvy and routinely make online purchases (Petra, 2016).

Also, Millennials have grown up in an era when they have always had access to digital knowledge. PCs, smartphones and the Web were all available to them during their adolescence" (Kelly, Ziebland & Jenkinson, 2015). In certain studies, Millennials are also recognized as Gen Y customers (Kim & Yang, 2020) and they are also denoted as Generation C customers (Kim & Yang, 2020), which refers to consumers who are connected (Truong, 2018). Millennial consumers have great outlook since technology has always given more for less, mostly unrestricted, and they have access to it at any moment and also from any place (Leon &Vega, 2016). The reaction time of Millennials is estimated to be 12 seconds, according to data from the Publicis agency. Also, Pakistan's population will increase to 245 million inhabitants by 2030, with approximately three-quarters of the people below the age of 40 (Publicis Agency, 2021). Pakistan was also named as one of the ten "hidden heroes" among ten markets expected to experience strong progress in the marketing industry in the upcoming years (University of Central Punjab, 2002). According to Yusufzai (2017), the retail sector in Pakistan is worth Rs 3.6 trillion, accounting for about 18% of GDP, with the service sector accounting for 31.1% of GDP and growing at 6.82% in the previous year. As a result, the situation is essential to classify characteristics that are dynamic for the retail sector's development by boosting overall sales, especially to Millennials. According to Khan, Hui, Chen, and Hoe (2015), Millennials' buying behavior is influenced by situational factors (income and credit card accessibility) and also demographic status. Prior studies report that wealth has a considerable impact on Millennials' purchasing habits in Pakistan (Awan & Abbas, 2015; Bashar, Ahmad, & Wasi, 2012). The proportion of Millennials has risen in recent years and their buying patterns

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have made them a desirable mark for several consumer businesses (Moreno et al., 2017; Petra, 2016; Noble, Haytko & Phillips, 2009). As a result, they are an intriguing cohort to research according to Moreno et al., 2017, as they behave differently than previous generations. According to Moreno et al. (2017), due to electronic access to information and the capacity to consult the views of others, Millennials make purchasing decisions faster than earlier generations via various social networks, as peers who have already utilized the goods.

Millennials with low sense of commitment are notorious for substituting brands (Jain & Pant, 2012). They are more sensitive to socio-culture, monetary variations, etc. due to their buying patterns, which are always shifting (Moreno et al., 2017). In a nutshell, the present research's unit of analysis consists of individual clients aged 25 to 39 who have purchased cosmetic items.

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3.6.3 Sampling Frame

The sampling frame, according to Zikmund, Babin, Carr and Griffin (2013), refers to the working population that provides samples for analysis, as well as a list of real cases from which the sample was selected (Sekaran & Bougie, 2019; Taherdoost, 2016).

The population of Pakistan who uses international and national cosmetic items was used to create the sample frame for this study. According to United Nations' figures, Pakistan's overall population would be around 300 million in April 2022. Punjab, on the other hand,

has a population of 30.7 million people. The population of Punjab, Pakistan, was used to create the sample frame for this study. All respondents between the ages of 25 - 39 were included in the sample frame, which was then limited down to Millennials. This also include those who had an annual income of $200 or more. They were taken into consideration since they used cosmetics regularly.

The sampling frame included the following three units.

a) list of consumers who are employed or self-employed (faculty/ postgraduates)

b) list of unemployed consumers

c) list of consumers who are household

3.6.4 Sampling Technique

A cluster sampling technique was used for this study. Punjab, Sindh, Baluchistan, and the North West Frontier Province are the four provinces that make-up Pakistan. Punjab would be the focus of this study. A clustered random sample is a technique that divides the entire population into groups, which are often geographic places or districts such as communities, institutions, divisions, and so on. It is especially suitable for large public polls. The sample includes all individuals in the cluster. A larger sample size is usually required. Cluster sampling proves to be beneficial when the population is widely spread and impossible to select a representative sample (Baridalyne, 2012). To acknowledge that, owing to the absence of a sampling frame, probabilistic sampling methods are often difficult to use (Memon, Ting, Ramayah, Chuah & Cheah, 2017), such as in the leisure industry (Ryan, 2013).

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Many researchers who decide to utilize sampling methods such as deliberate, snowball, or quota can recommend alternate options for determining sample size (power analysis). To determine the sample size in behavioral and social science researchers, KMT or better known as the Krejcie and Morgan Table is acknowledged (Krejcie & Morgan, 1970). To employ this table, which is relevant to any statistical sample, no calculations are needed. In Sekaran and Bougie's (2016) a similar table to the KMT are just a few of the multiple experiments used by the KMT to approximate the sample size (Sahyaja & Rao, 2020; Othman & Mahmood, 2020; Yildiz et al., 2020; Kubota & Khan, 2019; Papastathopoulos et al., 2019; Baluku et al., 2016; Collis et al., 2004; Kotile & Martin, 2000).

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3.6.5 Sample Size

The sample size is defined by Sekaran and Bougie (2016) as the subsection of a population necessary by researchers to confirm that it is adequate and enough data for researchers to conclude. Simply put, sample size refers to the number of people that participated in a study (Memon, Ting, Cheah, Ramayah, Chuah & Cham, 2020).

To establish the sample size, researchers need to do a power analysis (Memon et al., 2020; Ringle, Sarstedt, Mitchell & Gudergan, 2020; Hair, Risher, Sarstedt & Ringle, 2019). Power analysis provides the minimum sample size required in research since it evaluates the component of a model with the most predictors (Hair, Hult, Ringle & Sarstedt, 2016;

Roldan & Sanchez-Franco, 2012). Hair, Black, Babin and Anderson (2018) went on to say that while estimating the minimum required sample size, three factors related to statistical power should be taken into account. "Statistical power (1-error probability)" refers to "the likelihood of rejecting the null hypothesis (H_0) if it is wrong in actuality" (Sekaran & Bougie, 2019). According to Memon et al., (2020) criteria, the sample size for this study was between 300 and 400. Furthermore, a researcher's sample size decision was influenced by the type of study. Previous research has made recommendations for the minimal sample size required to conduct such experiments. While exploratory factor analysis is usually not viable if the study has less than 50 findings (depending on other criteria), simple regression analysis necessitates a minimum of 50-100 samples across most cases (Hair et al., 2018). A Pearson Correlation study requires at least 200 samples (Guilford, 1954). A relatively small sample size is usually required for a pretest and/ or pilot analysis than for a primary study. Memon et al. (2017) briefly discussed sample size procedures for pretesting, which can be discussed in the future. Power analysis can be done with a variety of statistical packages, such as G Power, SAS POWER, IBM SPSS Sample Power, and others (Memon et al., 2020). G Power is a statistical analysis program that researchers highly suggest for calculating sample size in Partial Least Square Structural Equation Modelling (PLS-SEM) applications (Memon et al., 2020; Hair, Sarstedt, Hopkins & Kuppelwieser, 2014). This is because a preliminary descriptive analysis is frequently used to determine the sample size required to accurately suggest and establish an influence (Uttley, 2019).

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3.7 Data Collection Method

The data collection is an essential component of research design, according to Sekaran and Bougie (2019), and adopting the proper approach adds value to the study. The three primary data collection methods available to researchers are interviews, questionnaires, and observation (Sekaran & Bougie, 2019).

Numerous types of research that were previously performed in labs have converted to employing a digital collection of data in the recent ten years (Peer, Brandimarte, Samat & Acquisti, 2017; Stewart, Chandler & Paolacci, 2017; Simcox & Fiez, 2014). Researchers benefit from online data collection since it allows for an easier and quick selection of responses, as well as a bigger group of participants than laboratory-based students. A simple random sampling method was adopted for this research. Furthermore, the current study required a sample size of 500 based on KMT.

Respondents in this study are customers from Punjab, Pakistan who met three criteria: they are between the ages of 25 to 39, they were working/ non-working, faculty, postgraduate students and has an income range of US$200 and above. The population was further divided into a university group and a mobile experience sampling group.

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A survey was designed comprehensively stating the instructions to follow before filling in the information. The usage of an online survey also aids in the coverage of a large geographic area (Parveen, Jaafar & Ainin, 2016; Ahmed & Ahmad, 2013).

Millennials is the study's intended audience, who are skeptical of beauty products and anxious about their appearance. Millennials are the selfies class, and they will go to tremendous measures to present themselves in the best light imaginable (Ma, Yang & Wilson, 2017). According to Ma et al., (2017), a large majority of selfie-takers apply cosmetics, hence, their behavior is linked to grooming practices in which both men and women regard personal appearance as a necessity.

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Therefore, to begin and complete the required task, assistance was requested and received from the Head of Department, professors and colleagues working at universities in Lahore, Sialkot and Islamabad.

The first phase was to compile a comprehensive list of all demographic groups to choose from. Multiple sample choices were available after a listing of the available population was compiled. Tossing dice, flipping coins, spinning wheels, drawing names from a rotating drum, utilizing a table of random numbers, and employing computer programs were all typical methods. Except for the last two ways, the majority of the strategies were time-consuming.

In addition, a physical random sample technique was used, such as drawing the numbers. The flowchart portrays the data collection from two groups. For Group 1, the university group, the total sample size was 250 which included the faculty and the students from 3 cities. A random list of 400 students of MBA, MS and MPhil was obtained from Punjab's three cities. Out of these 200 students were randomly selected, only 120 were shortlisted who fulfills the criteria and were approached. They were coached to follow the URL provided and complete the form. 80 students responded the survey link supplied.

However, for faculty members, a separate list was obtained. The list of 500 faculty members was randomly filtered down to 250. Only 130 faculty members were shortlisted and approached to fill out the required information via Google forms. The above-mentioned survey URL was used by 97 faculty members. Additionally, strict protocols were implied for the first group's data gathering, which was more formal.

The second group was contacted via text message, which the same URL was shared to them to fill in the required information that included the faculty and staff referrals. The sample size for this group was also 250. Moreover, this approach was adopted for the second group because the mobile sampling approach is designed with versatility, opening up to various possibilities of implementing questionnaire and capturing the responses (Consolvo, Bentley, Hekler & Phatak, 2017). This method has proven to be effective across a wide spectrum of themes (Kubey, Larson & Csikszentmihalyi, 1996). Previous studies

have backed up this approach by recommending configurable, technology solutions (Boase & Ling, 2013). Smartphones are potential instruments that unlock new alternatives for both researcher and data collection procedure (Paulus, Jackson & Davidson, 2017; Doorn, 2013; Plowman & Stevenson, 2012). Smartphones have mostly gained popularity due to their adaptability as means for quantitative data gathering, whereby both perceptual and automated processing functions are used (Boase & Ling, 2013; Bouwman, Reuver, Heerschap & Verkasalo, 2013). It included the individual, such as households, self-employed and unemployed respectively. The data collected for the household were from the faculty members who are single or married and willing to provide information. The data gathered for the aforementioned objective consisted of all males and females who do not work after having their education completed or have quit working due to personal reasons. This data has to be carefully selected because it consists of information on males and females exceeding 40 years of age. Therefore, two steps were followed initially including the scrutiny of data, short listing and approaching the respondents from the contact details obtained. From the list of total 55 households, only 45 potential participants were shortlisted and approached directly via WhatsApp. The purpose was to obtain their explicit consent to the use of personal records for educational purposes, while also ensuring their confidentiality and the data's cautious storage on this part of the study. As cellphones are often constantly on, always linked to the internet and brought by people everywhere they move (Ling & Lai, 2016), extra hardware was unnecessary. Both notifying and responding can be done through a unified application or a smart device, offering the scholar far more control of the data gathering process than short message service notifications (Karnowski, 2013). Participants are prompted to complete a short-organized form

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regarding their continuing activity and perspective through their smartphone repeatedly per day. However, the respondents approached via WhatsApp were only 45. Out of the 45, only 38 responded and the rest of them did not show interest in filling the survey link provided to them.

The information regarding the self-employed and unemployed individuals other than in university was collected through the reference groups and colleagues. They were requested to provide the names and contact details of the five individuals they know are not working and also who are working as employees or self-employed etc. With this effort, the data for 75 self-employed for this study could be collected. They were narrowed down to 65 people who were contacted for the required information. The survey received 59 responses.

Additionally, the unemployed data comprised 150 individuals. The list was scrutinized down to randomly chosen list of 140 individuals who fulfilled the criteria. However, the responses received were only from 120 individuals for the survey.

Data collection has always been a difficult task, and so was it in this case as well. The reluctance of participants in providing information was intensely encountered. Participants who completed the survey received an acknowledgment email right after their submission. Most of them also showed courtesy by providing screenshots of the response submitted. In research, Mobile Experience Sampling Method is a relatively new strategy that has been used in several investigations (Karnowski, 2013).

In nature, the type of responses organized was mainly close-ended. Close-ended response format is preferred over an open-ended solution for many reasons. First of all, the close-ended method eliminates the risk of queries being misinterpreted (Huber & Power, 1985). There are grounds to believe that typed responses for incomplete questions will be less consistent than those for completed questions. Among the few experiments that we were unable to reproduce online were those that took considerable amount of attention and concentration (Crump, McDonnell & Gureckis, 2013), and inputting is technically simpler than pointing and tapping.

Second, the standardized nature of the close-ended approach is particularly relevant when responses are comparable across several respondents (Huber & Force, 1985) and when the questionnaire was administered by post (Churchill, 1995).

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Thirdly, it is easier to complete close-ended answers format, thereby minimizing interviewee's fatigue level.

Finally, close-ended response forms allow easier and less costly data collection and interpretation than open-ended response forms (Kinnear & Taylor, 1991).

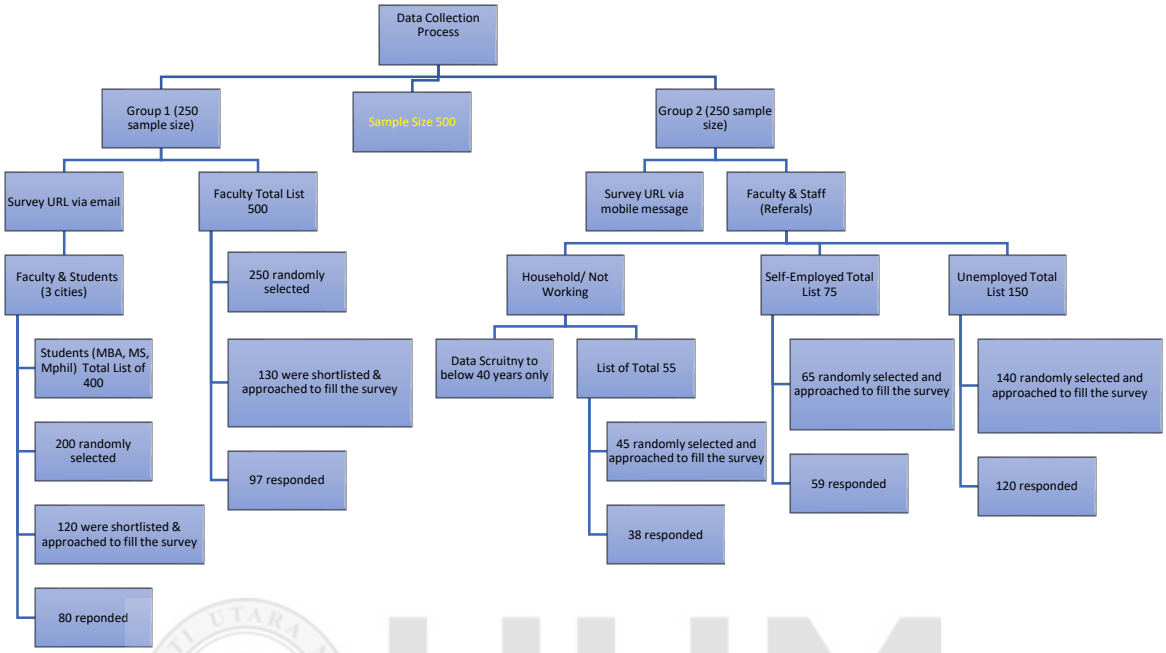

Figure 3.3
Data Collection Process
Source: Flowchart developed for this study

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3.8 Structural Equation Modelling (SEM)

SEM is a statistical method utilized to examine relationships, such as the link between independent and dependent variables, which might be continuous or discrete (Ullman & Bentler, 2012). SEM is described as the composition of latent variables and structural linkages by Carrion, Navarro and Cillo (2019, 2018). With the combination of principal component characteristics and regression analysis, SEM has shown to be an effective multivariate analysis technique throughout the previous four decades (Hair, Risher, Ringle & Sarstedt, 2019; Akter, Wamba & Dewan, 2017).

3.9 Assessment of Reflective Measurement Model Using Partial Least Square Structural Equation Modelling

When using PLS-SEM to evaluate a measurement model, the method is divided into two parts: confirmatory factor analysis (CFA) and confirmatory composite analysis (CCA) (Ramayah, Cheah, Chuah, Ting & Memon, 2018). Scholars must evaluate CFA, in particular, to assess the reflecting measurement model with PLS-SEM (Ramayah et al., 2018). Before deciding whether to evaluate CFA or CCA, it is necessary to define the study's measuring methodology, which can be either reflective or formative. The first stage is to conduct CFA because this is a reflective measurement approach. Furthermore, internal consistency (reliability), convergent validity (loading and average variance retrieved), and discriminant validity are utilized to assess CFA for reflective measurement models, according to Ramayah et al., (2018). Every metric is explained in detail in the chapter.

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The first metric is to determine CFA's reliability. The indicator loadings are the initial stage in determining the dependability of a reflective measuring model. Indicator loadings, for example, are a measure of how reliable a set of indications is. When the loadings are more than 0.70, the constructs can explain more than half of the variance in the indicator (Sarstedt & Cheah, 2019; Ramayah et al., 2018). The measurement of internal consistency reliability, or composite reliability, are subsequent. Cronbach's alpha was used to determine the internal consistency of data. When a construct has a high Cronbach's alpha value, as suggested by Cronbach (1971) and Ramayah et al., (2018), it explains that the measurements have a similar meaning to the construct. In particular, a value of 0.60 to 0.70

is considered "acceptable for exploratory research," 0.70 to 0.95 is considered "satisfactory to good" reliability, and a value of more than 0.95 is considered "too high," indicating that the items are redundant and resulting in unfavorable responses from respondents (Sarstedt & Cheah, 2019; Ramayah et al., 2018).

The second measure involves determining convergent and discriminant validity. Convergent validity is defined as discrete indicators representing a concept joining in contrast to pointers measuring further constructs, according to Ramayah et al., (2018), Urbach and Ahlemann (2010). It is known as Average Variance Extracted (AVE), according to Hair et al. (2014), as the average of all indicators associated with the construct's squared loadings. The AVE should be at least 0.50 and above the item's variance (AVE 0.50) to ensure adequate convergent validity. The degree to which items differ across constructs is referred to as discriminant validity and how these indicators represent a single concept by looking at the correlations amongst possibly overlying measures (Ramayah et al., 2018). Additionally, Ramayah et al., (2018) said that discriminant validity is assessed using three criteria: cross-loading criteria, Fornell and Larcker's (1981) criterion, and Heterotrait-Monotrait ratio of correlations (HTMT).

3.10 Assessment of Structural Model Using Partial Least Square Structural Equation Modelling (PLS-SEM).

The objective of examining a structural model was to figure out how the model's constructs are connected structurally. According to Ramayah et al., (2018), there are six steps to evaluating structural models using PLS-SEM:

1. evaluating the structural model for issues of collinearity,
2. determining the implication and use of structural model linkages,
3. calculating the coefficient of determination (R^2),
4. determining the magnitude of the effect size (f^2),
5. prediction of relevance assessment (Q^2), and
6. Calculation of the q^2 effect magnitude

The initial phase in assessing a structural model was to detect the issue of lateral collinearity among predictor constructs. According to Kock and Lynn (2012), even if discriminant validity standards were met in the measurement model, lateral collinearity issues may inadvertently mislead the findings due to the significant causal influence in the model. The principle for assessing collinearity issues is to consider tolerance and the variance inflator factor (VIF).

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VIF values of less than 5 are regarded as acceptable, however, VIF values of more than 5 suggest potential collinearity difficulties (Ramayah et al., 2018; Hair, Ringle & Sarstedt, 2011). The importance and relevance of the structural model connection are examined in the second stage. Because PLS-SEM is a non-parametric technique, it is impossible to conclude data distribution.

The t-value will be inflated or deflated when the data is not normal, resulting in a Type 1 mistake (Ramayah et al., 2018). As a result, a bootstrapping procedure can be utilized to deal with this issue, with the main purpose of bootstrapping being to avoid standard error inflation or deflation due to non-normality issues.

The third step was to determine the determinant's coefficient level (R^2). The prediction accuracy of a model is measured using the R^2 metric. Exogenous and endogenous variables have a joint effect on endogenous variables (Ramayah et al., 2018). R^2 is the level of variance in the endogenous construct justified by all of the exogenous constructs assigned to it. Ramayah et al., (2018) and Sarstedt et al. (2017) found that when R^2 values were between 0 and 1, better levels of predictive accuracy were predicted.

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The effect size level was examined in the fourth stage (f^2). The effect size of predictor variables can be determined using Cohen's f^2 as discussed by Ramayah et al., (2018) and Cohen (1988). The goal of measure f^2 was to assess the influence of a predictive construct on an endogenous construct. In terms of R^2, f^2 assesses the extent to which the exogenous construct represents the endogenous construct. Furthermore, according to Ramayah et al., (2018), f^2 values of 0.35, 0.15, and 0.02 are deemed large, moderate, and small effect sizes, correspondingly.

The predictive relevance (Q^2) was assessed in the fifth stage. The blindfolding process is frequently used to examine the predictive usefulness of Stone and Geisser's Q^2 route model.

In a nutshell, the blindfolding approach is a resampling strategy that aids researchers in methodically removing and approximating data points of indicators in a reflective measurement model of endogenous constructs (Ramayah et al., 2018). Additionally, this process compares the original and anticipated values. When the prediction is near to the original value, the route model has high predictive accuracy. The final step is to calculate the q^2 effect size, but this is not required for researchers.

The effect size of q^2 evaluates the influence of an exogenous construct on the Q^2 value of an endogenous latent variable (Ramayah et al., 2018). Q^2 included and Q^2 excluded are necessary to determine the q^2 value of an endogenous latent variable (Ramayah et al., 2018). Exogenous constructs with q^2 values of 0.02, 0.15, and 0.35 are thought to have small, medium, and large predictive importance for an assigned endogenous construct, respectively.

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3.11 Reasons to Use PLS

PLS-SEM is actually now widely used in a variety of fields, including marketing on consumer behavior, organizational and brand management (Sosik, Kahai & Piovoso, 2009), human resource management (Hair, Risher, Sarstedt & Ringle 2019), management information systems (Hair et al., 2016a) operations management (Peng & Lai, 2012) and marketing (Hair et al., 2015; Kaufmann & Gaeckler, 2015). In a number of textbooks and journals, PLS-SEM is also illustrated as methodological extensions that are recommended (Shiau, Sarstedt & Hair, 2019; Rasoolimanesh & Ali, 2018).

Researchers like to estimate complicated models with numerous constructs, indicator variables, and structural paths because PLS-SEM does not impose distributional assumptions on the data. More significantly, PLS-SEM is a causal predictive approach to SEM whose structure is intended to provide causal explanations. It emphasizes prediction in statistical model estimation (Hair, Risher, Sarstedt & Ringle, 2019).

3.12 Selection of PLS-SEM

1. When an analysis aims to put a theoretical framework under the microscope from a standpoint of prediction.
2. The structural model is intricate because it encompasses multiple constructs, indicators, and relational links.
3. The objective of the study is to enhance comprehension of complexity by examining theoretical extensions of established theories.
4. When one or more constructs that were formatively measured are included in the path model.
5. The research employs financial ratios or other comparable types of data symbols.
6. PLS-SEM performs admirably with both large and small sample sizes.
7. When matters pertaining to distribution are to be considered.
8. When research needs the results of latent variable analyses for further study.

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3.13 Chapter Summary

The outline of methods to be used in the current research are given in this chapter. The population and sample size have been explained for this analysis. The approach and mechanism of data collection are illustrated as well. Finally, the report discusses that for the present study, the PLS-SEM approach would be used as the data processing method.

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CHAPTER FOUR

DATA ANALYSIS

4.1 Introduction

The statistical analysis and findings are stated in this chapter. The purpose is to give a comprehensive analysis of the data collected from participants via the designed questionnaire. Missing data, outliers, normality, linearity, and common method bias tests are all included in the questionnaire analysis, statistics, and subsequent study. In the following section, the measurement model, and also the data's reliability and validity, are examined, preceded by a structural model assessment. Collinearity, hypothesis testing, construct predictive accuracy and effect size evaluations are all included in this section. The chapter concludes with a discussion of key performance map analysis. Two different statistical software programs were used, each for a different purpose. The descriptive statistics of the individuals were first calculated using SPSS statistics version 25. Finally, Smart PLS version 3 was used to obtain the statistical results of the confirmatory factor analysis, and to evaluate the measurement model, as well as the structural model to test the hypotheses. Tables and figures are used to display the results of the data analysis.

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4.2 Survey Response Rate

The finalized questionnaire was utilized to gather data from the respondents in the largest cities of Lahore, Islamabad, and Sialkot, as well as other cities across Pakistan. The information was gathered from a group of potential respondents, aged 25 to 39 years old.

Individuals who are single and married were both viable target audiences. A set of 500 questionnaires were distributed online to the respondents to obtain the desired sample size. 394 replies were collected from the online questionnaires that were circulated.

4.2.1 Demographic Profile of the Respondents

The data was reviewed based on 394 respondents. The questionnaires were completed by a total of 189 men and 205 women.

Table 4.1
Demographics of the Respondents

Category	Frequency	Percentage	Cumulative percentage
Gender			
Male	189	48	48
Female	205	52	100
Age Group			
25 years	147	37.3	37.3
26 to 30 years	114	28.9	66.2
31 to 35 years	94	23.9	90.1
36 to 40 years	39	9.9	100
Marital Status			
Single	253	64.2	64.2
Married	141	35.8	100
City			
Lahore	101	25.6	25.6
Sialkot	179	45.4	71.1
Islamabad	71	18	89.1
Others	43	10.9	100
Education			
Primary	3	0.8	0.8
Secondary	7	1.8	2.5
College	23	5.8	8.4
University	361	91.6	100
Income			
Below US$200	182	46.2	46.2
US$201-499	108	27.4	73.6

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US$500-799	51	12.9	86.5
US$800-1000	53	13.5	100
Cosmetics Preference			
Using international cosmetic products	61	15.5	15.5
Using national cosmetic products	64	16.2	31.7
Using international and national products	224	56.9	88.6
Organic products only	45	11.4	100

According to the results in Table 4.1, out of the 394 respondents, 253 of them are single and 141 are married. The data was collected from mainly three prominent cities in Pakistan: Lahore with 101 participants (25.6%), Sialkot with 179 participants (45.4%) and Islamabad with 71 participants (18%). The participants' ages are divided into four categories. More than a third of the participants are in the 25-year-old age group, with 147 (37.3%), and the 26-to-30-year-old age group come in second with 114 (28.9 %). Those between the ages of 31 and 35 make up the third-largest group with 94 (23.9 %). Finally, consumers between the ages of 36 and 40 comprises the smallest age group (9.9 %) in the sample population. The findings revealed that the average age of respondents who uses cosmetics in the sample is 25 years old.

On the subject of education, there are four categories of participants. As shown in Table 4.1, 361 participants (96.1%) are university graduates with bachelor's and master's degrees, while 23 participants (5.8%) have a college education. The secondary education category has seven participants, accounting for 1.8 %, while the primary education category has three participants, accounting for 0.8 % respectively.

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Around 46.2 % have an annual income of less than 200 USD, the largest percentage of all income levels. In addition, 13.5 % of the respondents earned between US$800 and US$1000.

As for cosmetics preference, 56.9% of the 224 respondents said they plan to use both international and national cosmetics. National cosmetics are favored by 64 respondents (16.2%), while international cosmetics are selected by 61 respondents (15.5%). In addition, 45 consumers (11.4%) said they solely prefer organic products. Consumers who are at least 31 years old and earn a minimum of US$500 are included in this group. Due to the high cost of organic products, the pricing of each piece is determined by its category and size.

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4.3 Data Screening

The scope to which the acquired data meet the psychological assessment was analyzed to validate the use of PLS route modeling under this study. This covers missing data treatment, outliers, data distribution normality, linearity, homoscedasticity, multicollinearity, and common method bias, all of which could have a direct impact on the usage of applicable data analysis techniques.

To address this issue, Tabachnick and Fidell (2007) outlined the data screening procedure. During the initial phase, the researcher checks for missing data and incomplete responses

in the questionnaires due to insufficient answers. For example, responses that are excessively extreme or neutral on all questionnaire items are eliminated before conducting an analysis. Next, the researcher employs descriptive statistics to determine and assess all variables of relevance. Thirdly, the normality of the data distribution for each variable is examined. Finally, outliers are detected both at the univariate and multivariate level.

For this study, the tests were conducted using SPSS, and the outcomes are mentioned in details below.

4.3.1 Missing Data

In multivariate analysis, missing data indicates the lack of accurate values for one or more variables (Hair et al., 2010). This happens when a respondent does not answer one or more survey questions or when data entry mistakes happen. This study uses online surveys, and there are no missing values due to technical considerations. The save button was disabled during the survey and the respondents were not able to move to the next question or section until every question before has been answered accordingly. The data that was gathered for this study did not contain any missing values. This can be referred to (Appendix A) under Appendices.

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4.3.2 Outliers Detection

Outliers are required to be spotted before further analysis can be performed (Hair, Sarstedt, Ringle, Gudergan, 2017). However, Hair et al., (2017) and Pallant (2013) advocated to identifying outliers by using box plots and stem-and-leaf plots. Outliers in data are records that deviate from the majority in some way and can be observed above or below the mean (Byrnes, 2015). A multitude of variables can cause outliers in data, including typos, experimental error, environmental instability, and participant falsification (Hodge & Austin, 2004). Outliers found by the researcher can be removed from the study if they have a negative effect on its reliability (Osborne & Overbay, 2004). The data were found to be free of outliers based on the statistics in Figure 4.1. As a result, the data could be studied further.

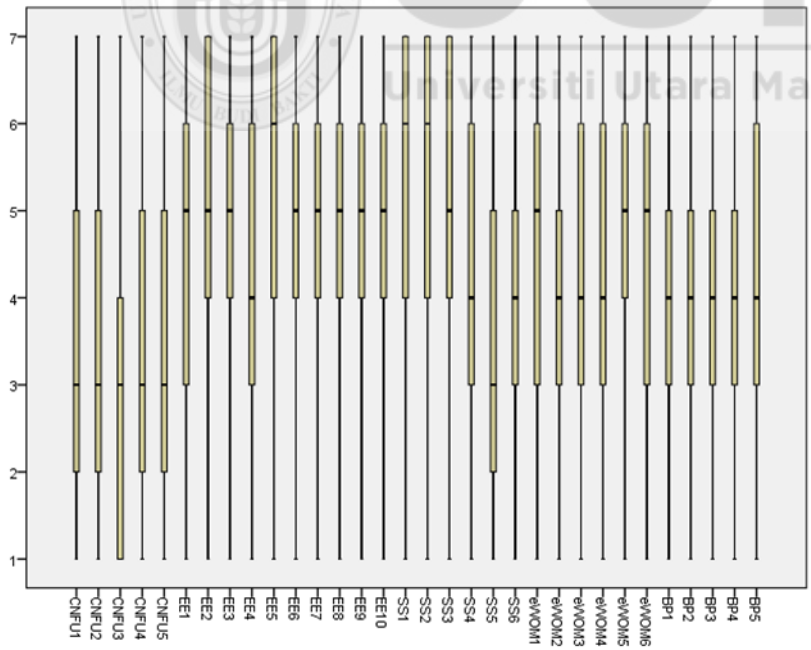

Figure 4.1
Outliers' Detection

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4.3.3 Univariate

Univariate, bivariate, and multivariate techniques can all be used to identify outliers. This is congruent with the idea put forth by Hair et al. (1998) that a researcher should employ multiple techniques in order to detect outliers in a format that is standardized. To identify univariate outliers, or instances with an extreme value on one variable, the researcher can examine the distribution of observations for each variable (Hair et al., 2010). In order to identify univariate outliers, all raw scores for a variable in the distribution are transformed into standard scores. The subsequent test revealed no outliers to be present. See in appendices E.

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4.3.4 Bivariate

The second technique, referred to as bivariate outliers, can be evaluated by merging two variables and constructing a scatter plot. Cases that considerably vary from the other data's normal distribution are treated as isolated points using this approach (Hair et al., 2010, p.66).

4.3.5 Multivariate

The third method may make use of multivariate outliers, which are unusual sets of scores on two or more variables. For fluctuating positions in multidimensional domains, the multivariate detection method of handling outliers is hence more advantageous. Multivariate data can be used to find outliers using the Mahalanobis D^2 metric (Hair et al.,

2010; Field, 2009). The Mahalanobis D^2 if a case has a larger value and a lower associated probability value, it is more likely to be a multivariate outlier. This too revealed no outliers (See Appendices E).

4.3.6 Data Normality

The normality concept relates to a uniform bell-shaped curve in the distribution of values as observed in the statistical calculations. In the statistical literature, many measures can be used to verify the assumptions of normality (Hair et al., 2017; Pallant, 2016; Siddiqi, 2014; Razali, Shamsudin, Azid, Hadi & Ismail, 2012). However, not all tests are equally effective. Yusoff and Wah (2016) identified three approaches for verifying the data normality: descriptive analysis (skewness and kurtosis value), graphs (histogram, normal Q-Q plot, and boxplots), and the normality test (Anderson Darling, Shapiro-Wilk, Kolmogorov-Smirnov, Liliefors, or Jacque-Bera test).

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According to the preceding rules, skewness and kurtosis values, more than +2 or less than -2 are considered non-normal (Garson, 2012; Razali et al., 2012). Other scholars may adopt a stricter threshold of +1 to -1. As shown in Table 4.3, the data for this study are deemed to be within the permitted range of skewness and kurtosis, indicating that the data are normally distributed. Fortunately, the results showed that the results are not that far from normality, as considerably non-normal values raise standard errors that may occur when assessing difficult quantitative significance (Hair et al., 2014).

Table 4.2
Skewness and Kurtosis

				Mean	Skewness		Kurtosis	
	N Statistics	Minimum statistics	Maximum Statistics	Statistics	Statistics	Std. Error	Statistics	Std. Error
CNFU	394	1	7	3.2741	.410	.123	-.466	.245
EE	394	1	7	4.7431	-.508	.123	.583	.245
eWOM	394	1	7	4.3033	-.303	.123	-.547	.245
BP	394	1	7	4.0944	-.146	.123	-.718	.245

Note: CNFU= Consumer's Need for Uniqueness, EE= Emotional Experiences, eWOM=Electronic Word-of-Mouth, BP= Brand Pride

The standardized residual histogram and normal probability plots were used to verify normality regression. On the standard residual histogram, normal data is represented by a symmetric, bell-shaped curve, and on normal probability plots by a straight line (Pallant, 2011). Figures 4.2, 4.3 and 4.4, respectively, illustrate the regression standardized residual histogram and normal probability plots. There is no large variation towards normality in the symmetric, bell-shaped curve and a straight line on the standard P-p plot. All of the variables in the study were also subjected to normality tests. There is significant divergence from normality (see Appendix C).

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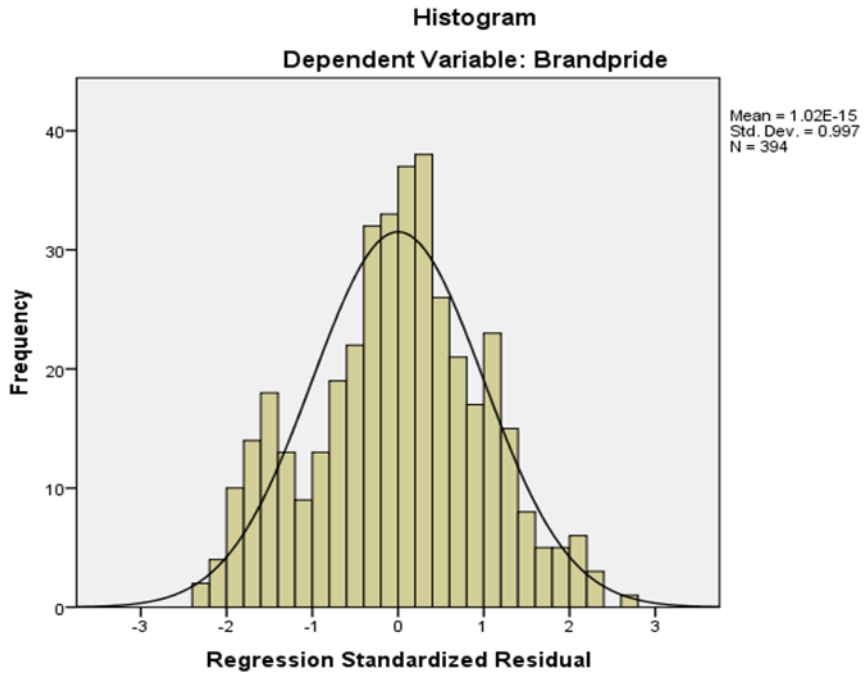

Figure 4.2 *Regression Standardized Residual of Independent and Dependent Variables*

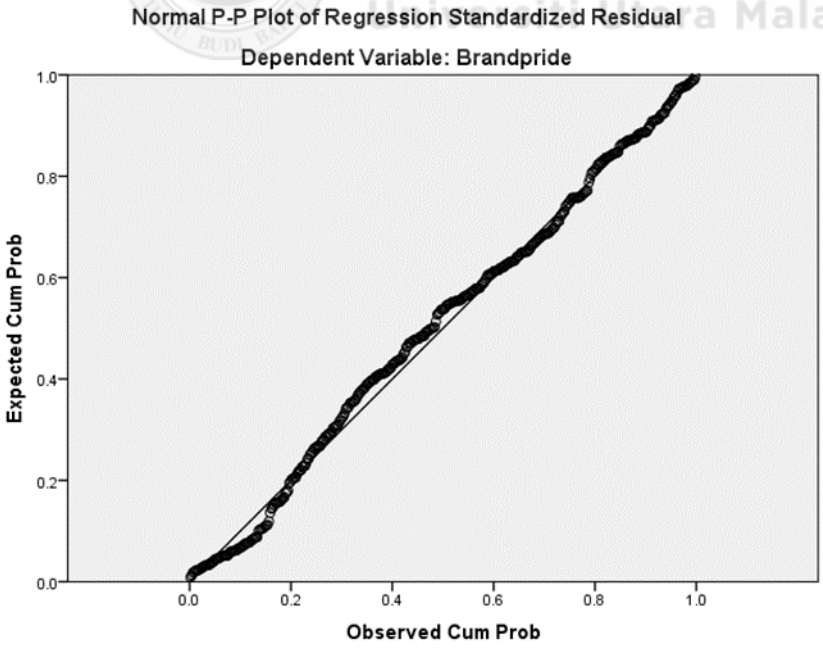

Figure 4.3
Normal P-P Plot of Regression Standardized Residual

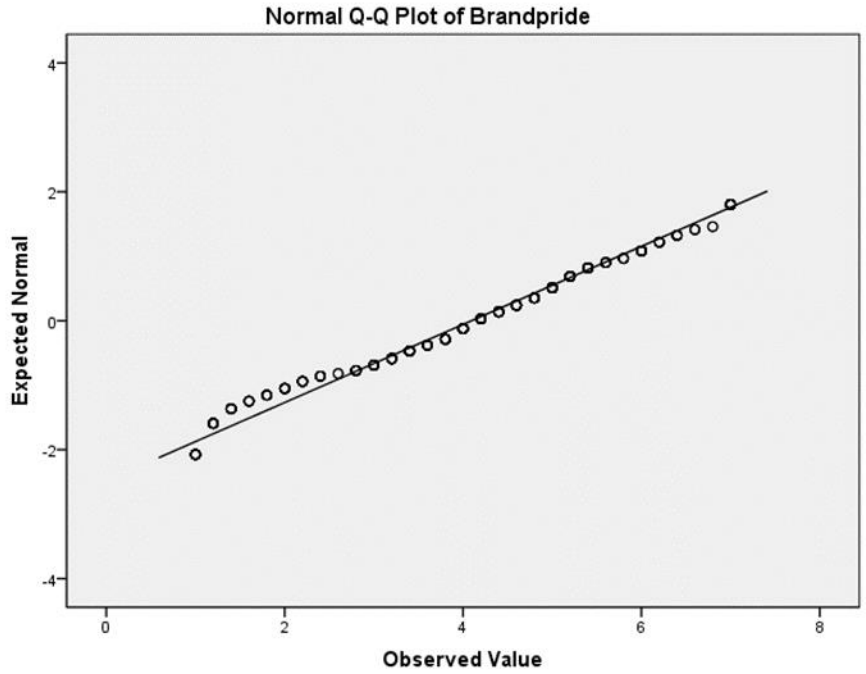

Figure 4.4
Normal Q-Q Plot

Table 4.3
Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
CNFU	.076	394	.000	.968	394	.000
EE	.058	394	.003	.978	394	.000
eWOM	.073	394	.000	.972	394	.000
BP	.066	394	.000	.968	394	.000

Note: df=degree of freedom, Sig. = Significance

To summarize, the Kolmogorov-Smirnov and Shapiro-Wilk statistical tests (Field, 2009) were used to assess data normality. It was calculated for each variable (Shapiro & Wilk, 1965), and all tests were found to be significant (Table 4.3).

4.3.7 Data Linearity

When analyzing a relationship between two continuous variables, a straight line is utilized, which is known as linearity (Pallant, 2016). In other words, linearity means that the mean values of the dependent variable follow a straight line with each increment in the independent variable. The scatter plots can be used to test the linearity assumption (Pallant, 2016). The results in Figures 4.2 and 4.3 above demonstrated that the data fit into a bell-shaped curve and that the associations followed a straight line. A straight line suggests that the independent variables and the dependent variables under study have a straight-line relationship. As a result, a linear link was established between the independent variables of customer's need for uniqueness, emotional experience, and the dependent variable of brand pride. The scatter plots met the linearity criteria.

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4.3.8 Homoscedasticity

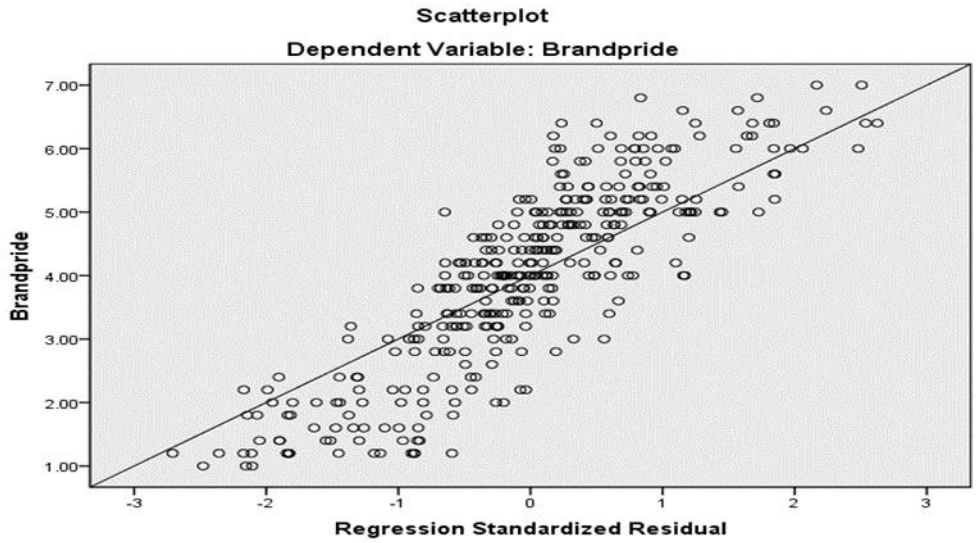

Figure 4.5 *Homoscedasticity*

The degree of homogeneity in variance, which assumes that the dependent variable(s) will have similar levels of variance across the spectrum of predictor variable(s) is known as homoscedasticity (Hair et al., 2010, p.74). When the multivariate normality assumption is met, normality is assumed because the relationships between the variables are homoscedastic (Field, 2009; Tabachnick and Fidell, 2007). To assess homoscedasticity, graphical and statistical techniques can both be used (Field, 2009; Hair et al., 2010). Visual scatter plots are produced for this study's homoscedasticity at a reasonable level. Because the data are evenly distributed around the horizontal line of the plots, there are no issues with heteroscedasticity raised by the data.

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4.3.9 Multicollinearity

Multicollinearity happens when there is a significant correlation between two or more model variables. High levels of multicollinearity may cause problems for multivariate analyses by raising the b-coefficients' standard errors and endangering the model. Multicollinearity can be discovered by searching the correlation matrix for high correlations using VIF. When the correlation matrix is checked, no correlations are discovered for this study below in assessment of collinearity (Table 4.12 and 4.13).

4.3.10 Common Method Bias

In the quantitative analysis and other self-report surveys, common method bias occurs when all of the variables' data is acquired from a sole origin (Spector, 2006; Avolio, Yammarino & Bass, 1991). After the data has been obtained, Harman's single factor test

might be utilized to address this problem. The current study followed the advice of Podsakoff, MacKenzie, Lee and Podsakoff (2003), who proposed that Harman's single factor statistical methodology can be used to resolve bias issues. An exploratory factor analysis (EFA) has been carried out by using principal axis factoring with engine values greater than one. The analysis returned a total variance of 25%. The first factor captured 30% of the total variance, whereas all the other factors contributed less than 8% variance (see Table 4.4). Moreover, for further clarity pattern matrix is also provided in the Table 4.5 below. Hence, it was determined that the common method variance is not a concern in this research and the researcher could proceed with the data analysis.

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Table 4.4
Extraction Method: Principal Axis Factoring

Total Variance Explained

	Initial Eigenvalues			Rotation Sums of Squared Loadings[a]
Factor	Total	% of Variance	Cumulative %	Total
1	7.995	30.749	30.749	5.579
2	3.475	13.365	44.114	5.545
3	2.970	11.424	55.538	4.824
4	2.075	7.981	63.519	3.960
5	1.059	4.074	67.593	2.794
6	.838	3.224	70.816	
7	.699	2.687	73.503	
8	.674	2.594	76.097	
9	.599	2.304	78.401	
10	.585	2.249	80.651	
11	.516	1.984	82.635	
12	.455	1.751	84.386	
13	.452	1.737	86.122	
14	.435	1.675	87.797	
15	.394	1.514	89.311	

16	.374	1.440	90.750
17	.348	1.338	92.088
18	.325	1.251	93.339
19	.272	1.047	94.386
20	.264	1.015	95.401
21	.240	.924	96.325
22	.231	.890	97.215
23	.207	.796	98.011
24	.193	.742	98.753
25	.170	.652	99.405
26	.155	.595	100.000

Extraction Method: Maximum Likelihood.
a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance

Table 4.5
Pattern Matrix

Pattern Matrix[a]					
	Factor				
	1	2	3	4	5
CNFU1				.632	
CNFU2		.207		.528	.125
CNFU3				.775	
CNFU4				.876	
CNFU5				.786	
EE1			.595	.165	-.181
EE2			.355		.427
EE3			.656		
EE4		.114	.283	.176	.273
EE5			.678	-.141	.145
EE6			.288		.682
EE7			.742		
EE8			.724		
EE9			.282		.446
EE10	.117		.527		.132
eWOM1	.711				
eWOM2	.872				
eWOM3	.896				
eWOM4	.874				
eWOM5	.796				
eWOM6	.789				
BP1		.857			
BP2		.869			
BP3		.905			

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BP4	.861	
BP5	.912	.102

Extraction Method: Maximum Likelihood.
Rotation Method: Promax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

4.4 PLS-SEM Approach

SEM should be used to analyze variables measurement model and testing hypotheses (Rezaei, 2015 & Chin, 1998). In user behavior research, SEM is commonly employed (Rezaei, 2015; Hair et al., 2011; Henseler, 2009). PLS, for example, is efficient at illustrating complex relationships (Sarstedt, 2008). The PLS-SEM analysis was used in two phases in this study (see Ramayah et al., 2018). This is one of the two different forms of SEM analysis. In comparison to other SEM analyses, such as the covariance-based SEM, it offers a distinctive capacity to satisfy a range of analytical goals (CB-SEM). This study aims to foretell the connection between obscured concepts in a complex structural model, and therefore, PLS-SEM is a more suitable choice for analyzing data than CB-SEM (Hair et al., 2017). The two-step PLS-SEM analysis procedure is depicted in full in Figure 4.6.

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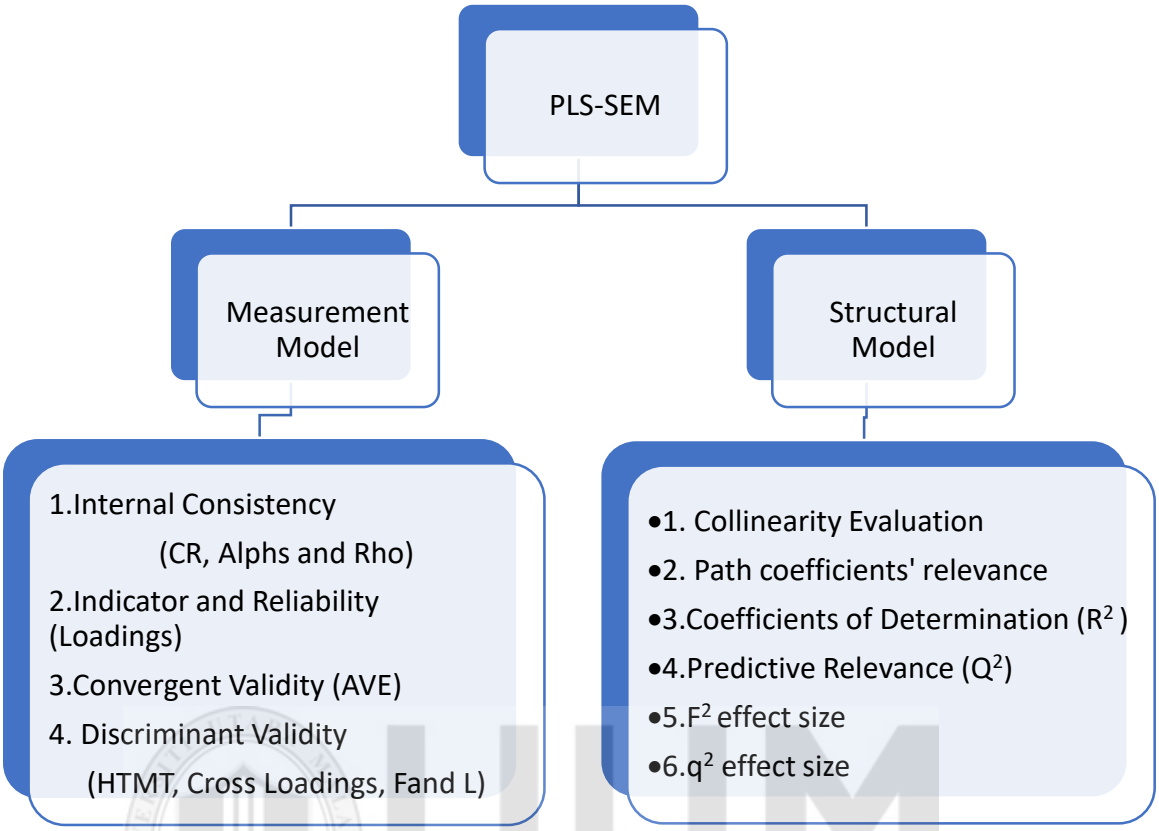

Figure 4.6
PLS-SEM Evaluation

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4.4.1 Measurement Model

The measuring model, which refers to outer models, assesses the correlation between latent variables and their indicators. This stage is commonly known as confirmatory factor analysis (CFA), which is a method for determining how each indication loads upon a specific latent variable. The measuring model is frequently evaluated for reliability and validity (Hair et al., 2014). All scales' reliability and validity can be tested using CFA. Figure 4.7 and 4.8 depicts the model, with circles representing the constructs and rectangles representing the items used to measure these constructs. The criteria used to determine reliability and validity vary depending on the type of measurement model. Convergent

validity and discriminant validity are the assessments employed in the reflective measurement. The factor loadings, average variance extracted (AVE), composite reliability (CR), Cronbach alpha (α)), Fornell-Larcker criterion, cross-loadings and Heterotrait-Monotrait Ration (HTMT) are all required in the evaluations.

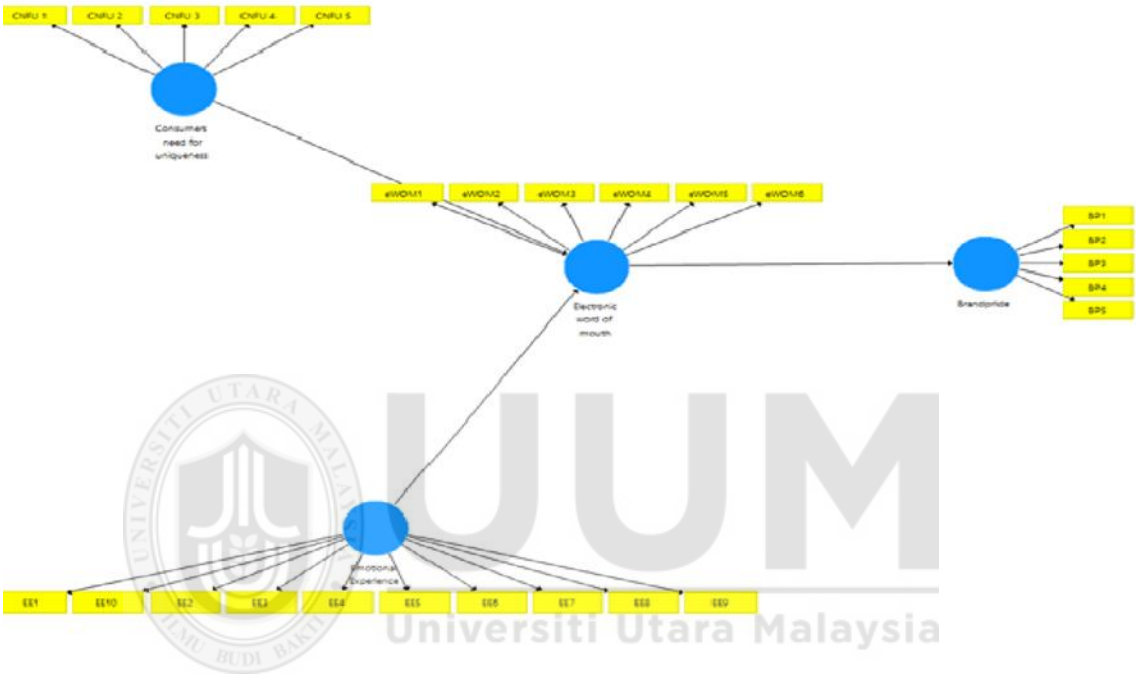

Figure 4.7
Measurement Model

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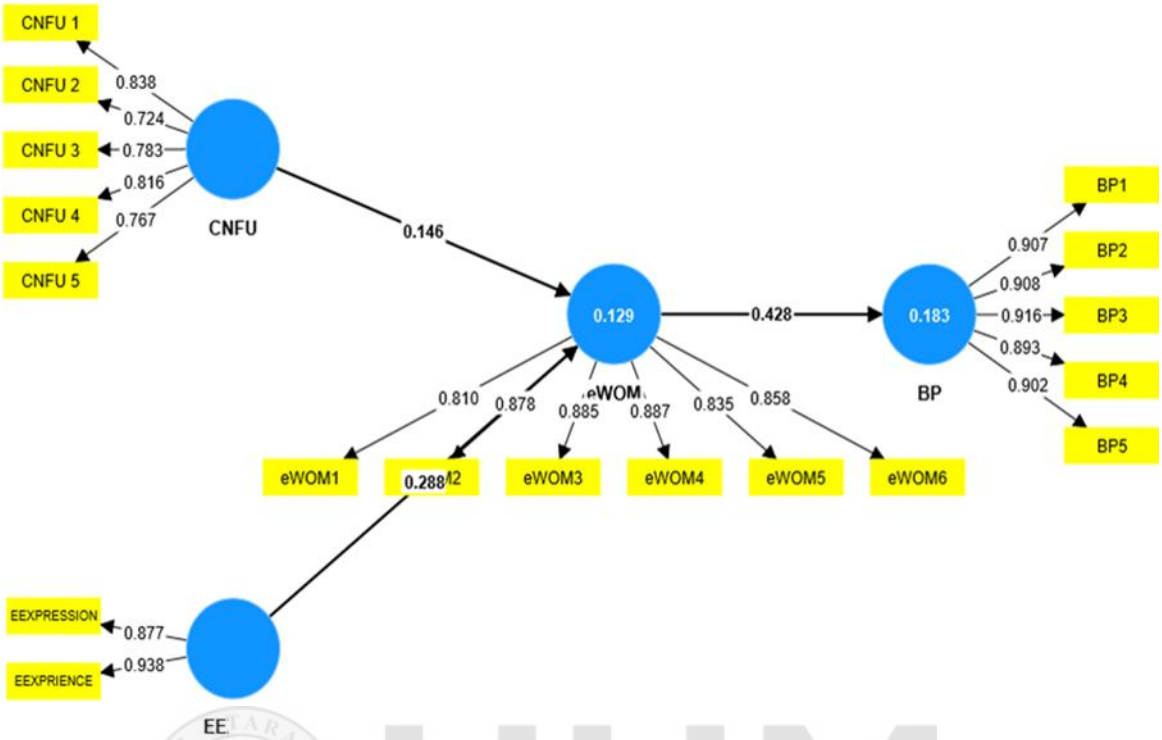

Figure 4.8
Measurement Model

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As for the formative measures, the evaluation is based on its weight, significance of weight, multicollinearity (VIF) and convergent validity (Ramayah et al., 2018). As the present study relies on a reflective measurement model, the model's internal consistency, reliability, and convergent validity must first be established.

4.4.1.1 Internal Consistency and Convergent Validity

The necessary statistics were computed using the PLS algorithm after the model was successfully constructed in Smart PLS software (300 maximum iterations, path weighting scheme). The method is identified as a measurement model (outer model) assessment. The

measure of outside loadings is studied to determine the items' reliability. The outer loadings above 0.708 are encouraged, indicating that the items contribute to more than 50% of the variance in a construct and that item reliability is acceptable (Hair, Black, Babin & Anderson, 2010). Scores above 0.60, on the other hand, are still acceptable (Byrnes, 2015). Composite reliability values greater than 0.60 or between 0.70 and 0.90 are acceptable.

The final result of the proposed method revealed that all factor loading (Table 4.6) values were greater than the minimal cut-off points of 0.708, therefore the findings confirmed satisfactory indication reliability all together. Lower order loadings (Table 4.7) were performed for the following and then followed by HCM (higher order loading was performed for emotional experience as the variable showed two dimensions. Items EE1, EE3, EE5, EE7, EE8, EE10 make up the Emotional Experiences (Cognitive Reappraisal facet). Items EE2, EE4, EE6, EE9 make up the Emotional Expression (Expressive Suppression facet).

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Table 4.6
Factor Loadings

Item Code	Factor Loading
Brand Pride	
BP1	0.907
BP2	0.908
BP3	0.916
BP4	0.893
BP5	0.902
Consumer's Need for Uniqueness	
CNFU 1	0.838
CNFU 2	0.725

CNFU 3	0.783
CNFU 4	0.816
CNFU 5	0.766
Emotional Experience	
EE1	0.544*
EE2	0.643
EE3	0.645
EE4	0.616
EE5	0.741
EE6	0.705
EE7	0.749
EE8	0.765
EE9	0.603*
EE10	0.724
Electronic Word-of-Mouth	
eWOM1	0.809
eWOM2	0.876
eWOM3	0.884
eWOM4	0.887
eWOM5	0.837
eWOM6	0.858

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Table 4.7
Lower Order Loadings

	BP	CNFU	EMOTIONAL EXPERIENCES	EMOTIONAL EXPRESSION	eWOM
BP1	0.907				
BP2	0.908				
BP3	0.916				
BP4	0.893				
BP5	0.902				
CNFU 1		0.876			
CNFU 2		0.761			
CNFU 3		0.782			
CNFU 4		0.784			
EE1			0.596		
EE5			0.755		
EE3			0.688		
EE7			0.785		
EE8			0.779		

EE10	0.748			
EE2		0.741		
EE4		0.769		
EE6		0.813		
EE9		0.713		
eWOM1				0.808
eWOM2				0.877
eWOM3				0.884
eWOM4				0.886
eWOM5				0.837
eWOM6				0.859

Table 4.8
HCM Loadings

	BP	CNFU	EEXPR	eWOM
BP1	0.907			
BP2	0.908			
BP3	0.916			
BP4	0.893			
BP5	0.902			
CNFU 1		0.838		
CNFU 2		0.724		
CNFU 3		0.783		
CNFU 4		0.816		
CNFU 5		0.767		
EEXPRESSION			0.877	
EEXPERIENCE			0.938	
eWOM1				0.810
eWOM2				0.878
eWOM3				0.885
eWOM4				0.887
eWOM5				0.835
eWOM6				0.858

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To summarize, the HCM loadings (Table 4.8) showed satisfactory results and none of the item was deleted.

Composite reliability (CR), Cronbach's alpha, (ρA) and average variance (AVE) retrieved are used to compare convergent validity (Table 4.9). Internal consistency and reliability are usually calculated using Joreskog's (1971) composite reliability, which takes real figures into account while calculating the indicators (Ma & Agarwal, 2007). The composite reliability value ought to be more than 0.7 to assess the constructs' reliability (Chin 2010; Gefen, Straub & Boudreau, 2000). Cronbach's alpha is a similar internal consistency reliability measurement that yields lower findings than composite reliability. Because the components are unweighted, Cronbach's alpha is a less accurate measurement. CR, on the other hand, considers item weights and generates higher values. While Cronbach's alpha is a conservative estimate, the CR may be overly liberal, and the true value of reliability is somewhere in the middle. Dijkstra-Hensley (2015) presented (ρA) as a relatively close measure of construct reliability that falls somewhere in between Cronbach's alpha and composite reliability (Hair et al., 2017).

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Table 4.9
Convergent Validity

	Cronbach's alpha α>0.7	Composite reliability (rho_a) ρA	Composite reliability (rho_c) >0.7	Average variance extracted (AVE) >0.5
BP	0.945	0.946	0.958	0.819
CNFU	0.849	0.9	0.89	0.619
EEXPR	0.791	0.85	0.903	0.824
eWOM	0.929	0.93	0.944	0.738

Table 4.9 demonstrates that the CR, Cronbach's alpha, and ρA values for all constructs are greater than 0.7, indicating that they meet the internal consistency reliability criterion (Hair et al., 1998). AVE is another composite reliability measurement that indicates how well items explain the variance within a construct when evaluated collectively. AVE and CR

that score greater than 0.5 (items explaining more than 50% of the variation in the construct) is considered good. Table 4.9 reveals an appropriate amount of internal consistency and convergent validity, with alpha and CR values better than 0.7 and AVE greater than 0.5. The complete values are shown in figure.

4.4.1.2 Discriminant Validity

To ensure that a set of indicators is distinguished across constructs, a discriminant validity study is conducted. It analyzes for potential overlaps between the measures and validates that the constructs under examination are unique from one another. The discriminant validity was tested statistically, even though each latent variable is conceptually unique from the others. To assess discriminant validity in Smart PLS version 3, three methods are available: cross-loading criterion, Fornell and Larcker's criterion, and Heterotrait Monotrait ratio of correlation (HTMT).

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The first method is a cross-loading criterion, which entails looking at how particular indicators are cross-loaded with indications given to other latent variables. As a result, the loading value should be larger than other loading values, with differences of at least 0.1. (Chin, 1998). If every indicator's loading for its assigned construct is larger than that of other constructs, these indicators are assumed to be non-interchangeable. The cross-loadings in this investigation revealed that each construct was distinct, as they appeared to load the most on the linked construct that represented the occurrence not seen in other constructs. Fornell and Larcker's criterion was the second method for determining

discriminant validity (see Table 4.10). In this analysis, the latent variable correlations are compared to the square root of the AVE value. Similar to cross-loadings, the value should be greater than the value of every other construct. The assessment is based on the assumption that a construct has greater variance with its indicators than with any other construct. Finally, Henseler et al. (2015) proposed the most recent and more reliable measure of discriminant validity as an alternative to cross-loading and Fornell and Larcker's criterion.

Table 4.10
Fornell-Larcker's Criterion

	BP	CNFU	eWOM	EE
Brand pride	**0.905**			
Consumer's need for uniqueness	0.373	**0.786**		
Electronic word-of-mouth	0.428	0.231	**0.859**	
Emotional experience	0.226	0.224	0.329	**0.725**

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The two criteria above have been critiqued for being unreliable in finding discriminant validity (Henseler et al., 2015), and it has been claimed that HTMT is a preferable method to discover discriminant validity. The HTMT criterion has also been supported by other academicians (Hair et al., 2017). The value denotes the mean of the cross-construct correlations of all indicators with respect to the mean of the average correlations. This value should be less than 1, as an estimated value closer to 1 indicates a lack of discriminant validity. There are currently two threshold values used to determine the acceptable level of discriminant validity (see Table 4.11). Any values just above the cut-off of 0.85 (Kline, 2011) or 0.90 (Gold et al., 2001) indicate discriminant validity.

Table 4.11
Hetrotrait-Monotrait Ratio (HTMT)

	BP	CNFU	EE	eWOM
BP				
CNFU	0.41			
EE	0.301	0.364		
eWOM	0.455	0.241	0.377	

4.5 Assessment of Structural Model

The outer model estimates can be used to evaluate the inner (structured) significance of the path estimations (Henseler et al., 2009). This phase, according to Hanlon (2001), examines the statistically significant difference between each construct's path loadings and path co-efficient, but Barclay, Higgins and Thompson (1995) stated that such a phase functions as a comparison between the constructs inside the model.

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To determine the model's ability to predict a specific construct, the current study used the conventional bootstrapping approach by utilizing 5,000 bootstrap samples on 394 observations. Despite subsample sizes varying from 500 to 5,000, larger subsamples are more robust because the purpose of bootstrapping in a structural model assessment is to generate findings at random, as from the original data set (Hair et al., 2017).

The bootstrap approach is typically used by PLS researchers to evaluate the association between variables (Gefen et al., 2000). To carry out this assessment, six standards have been used: (i) collinearity assessment (ii) path coefficient (β), which demonstrates the

robustness of the relationship among both constructs (iii) percentage of variance described or R square (R^2), which is traditionally called regression score, (iv) assessment of effect size f^2 (v) predictive relevance Q2, and (vi) q2 effect size (see Fig. 4.9 and 4.9.1). These tests were based on the instructions provided by Hair et al., (2017). All of the items listed were employed during the validation process to ensure the reliability and validity of the constructs.

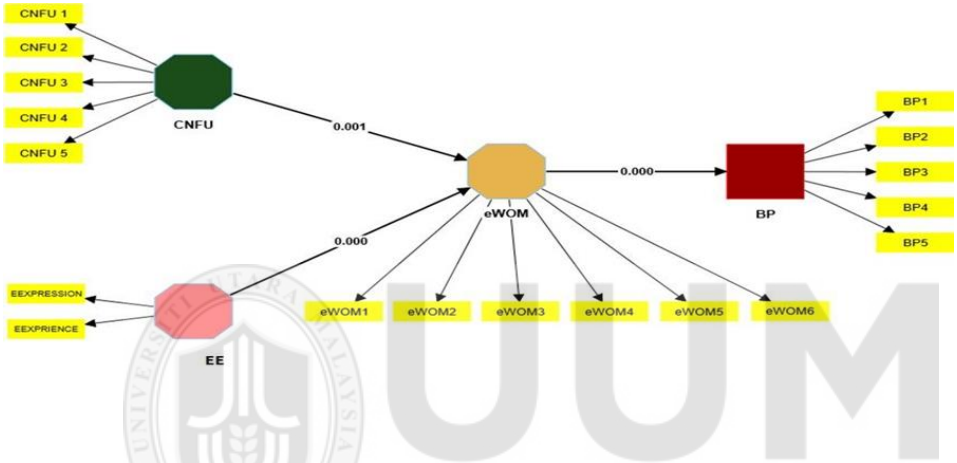

Figure 4.9
Structure Model

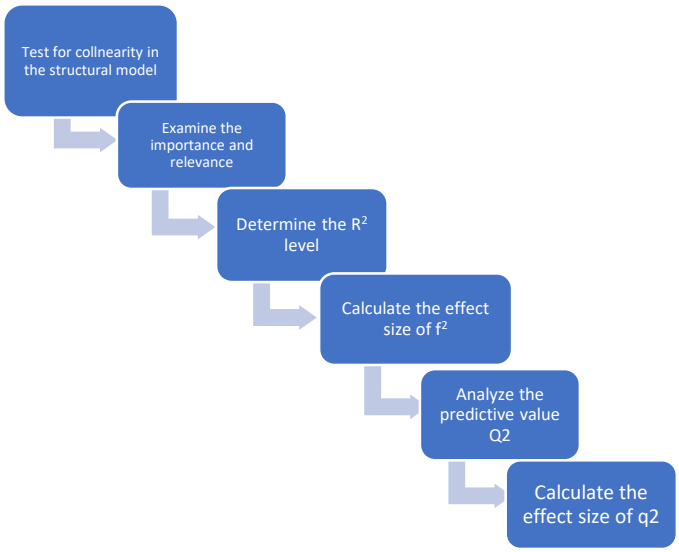

Figure 4.10
Structure Model Procedure

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4.5.1 Assessment of Collinearity

The PLS-SEM analysis is based upon every endogenous latent variable's OLS regression on its related construct. As a result, determining the existence of collinearity amongst predictors is important. Collinearity amongst predictor variables may lead estimates to be skewed (Hair et al., 2017). The existence of multicollinearity in Smart PLS is tested using the variance inflation factor (VIF). VIF that has values greater than 3.3, according to Petter, Straub and Rai (2007), indicate high collinearity. Table 4.12 reveals that the model's greatest VIF value is 1.095, which is below the threshold. However. lower order VIF (Table 4.13) was also tested for the current model. As a result, there are no issues with predictor collinearity in the current model.

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Table 4.12
VIF

	BP	CNFU	EE	eWOM
BP				
CNFU				1.095
EE				1.095
eWOM	1			

Table 4.13
Lower Order VIF

	BP	CNFU	Emotional Expression	Emotional Experience	eWOM
BP					
CNFU					1.113
E EXPRESSION					1.849
E-EXPERIENCE					1.751
eWOM	1				

4.5.2 Path Coefficient (β) and t -Values

The bootstrapping technique is used to examine the hypothesized relationship between the constructs. The path coefficient (β), t-value, and p-value evaluated the association. The path coefficient values (β) of each relationship inside the model are shown in Table 4.18. Also provided are the corresponding t-value and p-value. The values of p-value, and t-value are derived using a Smart PLS bootstrap of 5,000 samples. The findings revealed that the majority of the hypotheses were accepted, with only one being denied.

Table 4.14
Results of Structural Model and Hypothesis Testing of Direct Relationships

	Beta/Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
H1 CNFU -> eWOM	0.146	0.156	0.048	3.03	0.001	Supported
H2 EE -> eWOM	0.288	0.287	0.055	5.243	0	Supported
H4 eWOM -> BP	0.428	0.432	0.05	8.606	0	Supported

As depicted in Table 4.14, the influence of consumer's need for uniqueness and emotional experience on eWOM was found to be significant (β=0.146; t=3.03) (β=0.288; t=5.243), supporting H1 and H2 respectively. EWOM impacts brand pride and the results are significant depicting (β=0.428; t=8.606). In this regard, H4 is also supported.

4.5.2.1 Mediation Analysis

It is discovered that eWOM mediates the relationship between consumer's need for uniqueness and brand pride (β=0.063; t=2.583), as well as between emotional experience

and brand pride (β=0.123; t=4.134). The findings supported the hypotheses of H3a and H3b, respectively. This is demonstrated in Table 4.15.

Table 4.15
Results of Structural Model and Hypothesis Mediation Relationships

	Beta/ Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H3b					
EEXPR -> eWOM -> BP	0.123	0.124	0.029	4.314	0
H3a					
CNFU -> eWOM -> BP	0.063	0.068	0.024	2.583	0.005

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4.5.3 Explanatory Power of the Model

The significance level (R^2) is used to evaluate the predictive accuracy of a model. The R^2 value represents the model's explanatory power or the sum of all exogenous factors' effects on endogenous variables. The R^2 value is a number that goes from 0 to 1, with a higher percentage signifying better prediction accuracy. There are several different rules of thumb for determining what value of R^2 is appropriate. Cohen's (1988) values of 0.26, 0.13, and0.02, Chin's (1998) 0.67, 0.33, and 0.19, and Hair et al. (2017) 0.75, 0.50, and 0.25 exhibit significant, moderate, or low predictive accuracy. As R^2 grows when more explanatory variables are added, an adjusted R^2 measure is employed to account for model complexity (Wherry, 1931). R^2 values were calculated for the present study as shown in Table 4.16.

Table 4.16
Endogenous Constructs and Related R^2

	R-square	R-square adjusted
BP	0.183	0.181
eWOM	0.129	0.125

The R2 values for the endogenous construct of brand pride are 0.183 and 0.129 for eWOM in the current study. A high R^2 value for the dependent construct of brand pride and a substantial R2 value for the mediator construct of eWOM were achieved using Hair et al., (2017) criterion, indicating a low level of predictive accuracy. However, according to Cohens (1988), it is reflecting a moderate level of predictive accuracy.

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4.5.4 Effect Size f2

The f^2 statistic can be used to calculate the effect size of the predictor construct (Cohen, 1988). In some models, the endogenous latent construct is determined by more than one exogenous variable, hence this is essential as shown in Table 4.17. In that scenario, it is crucial to compute the effect size of each variable using the formula: f^2 = (R^2 included - R^2 excluded)/ (1- R^2 included). According to Wong (2013), a f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a significant effect (Cohen, 1988).

Table 4.17
Effect Size for Constructs

	BP	CNFU	EE	eWOM
BP				
CNFU				0.022 (small)
EE				0.087 (small)
eWOM	0.225 (large)			

4.5.5 Predictive Relevance Q^2

Additional criterion, R^2 offered by Stone-Geisser (Q2) is used to determine significance (Geisser, 1974; Stone, 1974). The blindfolding process is used to determine the Q^2. It is a re-estimation method that involves removing and re-estimating data points. As a result, Q^2 shows how well empirical data may be replicated when applying a model and PLS limitations (Akter, Ambra & Ray, 2011). The Q^2 value, which is higher than zero for a particular reflecting endogenous latent variable, determines the route model's predictive relevance for a dependent variable. It is obtained using the cross-verified redundancy approach (Hair et al., 2017). In particular, a Q^2 value greater than zero shows that the prediction is significant for a specific dependent construct. As a result, a value of 0 or less denotes a lack of predictive relevance (Ramayah et al., 2018). Q^2, on the other hand, has been criticized because it does not examine predictability on a case-by-case basis and only provides predictability at the aggregate level (Evermann & Tate, 2016). To avoid this problem, the PLS predict approach was used, as described by Shmueli et al. (2016). The Q^2 values obtained are all positive, indicating that the structural model's predictive usefulness has been confirmed as shown in Table 4.18.

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Table 4.18
Q^2 values

Total	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand pride	1970	1680.553	0.147
Electronic word-of-mouth	2364	2051.038	0.132

4.5.6 Effect Size q2

Following the evaluation of predictive relevance Q^2, the q^2 effect size was analyzed to determine its relative importance. Corresponding to the effect size of f^2 in the preceding section, the q^2 provides an assessment of an exogenous construct's contribution to an endogenous latent variable Q^2 value. Despite using Smart PLS to calculate the values of both included and excluded Q^2, the values of q^2 had to be calculated manually using a formula stated in the prior guidelines, as Hair et al. (2017) indicated. The assessment threshold values are shown in Table 4.19. All of the constructs in the model, as indicated in Table 4.19s, have a low predictive relevance. It shows a model that is calculated using the given data.

$$q^2 = \frac{Q^2 \text{ included} - Q^2 \text{ excluded}}{1 - Q^2 \text{ included}}$$

Table 4.19
Effect Size of Predictive Relevance (Q2) of Exogenous on Endogenous Variables

Endogenous Variables	Exogenous	Q^2 included	Q^2 excluded	q^2 value	Effect size
Brand pride	consumer's need for uniqueness	0.147	0.147	0	very small
Brand pride	emotional experience	0.147	0.147	0	very small

4.6 Chapter Summary

This chapter examines the data gathered via questionnaire and concludes that the information gathered is representative of the population. Out of 500 questionnaires distributed via Google Forms, 394 were received, yielding a response rate of 78.8%. There were no missing values. The outcome of the test for missing values came up with the same result. Only a few outliers were discovered in the data, but they were kept in the study because they were part of the sample. The data collected did not deviate too far from normality, and there was no evidence of common-method bias. The model was then evaluated using the PLS-SEM analysis to determine the correlations between the indicators and constructs. Internal reliability, convergent validity, and discriminant validity were all met by the measurement model, allowing the structural model to be examined. The structural model was used to evaluate all of the hypothesized links to assess the model's prediction capabilities and relationships. In the following chapter, the findings are explored in-depth concerning the research objectives, including the study's implications, limitations and suggestions for further studies.

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CHAPTER FIVE

DISCUSSION

5.1 Introduction

The results of the analysis conducted in the previous chapter are elaborated upon in this section. Hence, this chapter is divided into different segments starting with an introduction and concluding with a summary of the thesis in Section 5.2. The findings based on the study's objectives are discussed in Section 5.3. Following the discussion, Section 5.4 examines the study's ramifications, while Section 5.5 addresses limitations and prospective research goals. Finally, Section 5.6 brings the chapter to a conclusion.

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5.2 Overview of the Study

The main purpose of this study is to investigate the role of brand pride in direct and indirect relationships. It involved significant factors, such as consumer's need for uniqueness, emotional experience and its impact on brand pride with the mediating role of eWOM. The importance of this topic is to corporate organizations by increasing the market share with the creation of strong awareness to purchase the cosmetics from Pakistani cosmetics industry. While other studies have focused on eWOM and its impact on consumer brand loyalty, this study specifically focused on the customer's need for uniqueness, emotional experience, and eWOM, as well as their impact on millennial brand pride in Pakistan's cosmetics sector. In specific, this study provides answers to the following research questions.

RQ1. Does eWOM affect the brand pride of Millennials in the Pakistan cosmetics industry?

RQ2. Does the consumer's need for uniqueness and emotional experience behaviors influence the eWOM of Millennials in the Pakistan cosmetics industry?

RQ3. Does eWOM mediate the relationships between consumer's need for uniqueness, emotional experience behaviors and brand pride?

Following the qual-QUANT sequential research design, a mixed-method research approach was used to answer the research's highlighted questions (Creswell, 2013). To conduct five semi-structured interviews with academics and non-academics, the qualitative research method was used first. Thus, the primary goal was to clarify the definitions and the concepts. The subsequent step involved utilizing the quantitative research method, which was put into practice through administering survey questionnaires to the Millennial generation born between 1981 and 1996 (ages from 23 to 38 in 2019), and those who were born after 1997 is a new generation and are excluded from the Millennials group (Dimock, 2019). Millennials were selected for this study because they are frequently described as resourceful and willing spenders. While it is not that different from the previous generations, the main difference here is that Millennials assume that their purchasing power could potentially enhance the world. 24% claimed that they can influence their societies by purchasing goods that promote social, ethical, or eco-friendly attributes (Cone, 2006). According to studies by Ariffin, Dihanan and Wahid (2019), customers such as Millennials, can pay higher prices for Halal, natural and organic products because they are considered to be healthy, sustainable, and environmentally friendly.

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Using Churchill's (1979) multi-stage level of item development, the measurements used to measure the understudied variables were improved and validated. These phases include the initial data gathering. The items were then cleared, and 12 experts were headhunted to assess the measurements' relevance and conformity to operational definitions. The process of improving the measurement items involved the items produced from both the examination of literature reviews and the assessment of the model by professionals and practitioners. Finally, a pilot study was conducted before the main data collection. The pilot study data enabled the researcher to conduct an EFA and assess the reliability of the scales. The validated scales were then used to conduct the main survey in this study.

SPSS and Smart PLS-SEM software was used to analyze the data collected. SPSS was primarily used to perform preliminary analysis and descriptive statistics on the respondents in this study. The goal of PLS-SEM is to maximize the explained variance of the dependent constructs (Hair et al., 2012). The developed model was then tested with 394 respondents. The test results strongly supported the model, indicating that both the measurement and structural models have satisfactory fit indices and are within the acceptable range (Hair et al., 2010).

Finally, the structural model (path analysis) was tested, and the range was found to be acceptable (Hair et al., 2010; Tabachnick & Fidell, 2001). Table 5.20 shows the results of

the hypothesized model testing, indicating that hypotheses H1, H2, H3a, H3b, and H4 were supported. In this study, no hypothesis was rejected.

5.3 Discussion of the Findings

This section discusses the findings in light of the theoretical framework put forth in this study and following its stated study objectives. In light of the implications of each finding, the following subheadings represent the output from the research objectives.

5.3.1 The Influence of eWOM on brand pride

In this section, the outcomes of the hypotheses regarding the substantial link between brand pride and eWOM are deliberated. The hypothesis was endorsed and supported by the results depicting brand pride is significantly affected by eWOM. However, it has been observed that eWOM can have a greater impact on a consumer's psyche than conventional advertisements or promotions. Perception, expectancies, thoughts, and sentiments can all be used to stimulate the viewer's thinking (Herr, Kardes & Kim, 1991). People have demonstrated that WOM is more effective at raising awareness than product testing alone (Sheth, 1971). The digital age has broadened the scope of WOM research and diversified customer-to-customer interactions (Libai et al., 2010). eWOM communication occurs online, where it can spread more quickly, widely, and in a variety of formats. Second, in contrast to traditional word-of-mouth, eWOM communication is not constrained by time or geographic location. (Berger & Iyengar, 2013).

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Positive WOM and aspirations to repurchase the brand have been connected to brand pride (Prayag, Hosany, Muskat & Chiappa, 2017; Soscia, 2007). Similarly, brand pride boosts customers' commitment and loyalty while also contributing to the company's growth as an icon (Holt, 2004). Due to the rapid growth of online groups and social networks, end-user and consumer-brand relationships are now on the upswing. Online reviews have a significant impact on consumer behavior due to the valence of eWOM, as they raise awareness about products and services, alter attitudes, and influence purchasing decisions (Aggarwal et al., 2012). The preceding findings show that WOM or eWOM has a substantial impact on influencing consumers' opinions. This is because individuals have more trust in those who provide recommendations

Customer pride and brand attachment are directly related, according to research by Aureliano-Silva et al. (2018) on self-centered pride in the context of upscale brands. The brand serves as a representation of group association, strengthening the bond between customers and brands, thus augmenting the probability of WOM and brand advocacy (Coelho et al., 2019). Consumers exhibit great pride in their achievements when they spend money on attractive items to show off their success or social standing (Netemeyer, Burton & Lichtenstein, 1995).

The effect of eWOM is proven to be stronger on brand pride. The literature suggests that positive associations with the brand lead to brand pride. This is developed when a customer actually receives satisfaction after using the products and finally conveys the word about

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that certain product and service used. As an outcome, it can be stated that eWOM plays an essential part in purchase intention, satisfaction, and eventually the development of brand pride in the cosmetics industry of Pakistan. Customers that love a brand and are loyal to the connection will communicate about it and spread positive WOM, illustrating the apparent connection underlying brand love and WOM.

Customers believe that the essence of a happy existence is hidden in a bright, vibrant complexion, as well as an idealized body form, which can be gained through the use of cosmetics. Personality, aging, aesthetics, and health status are classified into subjective personal care components. Though, it is worth noting that the path from brand loyalty to inner feelings including love (Huber, Meyer & David, 2015) or pride (Taute et al., 2017) takes effort to stretch and bring together the consumers and the company efficaciously. Thus, it can be stated, arrogant pride enhances the bond and improves the possibility of favorable WOM. Additionally, with the acquisition of the appropriate product, the above components can be applied. As a result, before making any decision, customers do rely heavily on eWOM for a brand they prefer.

All consumers between the ages of 25 and 39 are referred to as Millennials. The subjective evidence advocates that Millennials are highly engaged in expensive commodities, and they are enthusiastic to devote a considerable amount of money to elevated clothes and other consumer goods to appease themselves, and not to satisfy anyone (Deloitte, 2017). Millennials are also multicultural and see high-end products as a method to indulge oneself

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while accomplishing one's objective of enhancing well-being at an affordable cost (Cristini et al., 2017).

As a result, those who are 39 years old now are clearly behind time; flashback to 14 years ago when there was no eWOM trend. The approach of door-to-door selling was used. They preferred buying things from retailers directly on suggestions or personal selection because there was no such concept as eWOM. Ever since the introduction of the brand idea, a profoundly optimistic perception has been instilled in the minds of consumers. They are strategically placed so that word spreads quickly, whether locally or internationally. The idea is further corroborated by this study, which reveals that eWOM strongly influences brand pride. As a result, Millennials form associations with the brand, leading to brand pride. It is believed that a brand should have attributes in the minds of consumers who will buy items or services from it resulting in favorable brand associations and pride in the brand (Veloutsou & Guzman, 2017).

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5.3.2 The effect of consumer's need for uniqueness, and emotional experience behaviors on eWOM among Millennials in Pakistan’s cosmetics industry.

Consumer's need for uniqueness was included as the first independent variable in the model, and it was expected that the consumer's need for uniqueness has a strong positive association with eWOM. The findings backed up the hypothesis, and the association was shown to be significant in this investigation.

As evidenced, modern consumers put a high priority on internet reviews for information. According to one study, over 93% of those who read online reviews are influenced by them in their purchasing decisions (Mafe et al., 2018; Fullerton, 2017). Consumers gain from the capacity to establish pre-consumption judgments by reading internet reviews, which reduces the information barrier and uncertainty about the purchase. When it comes to experience consumption, such as in the case of hospitality items, eWOM is very important (Park & Allen, 2013; Huang, Lurie & Mitra, 2009). Therefore, eWOM information is essential for influencing behavior (Filieri, Raguseo & Vitari, 2018; Nam, Baker, Ahmad & Goo, 2018).

Nonetheless, the main goal of eWOM is to raise public awareness about the relevance of cosmetics and to urge consumers to select one particular brand over the other. Promotions, in particular, include not only advertising but also encouraging customers to buy and try products (Mullin, 2018). It is also observed that packaging is one of the most essential tactics for enticing clients and influencing their purchasing decisions (Salem, 2020; Prakash & Pathak, 2017).

Previous studies have researched a simple task taken from the need-for-uniqueness literature to manipulate the desire for uniqueness and look at how the change in the need for uniqueness leads to a different tendency to follow others' perspectives. To conceptualize the findings, prior studies give accumulating evidence that attitude development based on eWOM, is heavily influenced by one's need for uniqueness, either

personal factors or circumstantial (Chark, Fong & Tang, 2019). Hence, the impact of a consumer's need for uniqueness on eWOM varies by product category, as higher adoption may affect a consumer who tend to value their distinctive identity more, specifically in certain product categories. According to research, it has been established that individuals are inclined to modify their word-of-mouth conduct based on their audience (Moldovan et al., 2015). This is because the persuasiveness of eWOM might vary depending on its content; for example, informed WOM (which solely gives product details) is less persuasive than WOM with favorable recommendations. Similarly, when the need for individuality is strong, customers are more likely purchase items that let them stand out from the crowd (Bozkurt & Gligor, 2019; Chan et al., 2012). Conversely, when speaking to strangers or the general public, people are more likely to try to make an impression (Chen, 2017); the reason for this is that a lack of emotional proximity can trigger the aspiration for self-betterment and the dissemination of favorable details (Dubois et al., 2016).

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As a result, those who have a strong need for originality will avoid purchasing things that are particularly popular on the market. According to the findings, customers who have a high aversion to similarities or consumers' need for uniqueness are less likely to spread positive WOM about publicly used products they possess since others may obtain them, lessening their distinctiveness. This implies that people are more predisposed to endorse goods that are consumed privately, compared to those that are consumed publicly. Additionally, they are more likely to recommend the products they don't intend to purchase or already own rather than those they plan to buy. As suggestions in such scenarios do not

always translate high-uniqueness consumers may be effective agents of WOM even before a product is launched, which leads to increased adoption by others. Low-uniqueness customers, on the other hand, are less likely to vary their product suggestions or ownership intentions and are unlikely to influence WOM for unintended purchases. Since online communication frequently reaches unfamiliar people, individuals may feel inclined to establish their unique identity via eWOM (Chen, 2017).

The second independent variable was an emotional experience. Based on this study's findings, EE has a positive impact on eWOM. The hypothesis was supported by empirical evidence, as expected. It was discovered to have a considerable and favorable impact on eWOM. Customer emotions have been discovered to play a role in driving them to distribute positive WOM (Kang, Hong & Hubbard, 2020; Berger & Milkman, 2013), yet the findings are consistent with the literature. Consumers seem to be more willing to share information with which they feel they have an intimate attachment with (Botha & Reyneke, 2013). WOM is boosted by both positive and negative emotions (Mafe et al., 2018, Yin, Bond & Zhang, 2014; Soderlund & Rosengren, 2007).

According to the emotional concept, consumers construct their thoughts and actions toward a brand or product based on their experiences (Schwarz, 1990). In other words, emotional content or events trigger the transmission of eWOM (Quach, Septianto, Thaichon & Chiew, 2021). Affective messages, graphics, audio, and celebrity endorsements can all be used to incorporate emotions into advertising (Lu, Wu & Hsiao, 2019; Rosenkrans, 2010).

According to Berger and Milkman (2012), emotional appeals in commercials might increase the chance of social media sharing by generating arousal, which can replicate numerous activities such as responding to suggestions and sharing information online (Liu, Li, Ji, North & Yang, 2017). This research improves our existing knowledge of how emotions influence information-seeking situations and provides better comprehension of the qualities that reviewers consider helpful in decision-making.

When associated with solely constructive emotions like contentment, the findings show that sentiments in advertising can trigger significant attitudes and actions, such as eWOM (Carnevale et al., 2018; Mukherjee & Dub'e, 2012). As a result, marketers use an emotional mix, such as pleasure and melancholy as a powerful persuading tool. Evidence demonstrates that, rather than just being positive, each emotion has its nature, which can affect brand pride in a variety of ways. Millennials' emotional states have an impact on eWOM in Pakistan's cosmetics sector. According to Chu, Chen and Gan (2020) and Chu and Lin (2013), in their study of cosmetics customers in the United States and China, they made a great observation that the modern customer has become more conscious and understands precisely what each demand entails, as a result of clear technical improvement and better availability.

Similarly, studies reflect that Millennials or Gen Y can turn to brands to channel their self-indulgence, and pride and at the same time achieve their search for well-being (Cristini, Raisanen, Prothade & Prothade, 2017). As a response, increasing the usage of cosmetics

is essential either at the university level or among working-age consumers. This is the impact of emotional experiences and the reviews they come across. The trend is positive due to the age and wants to reflect themselves being brand-conscious individuals. It also demonstrates their emotional ties. This encourages them to write more reviews and improve their eWOM perception, which influences their awareness of brands. They exchange and evaluate the information gained through eWOM (Sosanuy, Siripipatthanakul, Nurittamont & Phayaphrom, 2021). To conclude the above, this study has been done on Millennials due to their spending habits and the resources that they possess. This study also shows the trend towards organic cosmetics is growing as a result of the increased awareness created by emerging firms with the launch of cruelty-free products.

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5.3.3 The mediating effects of eWOM on the relationships between consumer's need for uniqueness (CNFU), emotional experience behaviors and brand pride

The final research goal was to see how eWOM mediated the relationship between CNFU and brand pride. The results revealed a strong link, confirming the hypothesis. The power of WOM communication is apparent, with more than $7 trillion in annual consumer expenditure solely allocated to the United States (Fay, Keller, Larkin & Pauwels, 2019). Consumer expectations are shaped by eWOM, which influences preferences and attitudes, as well as purchasing decisions and post-use evaluations (Luo & Zhong, 2015; Ladhari & Michaud, 2015). A customer also shows loyalty by not only making personal connections with the company but also by spreading favorable WOM through real and digital means,

which is usually by repeat purchase behavior (Gounaris et al., 2003; Dick & Basu, 1994). The literature supports the notion that eWOM has a substantial effect on determining client buying intentions. Accordingly, Erkan and Evans (2018, 2016) explained that information through eWOM on media can aid in the conversion of acquisition recommendations into actual procurements. Individuals' buying inclinations toward products advertised in online communities may be boosted through the spreading of positive messages (Madli, Annuar, Sondoh, & Totu, 2018; Gunawan & Huarng, 2015).

As Ju, He, Chen, He, Shen and Sar (2017) noted, for such consumers, interaction and communication might be perceived as a presentation in which individuals "bring good self-images while avoiding negative ones." Second, customers may be encouraged to disseminate eWOM out of a genuine desire to help others have a quality experience and accomplish successful outcomes (Sundaram, Mitra & Webster, 1998). In other words, customers can participate in eWOM by focusing on personality and sharing. These two forms of sharing interests are theoretically related to the aforementioned underlying motives of status-seeking and attachment, according to evolutionary theory.

It can be concluded that eWOM plays a crucial role in mediating the connection between independent and dependent variables. Acknowledging the importance of both online and offline WOM communication, businesses are dedicating more resources to incentivize it by appealing to customers' innate desire to boast and show off their purchases. Creating tactics to stimulate customers' WOM communication is definitely a significant aspect of

marketing activities for companies and will become increasingly important in the future. Customers are more likely to believe eWOM since it is persuasive and based on rational thinking.

Consequently, the pattern is consistent with prior studies that indicate that cultural identity, as well as religious convictions, can play critical roles in ecological attitude and behavior (Halder, Hansen, Kangas & Laukkanen, 2020; Klerk, Kearns & Redwood, 2019). Millennials tend to buy what influencers recommended since they trust their opinions and do not mind shopping online. New market entrants, on the other hand, face a challenge in satisfying such customers' demand for familiar products. As a result, they need to decide whether to indicate their product as truly new or labeled it as natural, clean, and organic (Barreiras, 2020). However, adults do incline to buy things they were told to buy, whether through WOM or beauty magazine recommendations. They feel compelled to walk into stores to touch and feel the products before making a purchase.

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As a result, eWOM can be stated to play an important part in Millennials for Pakistan's cosmetics industry. The Millennial group comprises almost two billion people, encompassing more than a quarter of the global population (Arli, Tjiptono, Lasmono & Anandya, 2017). According to the literature, Millennials are the most influential generation of customers (Arli et al., 2017), with the ability to affect globally (Bucic, Harris & Arli, 2012). The trend is shifting, and customers are using cosmetics to project a beautiful image of themselves. The findings are consistent with the literature, which shows that Millennials in Pakistan prefer to use more beauty products. This is due to their high spending power and personal philosophy of being different from the crowd. Accordingly, Millennials, in

comparison to prior generations, are characteristically unable to exercise self-control (Shin, Eastman & Mothersbaugh, 2017).

The emphasis of this study is on Millennials due to their unique characteristics relative to previous generations and how they will be prominent in the consumer future marketplace (Culiberg & Mihelic, 2016; Deloitte, 2016). The preceding explanation clarifies that this group is also ethically conscious (Smith, 2011). According to Hing (2017), the popularity of ethical cosmetics is expanding year after year, with Millennials driving the trend. With the Millennial generation as the focus, this study was carried out because it is the best fit for this purpose. Moreover, Millennials' buying behaviors have been analyzed significantly in recent years for a variety of goods and services: organic cosmetics (Ishak, Che Omar, Khalid, Ab Ghafar & Hussain, 2019; Haque, Anwar, Tarofder, Ahmad & Sharif, 2018), fashion (Pasricha, Jain & Singh, 2020; Stewart & Carey, 2020), innovation (Calvo-Porral & Pesqueira-Sanchez, 2020; Purani, Kumar & Sahadev, 2019), and hospitality (Kim & Park, 2020; Liu & Wu, 2019). As previously stated, Millennials are a fascinating demographic group to study due to their dynamic nature, distinct characteristics and behaviors, as well as their strong digital reviews (Moreno, Lafuente, Carreon & Moreno, 2017).

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5.4 Implications of Research

5.4.1 Theoretical Implications

Theoretically, this study enhances the current body of knowledge in several aspects. Brand pride has garnered significant interest in marketing literature over time. The current section examines and appraises the study's contribution to branding theory.

Firstly, this study leads us to support the theoretical framework whereby it examines direct and indirect links between consumer's need for uniqueness, emotional experiences and eWOM impacts on users' buying choices about cosmetic items in Pakistan. Additionally, this study has also comprised further investigation of brand pride in various research contexts which was previously limited to behavioral branding. The findings illustrate that by examining millennials and their behaviors in Pakistan's cosmetic industry, awareness was raised and more preferred brand loyalty behaviors resulted, ultimately aiding in the development of pride towards the brands.

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Secondly, the research provides support for a resource-based explanation of eWOM. Simultaneously, substantial and vital findings have been made for decades, and contemporary study on the psychological philosophies influencing consumer behaviors has been conducted (Youn & Kim, 2019; Campbell & Winterich, 2018; Schmitt, Brakus & Zarantonello, 2015). Fournier (1998) said that brands are progressing towards a more customized approach. As a result, it does not only carry emotional connections to brands but also influences behavior and moods. Millennials' changing moods are evident in their buying habits and ambitions to alter the world into a better place. In contrast to eWOM, positive WOM had a significant impact in determining brand loyalty or disloyalty. Also,

one of the main reasons for this is that successful digital advertising does not only improve consumption patterns but also allows customers to reflect on others. This is because remarkably traded promotional communications continue to provide brands with more access, increased reputation and productivity, as well as brand recognition (Seo, Li, Choi & Yoon, 2018; Cho, Huh, & Faber, 2014). As a result, viral advertisements and eWOM, which are also identified as marker campaigns using specially crafted messages meant for sharing or spreading by users, are gaining popularity (Cho et al., 2014).

The findings emphasize the importance of eWOM communication in purchasing decisions. eWOM encompasses more than just knowledge and opinions about goods and services. Adoption of cutting-edge tools and strategies, marketing initiatives, mobile advertising, and online services are also included.

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Thirdly, based on the quantitative research done on Millennials' consumption habits in Pakistani culture, the study's findings implied that it is possible for what has been observed and applied in this culture, could also apply in another culture theoretically. Despite the fact that each culture has its definition of beauty, using cosmetics has practically become a global trend. The authors' interpretation of consumers' preferences for organic purchases is flawed, according to prior research (Khan & Salim, 2021). Furthermore, an increasing number of brands in Pakistan are recognizing the need for natural ingredients as part of their marketing plan. This suggests that the model could have broader relevance beyond

the Pakistani context. Moreover, it can be used in a variety of other industries such as clothing, carpets, etc.

Fourthly, this study validates currently used measuring instruments, whether they are newly created or gathered from other research that has been conducted in a variety of locations across the globe, cultures, and settings. Consequently, it is crucial to adapt and test a scale in the Pakistani context. Future studies would benefit from the sample size employed for this study. Moreover, statistical analysis has been used in the quantitative stage to examine the reliability and validity of the constructs' measurement items. The research's findings largely support the validity of all measurement methods as they were intended to be used. The research's criteria for validity and reliability were met by the measurement items. As a result, by changing the measurement scale for some constructs that were tested in a different context, this study adds to the body of literature of that in Pakistan.

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Finally, the results also suggest that brand pride is impacted by the constructs. Theoretical implications of this research indicate that it has established a statistically significant correlation. One of the major advances made by this research is the identification of the factors that influence brand pride in a particular context, including the need for uniqueness among consumers, emotional experience, and eWOM.

In addition to the above, the identification of eWOM's role in opinion design is another factor of the research's significant ramification. Understanding the requirements of corporate communication practitioners is advantageous for organizations.

5.4.2 Practical Implications

This research also offers a wide range of industrial insights. A few of the relevant implications of the conclusions based on the study's hypotheses and research questions have been highlighted throughout the discussion of the results.

First, this study enables us to explain the aspects that influence customer intentions toward cosmetic products. Because demographic statistics show that university graduates are the majority group for cosmetic items, cosmetic manufacturers have a golden chance to dig further into the factors for prospective users' behavioral intent to buy cosmetics. The impacts of demographics on behavioral intention offer professionals a real vision for developing promotional techniques that are appropriate for this niche market. For the stated purpose AI marketing would assist in sending clients personalized messages at the right times in the consumer lifecycle. Additionally, it can assist digital marketers in identifying at-risk clients so they can send them messages designed to reconnect them with the brand. Practitioners could then narrow the Millennials sections on the findings of this study.

Furthermore, skincare manufacturers must emphasize the health advantages of utilizing pure components that are free of unpleasant contaminants and minimize damage to the skin or adverse reactions. However, makeup purchases are linked to severe environmental concerns, such as societal values, social practices, animal welfare, and health concerns (Ma, Rau & Guo, 2018; Pervin, Ranchhod & Wilman, 2014). The majority of developed and developing countries face the challenge of producing good and safe cosmetics. Cosmetic items in Pakistan have no safe limitations. Therefore, cosmetics containing harmful chemicals and toxic compounds are marketed. Not only can long-term usage of such cosmetic components harm human health, but it also degrades the environment's look and attractiveness (Ullah, Noreen, Rehman, Waseem, Zubair, Adnan & Ahmad, 2013). As a result of the escalating health and environmental issues in the cosmetics business in recent years, Pakistan has shifted its focus to raising awareness. Consumer desire for natural personal care products is sparked by the life-threatening effects of harmful chemicals in personal care products (Ghazali, Soon, Mutum & Nguyen, 2017). Thus, consumers who are more open to new ideas and challenges are more willing to experiment with innovative beauty items (Lu & Chen, 2017). Furthermore, these cosmetics are utilized to express oneself and enhance one's self-image (Khan et al., 2017; Souiden & Diagne, 2009; Sturrock & Pioch, 1998).

With such advantages, customers can benefit from using organic products accessible in Pakistan's beauty market and cosmetics industry. To inspire and influence customers to take positive actions, marketers must persuade them to adopt these cosmetic items that would suit their needs and blend in very well with their lifestyles. This can be done by

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sampling the products with target markets. The result would spread a strong WOM and eventually will shift towards an increase of the market share in the cosmetics industry.

Secondly, the discoveries of the research have important implications for digital marketers, marketing managers, and platform administrators. Marketers responsible for publishing online consumer evaluations must ensure that the reviews on their platforms are of outstanding quality. Therefore, it has been acknowledged that the cosmetic industry has generally been marketing and promoting women's care products (Ajitha & Sivakumar, 2017; Apaolaza-Ibanez, Hartmann, Diehl & Terlutter, 2011). However, a survey of 15,000 females on their consumer preferences for cosmetics revealed that only 36% purchased brands of cosmetics that aren't tested on animals (Matic & Puh, 2015). The Body Shop, for instance, is one of the pioneers among natural beauty brands and the company approaches its product development in an eco-friendly manner with natural ingredients and claims it is free from animal testing (Borges, Santos & Hoefel, 2019). Furthermore, according to Min, Lee and Zhao (2018), indicators of younger generations opposing animal testing increased from 31% in 2001 to 54% in 2013. The adoption of social media and the internet were the driving forces behind this transformation, as well as animal advocacy organizations like People for the Ethical Treatment of Animals (PETA) (Min, Lee & Zhao, 2018).

Companies have developed forums and profiles that are familiar with online debates, such as text messages and persuade users to express their opinions, ideas and suggestions. Since a huge volume of responses and viewpoints about a brand or product can be confusing and

overwhelming to users, digital marketing must categorize viewpoints to reduce the adverse effects of conflicting information.

However, marketing managers who understand the various perceptions of beauty and how they can impact price control effects in different cultures will be capable of selecting suitable strategies for specific client target groups. High-end businesses, for example, are likely to jeopardize opportunities to profit from the price control impact by following the shift towards inner beauty and its broad conception. In the long run, though, this alternate viewpoint may foster profound satisfaction. Companies are expected to have a higher standard of performance to meet the expectations and demands of their customers, which includes having a beneficial impact on the environment and the world around them, as well as solving social issues.

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Third, as illustrated from this study, the data gleaned via networking connections with relatives and friends is particularly convincing in the aspects of acceptance and passing to others. According to previous research based on Statista 2019, organic cosmetics, which contain natural ingredients and extraction technologies, are the most popular in the cosmetics market (Rawof, 2021). In the last four years, it has matured into a global trend, resulting in increased healthiness and environmental awareness (Matic & Puh, 2016). The word “skin care products” also applies to cosmetics around the globe (Ababneh & Al-Momani, 2018). Previously, the chemicals used in cosmetics and the processing methods for products were not quite stressed, but now it has become a topic of concern for the

related health impacts created by the heavy metals (Ayenimo, Yusuf, Adekunle & Makinde, 2010). To put it in another way, if more consumers are aware of the consequences of their purchases, the world will be a better place and they are more likely to push the market to become substantially more moral with the usage of organic ingredients (Gillani & Kutaula, 2018; Sebastiani, Montagnini & Dalli, 2013). As a result, advertisers must encourage consumers to share their opinions with others, particularly their long-time friends.

Fourth, most e-commerce sites and forum platforms in Pakistan now include generic instructions on how to create online reviews. The findings can be used by platform managers to make their site more user-friendly by setting rules that encourage the use of more relevant product and service assessments. To begin, changes in managers' perceptions of brand pride will aid them in distinguishing between emotional constructs such as love, pride, and enthusiasm to facilitate stronger consumer-brand interactions.

Fifth, this research also provides academics with a piece of advice for building great customer-brand relationships. It will also assist them in learning how various websites generate WOM, which in turn aids in enticing new clients through promos such as teasers that stimulate customers' interest. It is important to all entrepreneurs in the early stages of their business since it develops emotions that can aid in the development of attitudes toward items and brands, resulting in initial sales and a rise in sales later.

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Sixth, this research aids in improved comprehension of the function of emotions in information-seeking situations, as well as a better comprehension of the features that reviewers and readers find useful in the decision-making process. Cosmetics are now considered as important as other everyday items and Millennials, in particular, are more likely to be drawn to them. Therefore, when organizations employ harmful ingredients, it harms both consumers and the environment (Amberg & Fogarassy, 2019). As a result, eWOM is a strong influencer in the consumers' decision-making process. These ties do contribute to the long-term prosperity of the business. This can be accomplished by infusing their advertising and eWOM activities with positive emotions, which has the impact of lowering negative emotions. It aids brands in establishing social relationships by the inclusion of rituals or group consumption, such as gift-giving and practices in conserving the environment.

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Seventh, the cosmetics sector in Pakistan seems like one of those industries that uses a large mixture of compounds and inorganic materials, putting consumers and the environment at risk (Jamil, Ali & Iqbal, 2017). Consumers are becoming increasingly aware of the issues and negative impacts as the years roll on. As a result, there is a growing demand for organic products and customers prefer green cosmetics to achieve consumption sustainability (Ali, 2017). As a result, cosmetics companies have begun to analyze several elements that influence their sales revenue and customer base (Wang & Uslay, 2018). However, this study could influence CSR practices in Pakistan's industrial sector in favor of a greener environment.

Eighth, it's worth noting that younger women tend to use makeup at a younger age. Because digitally edited photos are progressively influencing their ideals of appearance. Additional researchers looked into other platforms such as Snapchat dysmorphia which refers to the new generation's fascination with flaws in one's physical appearance (Fried, Jacobs, Finkelstein & Agrawala, 2020; Rajanala, Maymone & Vashi, 2018). The skin care industry takes advantage of these trends by using photo editing software and now widely available selfie-editing applications. The Advertising Standards Regulator in the United Kingdom, therefore, has banned advertisements showing heavily altered models (Thompson, 2020). The reasons for the aforementioned are extremely concerning. Physical beauty standards have a significant impact on consumer behavior. Also, upon seeing advertisements, women get self-conscious about their looks (MacCallum & Widdows, 2018; Hargreaves & Tiggemann, 2002). The Millennial generation's consumption habits were examined in this study; as a result, the conclusions drawn from this research must be used to inculcate in the Millennial generation's minds the idea that beauty is found in originality and simplicity.

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Ninth, Cosmetics Inspiration and Creation's Founder, Rochet Podvin, noted that the male market is evolving due to the success of the alteration idea amongst the young Millennial generation (Weil, 2018). Hence, research also stated that male cosmetics are deemed to be therapies for male skin (HKTDC 2019; Euromonitor 2018). These include facial cleansing products, sunblocks, moisturizers, masks, whitening creams, etc. These products address facial defects (Liu, Lin, Lee & Deng, 2013). This phenomenon has contributed to increased concern for men's glowing skin and more frequently the purchase

of skincare products. The appeal of skincare products to individuals is projected to increase; it is considered to be one of the aspects of "metro sexuality" (Harrison, 2008), pointing "to the growing obsession of males with aesthetics and self-reflection in general" (Hall, Gough & Seymour-Smith, 2013). In the last few years, however, men have purchased more male cosmetics, with an overall definition and acceptance of the concepts of male identity (McNeill & Douglas, 2011; Souiden & Diagne, 2009). Masculine cosmetics are labeled as men's skin therapies (HKTDC, 2019; Euromonitor, 2018). As the cosmetics industry is growing at present, China, India and Pakistan specifically, are switching from the West to Asia. The said trend has been observed and is expected to increase which would eventually increase the market share of the cosmetic industry of Pakistan.

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To conclude the above, these initiatives have prompted brands to embrace cruelty-free products, resulting in a rise in market share in Pakistan's cosmetics industry. For Millennials, formulas and ingredients are just a click away due to technological advancements. Because nothing can be hidden, ethical principles are increasingly being introduced into the cosmetics business in Pakistan. It is also worth noting that the majority of these items are suitable for sale in international marketplaces.

The following findings are drawn from an examination of the worldwide cosmetics market trends at the turn of the twentieth century:

1. Cosmetics demand will continue to rise, driven mostly by Asia and Latin America's expanding economies, cutting-edge creation of innovative products, the molding of novel buying habits and the probability of increased beauty standards.
2. To match the requirements of the new customer segments that include a wide range of non-Western ethnicities with diversified cultures, international beauty brands would need to further distinguish their offerings.
3. Dermatology is the industry with the most room for expansion. Over the next few years, it will continue to be the most popular cosmetics category.
4. The success of the market will be determined by mass cosmetics sales, which will set a new standard for the whole market. The premium segment will develop as more customers realize that bulk cosmetics are almost as effective as luxury cosmetics.
5. The distribution system is also changing, with supermarkets and hypermarkets, as well as online sales platforms, gaining higher market shares.
6. Advanced research and technologies are increasingly being used to launch new products. On another note, there is an increasing demand for organic products that are produced sustainably, frequently by fair trade principles.

To summarize, the outcomes of this study imply that social relationships, such as family members, have an impact on a person's proclivity to buy cosmetics. This study also found that recommendations from other networks, such as eWOM, can impact a person's views and beliefs when making cosmetics purchase decisions.

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As a result, cosmetic manufacturing enterprises should concentrate their promotional efforts on this channel of communication and build a more appropriate marketing strategy. Having a good understanding of eWOM can assist cosmetic manufacturers in achieving marketing strategic goals, such as improving purchasing intentions and spending patterns. As an outcome, the findings indicated that using various sorts of persuasive marketing, such as emotional appeals and rational thought, can influence customers' cosmetic product consumption behavior. However, companies need to make sure that their advertisements do not encourage immoral or unhealthy behavior.

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5.5 Limitations and Future Research Directions

Given the fact that the research produced intriguing conclusions and added to both theoretical and practical suggestions, some limitations must be highlighted.

Firstly, due to the resources and access limitations, the present study was only conducted in three cities of Pakistan (Punjab province), Lahore, Sialkot, and Islamabad Rawalpindi. The findings might not be generalized to the whole country. Further investigations could be performed in other cities and regions of the country to obtain more precise outcomes. When examining Pakistan as a whole, there are numerous costs associated with data collection. Although the data could be collected online, researching a specific group of people to obtain a comprehensive list appeared to be arduous. That includes time, travel, software, data collector volunteer costs, and the expense of approaching marketing

agencies. Subsequently, contacting various types of individuals from certain demographics can be challenging as well because Pakistan is such a large country with a vast diversity of its people. Hence, time was the most important issue to consider.

Secondly, the study used a quantitative research design as the model was derived from the theories and literature. To enhance the understanding of consumer behavior, qualitative studies can be conducted which might give new insight into the choice of brand pride. the data collection was not time-lagged. The major reason is that time-lagged research would have been experimental with lots of resources and capital required. Future research could test the responses through an experimental study to manipulate, and time-lagged data could be collected to conduct the research. This could yield more robustness in the results. Furthermore, interviews might be used in this study as a qualitative research approach. Also, to increase revenue, brands must focus on and enlighten consumers about their obligations. The probable cause for this big encouraging finding is that Millennial customers in emerging nations like Pakistan are aware of health and perceive a healthy lifestyle to be an important factor in their purchasing decisions. These activities will undoubtedly increase brand loyalty and foster good attitudes such as brand pride.

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Thirdly, by revising the mediating variable between the independent variable and brand pride, this study can be expanded. Customer happiness, perceived value, and loyalty are examples of metrics that can be used. Future research will require greater sample sizes from several different industries, such as makeup and apparel, to develop a strong theoretical foundation. Cross-cultural studies utilizing the same rating scales in the future

might shed more insight into the concerns. A human observation method, in addition to a survey, could be used to observe participants' attitudes concerning cosmetics. Finally, one of the methodological limitations of this study was the time horizon. This study's data was collected all at once (a cross-sectional study), giving just an overview of the studied population. Even if cause and effect correlations remain formed grounded on theoretic or proposed assumptions then comparable research findings from previous, gathering data from the same population at multiple intervals could yield a dramatically different outcome.

Fourthly, future research directions could include the study of factors that influence online brand pride. Finally, future research should look into the impact of gender moderation on informational influence culture, buying intent, brand personality, brand image, etc. that can be incorporated as prospective variables. Most studies focused on evaluating individual consumers' advantages and foundations regarding brand pride, which are formed from a combination of brand personality, self-concept and self-congruity. This research could be further conducted in the future by focusing on emotional brand attachment.

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Fifthly, the study's usage of Millennials as the sample is limited in terms of interpreting the results to the non-Millennial population. As a result, future research will require a large sample size to incorporate more than just the Millennials demographic when duplicating the study's desire to purchase cosmetic items. The study's representative sample is insufficient to signify all beautifying consumers; therefore, it does not apply to all age

categories. As a result, this study recommends that future research include a broader sample from the population in their analysis of consumers of several ages to ensure that the findings are generalizable. Furthermore, similar research is being conducted in Pakistan. The outcomes of studies conducted in other countries and cultures may differ. A little more than in a nutshell, there should be additional research done to correlate the result of this research with those of other nations. Customers in foreign nations may have distinct cosmetic purchasing habits, as well as any other crucial aspects that influence brand pride.

In conclusion, future researchers might do an identical but longitudinal study, allowing for the development of stronger cause-and-effect linkages. Furthermore, while this study focuses on all beautifying product categories, such as skin care, eau de toilette, cosmetics, hair care, and hygiene, forthcoming studies may emphasize a deeper understanding of a specific product category. Despite their relevance, the findings must be seen in the context of the study's limitations. When exploring the subject, future academics will be able to address the limitations.

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5.6 Conclusion

The cosmetology industry is extremely vibrant, expanding at a rapid rate regardless of the monetary environment in different countries. It is reasonable to deduce from the various stages of this research that the primary target consumer for this industry is Millennials aged 25 to 39. According to the trend, there is a growing presence of men observed in this sector.. According to the literature, younger women (18 to 34 years old) are more likely than any other age group to see makeup as a creative expression. Also portrays makeup application as a habit that some consumers develop while others do not (Wood & Runger, 2015).

The emphasis of this study was on Millennials because of their unique characteristics relative to previous generations and how they will be prominent in the consumer future marketplace (Culiberg & Mihelic, 2016; Deloitte, 2016). The Millennial group comprises almost two billion people, encompassing more than a quarter of the global population (Arli, Tjiptono, Lasmono & Anandya, 2017). According to the literature, Millennials are the most influential generation of customers (Arli et al., 2017), with the ability to affect globally (Bucic, Harris & Arli, 2012).

The current study reveals the essential aspects that motivate Pakistani cosmetic customers. The most influential aspects for both genders are identity, societal expectations, universal healthcare and aging. While shopping for grooming items, Pakistani consumers are

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influenced by their lifestyle. However, these products play a huge catalyst in physical appearance.

The study sought to illustrate the impact of people who use the Internet for eWOM on brand pride. The outcomes tend to confirm that active social media users in Pakistan are more likely to distribute eWOM whether they had good, negative, or satisfied experiences.

The study's findings should serve as a reminder to small and medium enterprises, marketing companies, executives and strategic marketing choices that social media platforms like Facebook, Twitter, Instagram, and others are essential forms of communication and must be used effectively to increase the emphasis on brand pride and as promotional strategies for the company.

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This study postulates that brand pride to be studied from various perspectives. As a result, this study evolves and validates the worth of measures of brand pride, which is individually relevant to brand groups, demonstrating that pride for a valued brand grows as competing brands are assessed. This study aims to gain an improved understanding of brand pride, a less-studied construct. This research is grounded on a thorough assessment of the literature in the fields of human qualities, emotions, and how they are influenced by positive and negative WOM in the development of consumer-brand relationships, such as brand pride.

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APPENDICES

APPENDIX A

RESEARCH QUESTIONNAIRE (original)

Dear Sir/ Madam,

I am herewith profoundly requesting you to help me by filling this questionnaire which is on **"**The effect of consumer need for uniqueness and emotional experience on brand pride: The mediating role of eWOM".

The survey is to be conducted by the Millennials/ Gen Y that lie between **25-39 years** of age to collect data for my post-graduate (Ph.D.) studies. This survey aims to find out how these factors affect the consumers to have pride in certain brands while purchasing cosmetics. It includes the MAC, Loreal, Dior as international brands. However, Luscious, Scoop o scrub, yellow berry, Kishmish and Aura as national and organic brands from cosmetic industry of Pakistan. While completing the survey, the products may, as necessary, be treated as brands.

Thanking you,
Sanaa Arshad
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
Sanaa025@gmail.com

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SECTION A: DEMOGRAPHIC INFORMATION

Part 1: Please Tick (✓) the correct answer. You can tick more than one choice where necessary

1. Gender:
- ☐ Male
- ☐ Female
- ☐ Others_____

2. Age Group:
- ☐ 25 years
- ☐ 26 to 30 years
- ☐ 31 to 35 years
- ☐ 36 to 40 years

3. City

- ☐ Lahore
- ☐ Sialkot
- ☐ Islamabad
- ☐ Others_____

3. Education

- ☐ Primary
- ☐ Secondary
- ☐ College
- ☐ University

4. Marital Status

- ☐ Single
- ☐ Married
- ☐ Others _____

5. Employment

- ☐ Employed
- ☐ Self Employed
- ☐ Un Employed
- ☐ Household

6. Income

- ☐ Below 200US$
- ☐ 201-499US$
- ☐ 500-799US $
- ☐ 800-1000US$

7. Cosmetic Usage Preference

- ☐ Using International cosmetic products
- ☐ Using National cosmetic products (Local / Pakistani)
- ☐ Using International and National products
- ☐ Organic Products Only

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Part 2: Please Tick (✓) the most appropriate number that indicates your level of agreement with each feedback statement.

Very Strongly Disagree	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Very Strongly Agree
1	2	3	4	5	6	7

Sr. #	Item **Consumer's Need for Uniqueness**	1	2	3	4	5	6	7
CNFU 1	I stop buying brands when they become popular with the general public							
CNFU 2	I avoid brands that are bought by the average consumer							
CNFU 3	I dislike brands bought by everyone							
CNFU 4	When a brand becomes too popular, I use it less							
CNFU 5	When brands become extremely popular, I lose interest in them							
	Emotional Experience	**1**	**2**	**3**	**4**	**5**	**6**	**7**
EE1	When I want to feel more positive emotion (such as joy or amusement), I change what I'm thinking about							
EE2	I keep my emotions to myself							
EE3	When I want to feel less negative emotion (such as sadness or anger), I change what I'm thinking about							
EE4	When I am feeling positive emotions, I am careful not to express them							
EE5	When I'm faced with a stressful situation, I make myself think about it in a way that helps me stay calm							
EE6	I control my emotions by not expressing them							
EE7	When I want to feel more positive emotion, I change the way I'm thinking about the situation							
EE8	I control my emotions by changing the way I think about the situation I am in							
EE9	When I am feeling negative emotions, I make sure not to express them							
EE10	When I want to feel less negative emotion, I change the way I'm thinking about the situation							
	eWOM		**1**	**2**	**3**	**4**	**5**	**6**
eWOM1	When I consider new products, I ask my contacts on the social networking site for advice							
eWOM2	I usually talk to my contacts on the social networking site before I buy products							

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eWOM3	I like to get the opinions of my contacts on the social networking site before I buy products							
eWOM4	I often ask my contacts on the social networking site about what products to buy							
eWOM5	I feel more comfortable choosing products when I have gotten opinions from my contact on the social networking site							
eWOM6	When choosing products, my contact's opinions on the social networking site are important to me							
	Brand Pride	**1**	**2**	**3**	**4**	**5**	**6**	**7**
BR1	It makes me proud when others notice that I belong to brand							
BR2	The brand stands for contents that make me proud							
BR3	I am proud of how brand is perceived by the public							
BR4	When I tell others what brand stands for, I do that with a sense of pride							
BR5	It makes me proud to be part of brand							

Thank you for your time and input!

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APPENDIX B

RESEARCH QUESTIONNAIRE (Final with revisions)

Dear Sir/ Madam,

I am herewith profoundly requesting you to help me by filling this questionnaire which is on **"**The effect of consumer need for uniqueness and emotional experience on brand pride: The mediating role of eWOM**".** The survey is to be conducted by the Millennials that lie between **25-39 years** of age to collect data for my post-graduate (Ph.D.) studies. This survey aims to find out how these factors affect the consumers to have pride in certain brands while purchasing cosmetics. It includes the MAC, Loreal, Dior as international brands. However, Luscious, Scoop o scrub, yellow berry, Kishmish and Aura as national and organic brands from cosmetic industry of Pakistan. While completing the survey, the products may, as necessary, be treated as brands.

Thanking you,
Sanaa Arshad
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
Sanaa025@gmail.com

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SECTION A: DEMOGRAPHIC INFORMATION

Part 1: Please Tick (✓) the correct answer. You can tick more than one choice where necessary

1. Gender:

- ☐ Male
- ☐ Female
- ☐ Others_____

2. Age Group:

- ☐ 25 years
- ☐ 26 to 30 years

- ☐ 31 to 35 years
- ☐ 36 to 40 years

3. City

- ☐ Lahore
- ☐ Sialkot
- ☐ Islamabad
- ☐ Others_____

3. Education

- ☐ Primary
- ☐ Secondary
- ☐ College
- ☐ University

4. Marital Status

- ☐ Single
- ☐ Married
- ☐ Others _____

5. Employment

- ☐ Employed
- ☐ Self Employed
- ☐ Un Employed
- ☐ Household

6. Income

- ☐ Below 200US$
- ☐ 201-499US$
- ☐ 500-799US $
- ☐ 800-1000US$

7. Cosmetic Usage Preference

- ☐ Using International cosmetic products
- ☐ Using National cosmetic products (Local / Pakistani)
- ☐ Using International and National products
- ☐ Organic Products Only

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Part 2: Please Tick (✓) the most appropriate number that indicates your level of agreement with each feedback statement.

Very Strongly Disagree	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Very Strongly Agree
1	2	3	4	5	6	7

Sr. #	Item Consumers Need for uniqueness	1	2	3	4	5	6	7
CNFU 1	I stop buying brands when they become popular with the general public							
CNFU 2	I avoid brands that are bought by the average consumer							
CNFU 3	I dislike brands bought by everyone							
CNFU 4	When a brand becomes too popular, I use it less							
CNFU 5	When brands become extremely popular, I lose interest in them							
	Emotional Experience	**1**	**2**	**3**	**4**	**5**	**6**	**7**
EE1	When I want to feel more positive emotion (such as joy or amusement), I change what I'm thinking about							
EE2	I keep my emotions to myself							
EE3	When I want to feel less negative emotion (such as sadness or anger), I change what I'm thinking about							
EE4	When I am feeling positive emotions, I am careful not to express them							
EE5	When I'm faced with a stressful situation, I make myself think about it in a way that helps me stay calm							
EE6	I control my emotions by not expressing them							
EE7	When I want to feel more positive emotion, I change the way I'm thinking about the situation							
EE8	I control my emotions by changing the way I think about the situation I am in							
EE9	When I am feeling negative emotions, I make sure not to express them							
EE10	When I want to feel less negative emotion, I change the way I'm thinking about the situation							
	eWOM (electronic word of mouth)	**1**	**2**	**3**	**4**	**5**	**6**	**7**
eWOM1	When I consider new products, I ask my contacts on the social networking site for advice							
eWOM2	I usually talk to my contacts on the social networking site before I buy products							

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eWOM3	I like to get the opinions of my contacts on the social networking site before I buy products							
eWOM4	I often ask my contacts on the social networking site about what products to buy							
eWOM5	I feel more comfortable choosing products when I have gotten opinions from my contact on the social networking site							
eWOM6	When choosing products, my contact's opinions on the social networking site are important to me							
	Brand pride	**1**	**2**	**3**	**4**	**5**	**6**	**7**
BR1	It makes me proud when others notice that I belong to brand							
BR2	The brand stands for contents that make me proud							
BR3	I am proud of how brand is perceived by the public							
BR4	When I tell others what brand stands for, I do that with a sense of pride							
BR5	It makes me proud to be part of brand							

Thank you for your time and input!

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APPENDIX C

CONTENT VALIDITY

VALIDITY

TITLE: **THE EFFECT OF CONSUMER NEED FOR UNIQUENESS AND EMOTIONAL EXPERIENCE ON BRAND PRIDE: THE MEDIATING ROLE OF EWOM.**

Research developed at Universiti Utara Malaysia, Sintok (Malaysia)

If you require more information about the questionnaire, please contact: Sana Arshad, Ph.D. Researcher, Mobile: +00923314945028, Email: Sanaa025@gmail.com

INSTRUCTIONS – This measure is designed to evaluate the content validity of a measure. Please rate each item as follow:

1. Please rate the level of representativeness on a scale of 1-4, with 4 being the most representative. Space is provided for you to comment on the item or to suggest revisions.
2. Please indicate the level of clarity for each item, also on a four-point scale. Again, please make comments in the space provided if required.

SECTION A: PANEL OF EXPERT INFORMATION

1. Gender:

- ☐ Male
- ☐ Female
- ☐ Others_____

2. Your current age Group:

- ☐ Less than 30
- ☐ 31to 40 years
- ☐ 41 to 50 years
- ☐ More than 51 years

3. Job Position

- ☐ Academician
- ☐ Non-Faculty
- ☐ Consultant
- ☐ Others (please specify) _____

3. Education

- ☐ Post Doctorate
- ☐ PhD
- ☐ Masters

Others (please specify) _____

SECTION B: Consumer's Need for Uniqueness

The enclosed survey asks you to evaluate how representative the items are of the content domain of Consumer's Need for uniqueness. That is, to what extent do you think that each question on the survey measures CNFU? The clarity of each item is another important aspect for you to evaluate. Specifically, indicate how clear you think each item is. Finally, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting item

Theoretical Definition	Representativeness	Clarity

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The desire for individuality refers to a positive desire to stand out from the crowd. The need for individuality among consumers has long been regarded as a distinguishing element of individualism (Lynn & Snyder, 2002; Oyserman, Coon & Kemmelmeier, 2002).	1 = item is not representative 2 = item needs major revisions to be representative 3 = item needs minor revisions to be representative 4 = item is representative	1 = item is not clear 2 = item needs major revisions to be clear 3 = item needs minor revisions to be clear 4 = item is clear

Items	Consumer's Need for Uniqueness	Please rate from 1-4	Please rate from 1-4
CNFU 1	I stop buying brands when they become popular with the general public		
CNFU 2	I avoid brands that are bought by the average consumer		
CNFU 3	I dislike brands bought by everyone		
CNFU 4	When a brand becomes too popular, I use it less		
CNFU 5	When brands become extremely popular, I lose interest in them		

SECTION C: Emotional Experience

The enclosed survey asks you to evaluate how representative the items are of the content domain of Emotional Experience. That is, to what extent do you think that each question on the survey measures corporate culture? The clarity of each item is another important aspect for you to evaluate. Specifically, indicate how clear you think each item is. Finally, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical Definition	Representativeness	Clarity

Service interactions provide emotional experiences that are emotionally compelling and have the power to forge lasting positive memories (Serra-Cantallops, Ramon-Cardona & Salve, 2018)	1 = item is not representative 2 = item needs major revisions to be representative 3 = item needs minor revisions to be representative 4 = item is representative	1 = item is not clear 2 = item needs major revisions to be clear 3 = item needs minor revisions to be clear 4 = item is clear

Items	Emotional Experience	Please rate from 1-4	Please rate from 1-4
EE1	When I want to feel more positive emotion (such as joy or amusement), I change what I'm thinking about		
EE2	I keep my emotions to myself		
EE3	When I want to feel less negative emotion (such as sadness or anger), I change what I'm thinking about		
EE4	When I am feeling positive emotions, I am careful not to express them		
EE5	When I'm faced with a stressful situation, I make myself think about it in a way that helps me stay calm		
EE6	I control my emotions by not expressing them		
EE7	When I want to feel more positive emotion, I change the way I'm thinking about the situation		
EE8	I control my emotions by changing the way I think about the situation I am in		
EE9	When I am feeling negative emotions, I make sure not to express them		
EE10	When I want to feel less negative emotion, I change the way I'm thinking about the situation		

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SECTION D: Electronic Word-of-Mouth (eWOM)

The enclosed survey asks you to evaluate how representative the items are of the content domain of electronic word-of-mouth (eWOM). That is, to what extent do you think that each question on the survey measures corporate culture? The clarity of each item is another important aspect for you to evaluate. Specifically, indicate how clear you think each item is. Finally, you are asked to evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical Definition	Representativeness	Clarity
Electronic word-of-mouth is a form of persuasive communication that affects the viewpoints of both individuals and organizations. Decision-making is impacted by the eWOM response in terms of argument quality, source credibility, eWOM valance, information usefulness, review volume, and information adoption (Sussman and Siegal, 2003; Cheung et al., 2008).	1 = item is not representative 2 = item needs major revisions to be representative 3 = item needs minor revisions to be representative 4 = item is representative	1 = item is not clear 2 = item needs major revisions to be clear 3 = item needs minor revisions to be clear 4 = item is clear

Items 1, 3, 5, 7, 8, 10 make up the Cognitive Reappraisal facet.
Items 2, 4, 6, 9 make up the Expressive Suppression facet

Items	Electronic word-of-mouth (eWOM)	Please rate from 1-4	Please rate from 1-4
eWOM1	When I consider new products, I ask my contacts on the social networking site for advice		
eWOM2	I usually talk to my contacts on the social networking site before I buy products		
eWOM3	I like to get the opinions of my contacts on the social networking site before I buy products		
eWOM4	I often ask my contacts on the social networking site about what products to buy		
eWOM5	I feel more comfortable choosing products when I have gotten opinions from my contact on the social networking site		
eWOM6	When choosing products, my contact's opinions on the social networking site are important to me		

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SECTION E: Brand Pride

The enclosed survey asks you to evaluate how representative the items are of the content domain of brand pride. That is, to what extent do you think that each question on the survey measures corporate culture? The clarity of each item is another important aspect for you to evaluate. Specifically, indicate how clear you think each item is. Finally, you are asked to

evaluate the overall comprehensiveness of the entire measure by either adding or deleting items.

Theoretical Definition	Representativeness	Clarity
When a customer is "proud" to be associated with his or her brand, this is referred to as having brand pride (Nandy & Sondhi, 2020).	1 = item is not representative 2 = item needs major revisions to be representative 3 = item needs minor revisions to be representative 4 = item is representative	1 = item is not clear 2 = item needs major revisions to be clear 3 = item needs minor revisions to be clear 4 = item is clear

Items	**Brand Pride**	**Please rate from 1-4**	**Please rate from 1-4**
BR1	It makes me proud when others notice that I belong to brand		
BR2	The brand stands for contents that make me proud		
BR3	I am proud of how brand is perceived by the public		
BR4	When I tell others what brand stands for, I do that with a sense of pride		
BR5	It makes me proud to be part of brand		

Comments on items (Please specify the item if any):	
Overall comments of the entire measure by either adding or deleting (if any):	

Thank you for your kind cooperation!

Items	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	Experts in agreement	CVI
CNFU1	1	1	1	1	1	1	1	1	1	1	10	10/10=1
CNFU 2	1	1	1	0	1	1	1	0	1	1	8	8/10=0.8

CNFU 3	1	1	1	1	1	1	1	1	1	1	10	10/10=1
CNFU 4	1	1	1	1	1	1	1	1	1	1	10	10/10=1
CNFU 5	0	1	1	1	0	1	1	1	1	1	8	8/10=0.8
EE1	1	1	1	1	1	1	1	1	1	0	9	9/10=0.9
EE2	1	1	1	1	1	1	1	1	1	1	10	10/10=1
EE3	1	1	1	1	1	1	1	1	1	1	10	10/10=1
EE4	0	1	1	1	1	1	1	1	1	1	9	9/10=0.9
EE5	1	1	1	1	1	1	1	1	1	0	9	9/10=0.9
EE6	1	1	1	1	1	1	1	1	1	1	10	10/10=1
EE7	1	1	1	1	0	1	1	1	1	1	9	9/10=0.9
EE8	1	0	1	1	1	1	1	1	1	1	9	9/10=0.9
EE9	0	1	1	1	1	1	1	1	1	1	9	9/10=0.9
EE10	1	1	1	1	1	1	1	1	1	0	9	9/10=0.9
eWOM 1	1	1	1	1	1	1	1	1	1	1	10	10/10=1
eWOM 2	1	1	1	1	0	1	1	1	1	1	9	9/10=0.9
eWOM 3	1	0	1	1	1	1	1	1	1	1	9	9/10=0.9
eWOM 4	1	1	1	1	1	1	1	1	1	1	10	10/10=1
eWOM 5	1	1	1	1	1	1	1	1	1	0	9	9/10=0.9
eWOM 6	1	1	1	1	1	1	1	1	1	1	10	10/10=1
BR1	1	1	1	1	1	1	1	1	1	1	10	10/10=1
BR2	1	1	1	1	1	1	1	1	1	1	10	10/10=1
BR3	1	1	0	1	1	0	1	1	1	1	8	8/10=0.8
BR4	1	1	1	1	1	1	1	0	1	1	9	9/10=0.9
BR5	1	1	1	1	0	1	1	1	0	1	8	8/10=0.8

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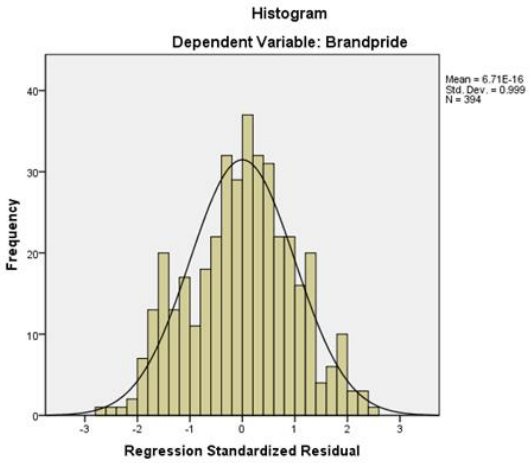
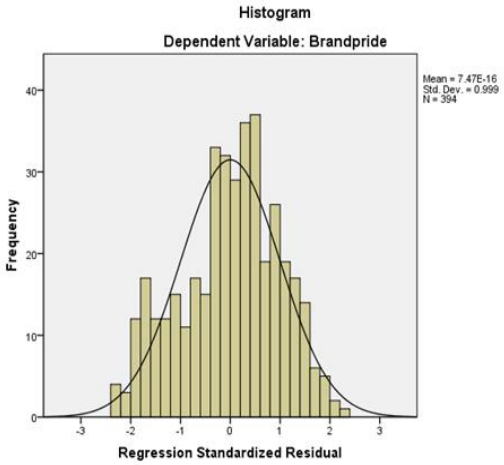
APPENDIX D

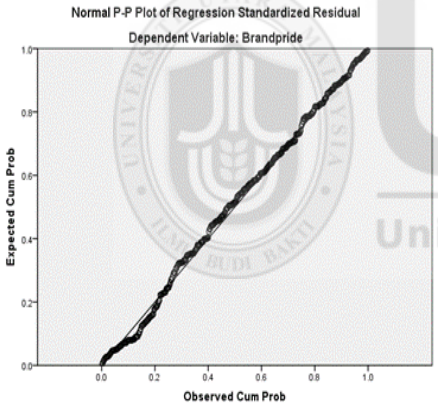
Normality Graphs of Independent Variables

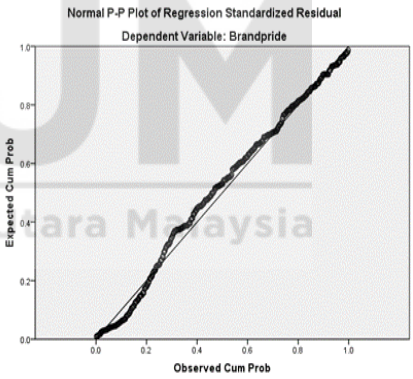
CNFU_M & Brand pride

EE_M & Brand pride









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APPENDIX E

Multivariate Analysis

Sr No	Malhanobis Distance	Probability	Sr No	Malhanobis Distance	Probability
1	0.00309	0.99995	38	0.15625	0.98432
2	0.00696	0.99985	39	0.15911	0.9839
3	0.00696	0.99985	40	0.16071	0.98367
4	0.00696	0.99985	41	0.17405	0.98167
5	0.00791	0.99981	42	0.18918	0.97932
6	0.00791	0.99981	43	0.18918	0.97932
7	0.0275	0.9988	44	0.18918	0.97932
8	0.03155	0.99852	45	0.19185	0.97889
9	0.03439	0.99832	46	0.20652	0.97653
10	0.03439	0.99832	47	0.20652	0.97653
11	0.03985	0.99791	48	0.21103	0.97579
12	0.03985	0.99791	49	0.21577	0.975
13	0.04538	0.99746	50	0.22256	0.97387
14	0.04561	0.99744	51	0.22841	0.97288
15	0.04561	0.99744	52	0.23388	0.97194
16	0.05929	0.99623	53	0.23944	0.97098
17	0.06197	0.99597	54	0.2406	0.97078
18	0.06197	0.99597	55	0.2417	0.97059
19	0.06197	0.99597	56	0.2417	0.97059
20	0.06197	0.99597	57	0.24437	0.97013
21	0.06197	0.99597	58	0.24831	0.96944
22	0.07351	0.99481	59	0.24831	0.96944
23	0.0868	0.99337	60	0.25724	0.96786
24	0.09154	0.99283	61	0.26253	0.96691
25	0.09154	0.99283	62	0.27386	0.96487
26	0.0975	0.99214	63	0.27642	0.9644
27	0.10078	0.99174	64	0.27881	0.96396
28	0.11598	0.98985	65	0.28774	0.96232
29	0.11808	0.98958	66	0.3014	0.95977
30	0.11808	0.98958	67	0.31287	0.95759
31	0.11808	0.98958	68	0.31723	0.95676
32	0.11816	0.98957	69	0.31723	0.95676
33	0.11861	0.98951	70	0.33005	0.95428
34	0.1219	0.98909	71	0.33625	0.95307
35	0.12858	0.9882	72	0.33716	0.9529
36	0.14222	0.98633	73	0.344	0.95155
37	0.14961	0.98528	74	0.3649	0.94739
75	0.37497	0.94536	111	0.55553	0.90653
76	0.37497	0.94536	112	0.55635	0.90635

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77	0.39141	0.94201	113	0.55635	0.90635
78	0.39141	0.94201	114	0.58547	0.89975
79	0.39186	0.94192	115	0.59977	0.89648
80	0.39947	0.94035	116	0.60655	0.89493
81	0.39947	0.94035	117	0.60863	0.89445
82	0.39947	0.94035	118	0.63818	0.88764
83	0.40763	0.93866	119	0.63956	0.88732
84	0.40763	0.93866	120	0.64423	0.88624
85	0.44215	0.9314	121	0.65347	0.88409
86	0.44278	0.93127	122	0.65347	0.88409
87	0.44278	0.93127	123	0.68376	0.87702
88	0.4452	0.93075	124	0.68376	0.87702
89	0.44909	0.92993	125	0.699	0.87344
90	0.44909	0.92993	126	0.699	0.87344
91	0.44957	0.92982	127	0.699	0.87344
92	0.44957	0.92982	128	0.69989	0.87323
93	0.45039	0.92965	129	0.7152	0.86962
94	0.45039	0.92965	130	0.7152	0.86962
95	0.45054	0.92962	131	0.71864	0.86881
96	0.46812	0.92584	132	0.72745	0.86673
97	0.47448	0.92446	133	0.73566	0.86479
98	0.48785	0.92155	134	0.73566	0.86479
99	0.49011	0.92106	135	0.73566	0.86479
100	0.49011	0.92106	136	0.73798	0.86424
101	0.49326	0.92037	137	0.74088	0.86355
102	0.50268	0.9183	138	0.75348	0.86056
103	0.51215	0.91621	139	0.75959	0.85911
104	0.51215	0.91621	140	0.77729	0.85489
105	0.51572	0.91543	141	0.79167	0.85146
106	0.51572	0.91543	142	0.8023	0.84892
107	0.53638	0.91083	143	0.81413	0.84608
108	0.53638	0.91083	144	0.83664	0.84068
109	0.54278	0.9094	145	0.83664	0.84068
110	0.54278	0.9094	146	0.83928	0.84005

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Sr No	Malhanobis Distance	Probability
147	0.84506	0.83866
148	0.85514	0.83624
149	0.86761	0.83324
150	0.87273	0.832
151	0.87359	0.83179
152	0.91956	0.82071
153	0.91956	0.82071
154	0.95014	0.81331
155	0.95695	0.81167
156	1.01148	0.79847
157	1.015	0.79762
158	1.02708	0.7947
159	1.0379	0.79208
160	1.0494	0.7893
161	1.04945	0.78929
162	1.05366	0.78827
163	1.06328	0.78595
164	1.06328	0.78595
165	1.06629	0.78522
166	1.07008	0.7843
167	1.07008	0.7843
168	1.0785	0.78227
169	1.08489	0.78072
170	1.09818	0.77751
171	1.09818	0.77751
172	1.09818	0.77751
173	1.10327	0.77629
174	1.10327	0.77629
175	1.109	0.7749
176	1.13553	0.7685
177	1.14359	0.76656
178	1.14626	0.76592
179	1.17813	0.75825
180	1.19148	0.75505
181	1.20035	0.75292
182	1.20525	0.75174

Sr No	Malhanobis Distance	Probability
183	1.20535	0.75172
184	1.24984	0.74108
185	1.25412	0.74006
186	1.27409	0.7353
187	1.27409	0.7353
188	1.28379	0.73299
189	1.33613	0.72057
190	1.34748	0.71789
191	1.36212	0.71444
192	1.36627	0.71346
193	1.39545	0.7066
194	1.39545	0.7066
195	1.42492	0.6997
196	1.44641	0.69469
197	1.44901	0.69409
198	1.45058	0.69372
199	1.4702	0.68917
200	1.47087	0.68901
201	1.47087	0.68901
202	1.48087	0.68669
203	1.49068	0.68442
204	1.49733	0.68289
205	1.50319	0.68153
206	1.50319	0.68153
207	1.50418	0.68131
208	1.52151	0.67731
209	1.52151	0.67731
210	1.54823	0.67118
211	1.56471	0.66742
212	1.57441	0.66521
213	1.58217	0.66344
214	1.59607	0.66028
215	1.61915	0.65506
216	1.62011	0.65484
217	1.62011	0.65484
218	1.64752	0.64866

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Sr No	Malhanobis Distance	Probability
219	1.66569	0.64459
220	1.67835	0.64176
221	1.68922	0.63933
222	1.73035	0.63021
223	1.73035	0.63021
224	1.73748	0.62863
225	1.74518	0.62694
226	1.7774	0.61986
227	1.7774	0.61986
228	1.79017	0.61708
229	1.79385	0.61628
230	1.81102	0.61254
231	1.85664	0.60269
232	1.86702	0.60046
233	1.86702	0.60046
234	1.8868	0.59623
235	1.92609	0.58789
236	1.94602	0.58368
237	1.94696	0.58349
238	1.95497	0.58181
239	1.95497	0.58181
240	1.95656	0.58147
241	1.96094	0.58055
242	1.97034	0.57859
243	1.98359	0.57582
244	2.02291	0.56766
245	2.02973	0.56626
246	2.04018	0.56411
247	2.06406	0.55922
248	2.06592	0.55884
249	2.06593	0.55884
250	2.09105	0.55373
251	2.09911	0.55209
252	2.13237	0.54539
253	2.13472	0.54492
254	2.15201	0.54146

Sr No	Malhanobis Distance	Probability
255	2.17023	0.53784
256	2.1792	0.53606
257	2.19009	0.5339
258	2.21987	0.52805
259	2.22716	0.52662
260	2.22975	0.52611
261	2.25225	0.52173
262	2.25225	0.52173
263	2.2693	0.51843
264	2.28474	0.51545
265	2.28474	0.51545
266	2.33056	0.50669
267	2.34916	0.50317
268	2.34916	0.50317
269	2.35142	0.50274
270	2.35742	0.50161
271	2.38005	0.49736
272	2.38232	0.49693
273	2.39868	0.49388
274	2.46628	0.48142
275	2.46964	0.4808
276	2.50784	0.47388
277	2.51264	0.47301
278	2.51264	0.47301
279	2.51283	0.47298
280	2.51283	0.47298
281	2.52507	0.47078
282	2.57368	0.46212
283	2.60982	0.45577
284	2.62256	0.45355
285	2.62256	0.45355
286	2.65157	0.44852
287	2.6933	0.44137
288	2.6933	0.44137
289	2.6933	0.44137
290	2.71592	0.43753

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Sr No	Malhanobis Distance	Probability
291	2.73941	0.43357
292	2.82238	0.41983
293	2.82935	0.41869
294	2.82935	0.41869
295	2.84753	0.41574
296	2.92053	0.40404
297	2.94088	0.40083
298	2.95108	0.39923
299	2.96116	0.39765
300	2.96116	0.39765
301	2.96413	0.39719
302	2.974	0.39565
303	2.974	0.39565
304	2.97412	0.39563
305	3.02892	0.38719
306	3.0412	0.38532
307	3.0521	0.38366
308	3.08935	0.37805
309	3.10872	0.37516
310	3.10983	0.375
311	3.11558	0.37415
312	3.11558	0.37415
313	3.20117	0.36164
314	3.21496	0.35965
315	3.2486	0.35486
316	3.2513	0.35448
317	3.28371	0.34992
318	3.28371	0.34992
319	3.34581	0.34132
320	3.36692	0.33844
321	3.379	0.3368
322	3.43259	0.32961
323	3.43675	0.32906
324	3.43675	0.32906
325	3.46851	0.32487
326	3.48851	0.32226

Sr No	Malhanobis Distance	Probability
327	3.48851	0.32226
328	3.51403	0.31895
329	3.54962	0.31438
330	3.55353	0.31389
331	3.55353	0.31389
332	3.55353	0.31389
333	3.57431	0.31125
334	3.57458	0.31122
335	3.62331	0.30512
336	3.62331	0.30512
337	3.63546	0.30361
338	3.63546	0.30361
339	3.65126	0.30167
340	3.66998	0.29938
341	3.85085	0.27803
342	3.85233	0.27786
343	3.86402	0.27653
344	3.88813	0.2738
345	3.89654	0.27285
346	3.90251	0.27219
347	3.91531	0.27076
348	3.97105	0.26461
349	4.02864	0.25839
350	4.12715	0.24806
351	4.20821	0.23984
352	4.2198	0.23869
353	4.31235	0.22965
354	4.3878	0.22252
355	4.40464	0.22096
356	4.5117	0.21125
357	4.54789	0.20806
358	4.60099	0.20346
359	4.63798	0.20031
360	4.91075	0.17845
361	4.92748	0.17719
362	5.02683	0.16984

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Sr No	Malhanobis Distance	Probability
363	5.03908	0.16896
364	5.30128	0.15102
365	5.30833	0.15056
366	5.34995	0.14789
367	5.3903	0.14535
368	5.49334	0.13904
369	5.63027	0.13105
370	5.67589	0.12849
371	5.77024	0.12334
372	5.79211	0.12217
373	5.79211	0.12217
374	6.18763	0.10283
375	6.23361	0.10078
376	6.49006	0.09006
377	6.54514	0.0879
378	6.88983	0.07549
379	7.32063	0.06235
380	7.52588	0.0569
381	7.56643	0.05588
382	7.62703	0.05438
383	7.86961	0.04878
384	8.02568	0.04548
385	8.02568	0.04548
386	8.02568	0.04548
387	8.02568	0.04548
388	8.02568	0.04548
389	8.02568	0.04548
390	9.76348	0.02069
391	10.19793	0.01696
392	10.19793	0.01696
393	10.40311	0.01543
394	10.41664	0.01534

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Univariate Analysis

Refer to the below data

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1	-0.19517	-1.30789	-0.59357	0.4101	1.3953	-0.25663	-0.51744	0.74891	-0.56916	-0.11437	-0.40526	0.71103	0.69273	-0.41541	0.05342	0.95151	-0.09618	-0.69366	0.46147	0.83027	-0.81105	1.56891	-1.13136	-0.07906	1.07415	-0.63788
2	0.34257	0.3872	0.43442	-0.65643	-0.67727	-0.8215	0.61204	-0.99021	-0.56916	-0.11437	0.71919	0.08848	0.69273	0.7372	0.05342	-0.69036	-0.64539	-0.13817	-0.08127	-0.31353	-0.24647	-0.57931	-0.02664	-0.64539	-0.01521	-0.63788
3	0.34257	-0.17783	-0.07958	-0.12317	-0.15913	-0.25663	-0.51744	0.74891	-0.01818	0.50289	0.71919	0.08848	0.05204	-0.41541	-0.58434	-0.14307	-0.09618	-0.13817	1.00421	0.83027	0.31812	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
4	0.88031	0.95223	-0.59357	-0.65643	-0.67727	-0.8215	0.0473	0.1692	0.5328	-0.11437	0.15697	0.08848	0.05204	0.1609	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	0.4948	0.52573	0.48728	0.52947	-0.09623
5	0.34257	-0.17783	-1.10757	0.4101	0.87716	0.30824	0.0473	0.1692	-0.56916	-0.11437	-0.40526	0.71103	0.05204	0.7372	-0.58434	1.4988	-0.64539	0.97281	-0.08127	-0.88543	-0.24647	1.03185	-0.579	1.05361	-0.55988	0.98706
6	0.34257	-1.30789	-0.07958	-0.12317	1.3953	0.87311	0.61204	-0.4105	1.63475	0.50289	-1.52971	0.71103	-2.51073	-0.99171	1.32893	-0.69036	1.00224	0.41732	-0.62401	-0.88543	0.8827	0.4948	-1.13136	0.48728	1.07415	1.5287
7	-0.73291	0.3872	-0.07958	0.4101	-0.15913	0.87311	-0.51744	-0.4105	-1.12013	1.12015	-0.40526	0.08848	0.69273	0.1609	0.69117	1.4988	1.55145	1.5283	0.46147	1.40217	1.44729	-0.04226	-0.02664	-0.64539	-1.64924	-0.63788
8	-0.73291	-0.74286	-0.07958	0.94337	0.87716	-0.8215	0.0473	0.1692	-0.01818	-0.73162	0.15697	0.71103	-1.22935	0.1609	0.69117	-0.69036	0.45303	0.97281	1.00421	1.40217	0.8827	0.4948	1.07809	0.48728	1.61882	0.98706
9	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.8215	-1.08218	0.1692	0.5328	-0.11437	0.15697	0.08848	0.69273	0.1609	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	0.4948	0.52573	-0.07906	0.52947	0.44541
10	-0.19517	0.3872	-0.59357	-0.12317	-0.15913	0.30824	-1.08218	0.74891	-0.01818	-0.11437	-0.40526	0.71103	0.05204	-0.41541	0.05342	0.95151	0.45303	-0.13817	-0.08127	-0.31353	0.31812	0.4948	-0.02664	1.05361	0.52947	0.98706
11	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	0.30824	-1.08218	0.74891	-0.56916	0.50289	-0.40526	0.08848	0.05204	-0.41541	0.05342	-0.69036	-0.09618	-0.69366	-0.62401	0.25837	0.31812	-0.57931	-0.02664	-0.07906	-0.55988	-0.63788
12	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.8215	1.17678	-0.99021	-0.56916	-0.73162	0.15697	0.08848	0.05204	0.1609	0.69117	0.95151	1.00224	1.5283	1.00421	0.83027	0.31812	1.03185	1.07809	1.05361	1.61882	0.44541
13	0.34257	-0.17783	-0.07958	-0.12317	-0.15913	-0.25663	0.0473	0.74891	-0.01818	-0.73162	-0.40526	0.08848	0.05204	-0.41541	-0.58434	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	1.07415	0.44541
14	0.34257	0.3872	-1.10757	-0.12317	-0.15913	0.30824	-0.51744	-0.4105	-0.01818	1.12015	0.15697	-0.53406	-0.58866	0.7372	0.05342	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	0.4948	-0.02664	0.48728	-0.01521	0.44541
15	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.25663	-0.51744	-0.4105	1.08377	0.50289	0.15697	-0.53406	0.69273	0.1609	-0.58434	0.40422	0.45303	-0.13817	1.00421	1.40217	0.8827	1.03185	0.52573	-0.07906	-0.01521	0.44541
16	0.34257	-1.30789	0.94841	0.4101	0.35902	-0.8215	-0.51744	1.32862	1.08377	-0.11437	-0.96748	-0.53406	0.69273	-0.41541	0.05342	0.40422	1.00224	0.97281	1.00421	1.40217	0.8827	-0.04226	-0.02664	-0.07906	0.52947	0.44541
17	0.34257	-0.74286	-1.10757	0.4101	0.35902	0.30824	-0.51744	-0.4105	-0.56916	1.12015	-0.40526	0.08848	-0.58866	-0.41541	0.05342	-0.14307	0.45303	0.41732	0.46147	-0.31353	-0.24647	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
18	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.25663	0.0473	0.1692	-0.56916	-0.11437	-0.40526	0.08848	0.05204	-0.41541	0.05342	0.40422	0.45303	0.41732	-0.08127	0.25837	0.31812	-0.04226	0.52573	-0.07906	-0.01521	-0.09623
19	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.8215	0.61204	-0.99021	1.63475	-1.34888	0.71919	0.08848	-0.58866	-0.41541	-0.58434	0.40422	-0.64539	-0.69366	-1.70949	-0.31353	-1.94023	-1.65342	-1.13136	-0.64539	-1.10456	-0.09623
20	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	0.30824	-0.51744	0.1692	-0.01818	-0.11437	-0.96748	0.08848	0.05204	-0.41541	0.05342	0.40422	-0.09618	-0.13817	0.46147	0.25837	0.31812	-0.04226	0.52573	-0.07906	-0.01521	0.44541
21	1.41805	-0.17783	-0.59357	-0.65643	-0.67727	-0.25663	0.0473	-0.99021	0.5328	-0.11437	0.15697	-0.53406	0.05204	0.1609	-0.58434	-0.69036	-0.64539	-0.13817	-0.62401	-0.88543	-0.81105	1.03185	-0.02664	-0.64539	-0.55988	-0.63788
22	-0.19517	-1.30789	0.94841	-0.12317	-0.15913	-0.8215	1.17678	-0.99021	1.63475	-0.11437	0.71919	0.08848	0.05204	0.1609	-1.2221	-0.69036	-0.64539	-0.69366	-0.62401	-0.88543	-1.94023	1.56891	1.63045	1.61994	0.52947	1.5287
23	0.88031	0.3872	0.43442	-0.65643	-0.15913	1.43798	0.61204	0.1692	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	-1.78494	-1.1946	-1.80463	-1.70949	-2.02922	-1.94023	-1.65342	-1.68372	-1.21172	-1.10456	-1.17952
24	-0.19517	-0.17783	-0.07958	0.4101	-0.15913	-0.8215	-1.08218	0.74891	-0.56916	0.50289	0.71919	-1.1566	-0.58866	0.7372	-0.58434	-0.69036	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	0.4948	0.52573	0.48728	0.52947	0.44541
25	-0.73291	0.3872	0.43442	0.94337	-1.19541	-0.25663	-0.51744	0.1692	-0.01818	-0.73162	-0.40526	0.08848	-0.58866	0.1609	0.05342	-0.14307	1.00224	0.41732	-0.08127	-0.31353	0.31812	-0.57931	0.52573	0.48728	0.52947	-0.09623
26	0.34257	0.3872	-1.10757	0.4101	0.35902	-0.25663	0.61204	-0.4105	-0.01818	-0.11437	0.71919	0.71103	0.69273	0.7372	-0.58434	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-1.11636	-1.13136	-1.21172	-1.10456	-1.17952
27	-0.73291	-0.74286	-0.59357	-0.65643	1.91345	-0.8215	0.0473	0.1692	-1.12013	-0.11437	0.15697	0.08848	0.05204	-0.41541	0.05342	-1.23765	-1.1946	-0.69366	-0.62401	-0.88543	-0.81105	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
28	0.88031	0.95223	-0.59357	0.4101	-0.67727	-0.25663	1.17678	-0.99021	1.08377	-0.11437	-0.40526	0.71103	0.69273	0.1609	0.05342	0.95151	1.00224	0.97281	1.00421	0.25837	0.8827	0.4948	-1.13136	-0.07906	0.52947	-0.63788

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29	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.25663	1.17678	0.1692	-0.56916	0.50289	0.15697	0.08848	0.05204	0.1609	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
30	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	0.30824	0.0473	0.74891	-0.01818	-0.11437	0.15697	0.08848	0.05204	0.1609	0.05342	0.40422	1.00224	0.41732	0.46147	0.25837	0.31812	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
31	0.88031	-0.74286	-0.59357	-0.12317	-0.15913	0.30824	0.0473	0.74891	-0.56916	0.50289	0.71919	-1.1566	-0.58866	0.7372	0.69117	-0.69036	-1.1946	-1.24915	0.46147	-0.31353	-1.37564	-1.11636	-0.579	-1.21172	-1.10456	-1.17952
32	-0.73291	0.3872	-1.10757	0.94337	-0.67727	0.30824	0.0473	-2.14962	0.5328	-0.73162	0.15697	0.71103	0.05204	-0.99171	0.69117	-1.23765	-0.09618	-0.13817	-0.62401	-0.31353	-1.37564	-1.65342	-1.68372	-0.07906	-1.64924	-1.72117
33	0.34257	-0.17783	0.43442	-0.65643	-0.15913	0.87311	-1.08218	0.1692	0.5328	1.12015	-0.96748	1.33357	0.69273	-0.99171	0.69117	-0.69036	1.00224	0.97281	1.00421	0.83027	1.44729	-0.04226	-0.579	0.48728	-0.55988	-0.09623
34	-1.27064	-0.74286	-0.07958	0.94337	1.3953	0.87311	0.0473	-0.4105	-0.56916	-0.11437	-0.40526	0.08848	-1.22935	0.1609	-0.58434	0.40422	0.45303	-0.13817	1.54695	-0.31353	0.31812	0.4948	-0.02664	0.48728	0.52947	0.44541
35	0.88031	-0.17783	-0.07958	0.4101	0.35902	-0.8215	0.0473	-0.4105	-0.01818	0.50289	0.15697	0.08848	0.05204	0.7372	0.05342	0.40422	1.00224	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	0.44541
36	-0.73291	0.3872	-0.59357	0.4101	1.91345	-0.25663	1.17678	-0.4105	-0.01818	-0.11437	1.28142	-0.53406	-0.58866	1.3135	-0.58434	-0.14307	-0.09618	0.41732	-0.08127	0.25837	-0.24647	-0.04226	-0.02664	-0.64539	-0.01521	-1.17952
37	0.34257	-0.17783	-0.59357	0.4101	-1.19541	-0.25663	-0.51744	0.1692	-0.01818	1.12015	-0.40526	-0.53406	-1.22935	-0.41541	0.05342	-0.14307	-0.09618	-0.13817	-0.08127	0.25837	-0.24647	1.03185	1.07809	1.05361	1.07415	1.5287
38	-0.19517	-0.74286	-0.07958	-0.12317	0.35902	0.30824	-0.51744	-0.99021	-0.56916	-0.11437	-0.40526	0.08848	0.05204	-0.41541	0.05342	-0.69036	-0.64539	-0.69366	-0.62401	-0.88543	-0.24647	-1.65342	0.52573	-0.64539	-0.55988	-0.09623
39	-0.19517	-0.17783	-0.07958	-0.12317	-0.67727	0.30824	1.17678	-0.99021	-0.56916	0.50289	0.15697	0.08848	0.05204	0.1609	0.05342	0.40422	0.45303	0.41732	0.46147	0.83027	0.8827	-0.04226	0.52573	0.48728	-0.01521	-0.09623
40	-0.73291	-0.17783	0.43442	0.4101	0.35902	-0.8215	-0.51744	-0.4105	-0.01818	0.50289	1.28142	-1.1566	1.33342	1.3135	1.32893	-1.78494	-1.74381	-1.80463	-1.16675	-2.02922	-1.37564	1.03185	1.07809	1.05361	1.07415	0.98706
41	0.34257	0.95223	0.43442	-0.12317	-0.15913	-0.25663	0.0473	0.74891	0.5328	-0.11437	0.71919	0.71103	0.05204	0.1609	-0.58434	-0.14307	-0.64539	-0.69366	-1.70949	-1.45733	0.31812	-0.04226	-0.579	-0.07906	-0.55988	-0.09623
42	1.41805	2.08229	-1.10757	-1.1897	-1.19541	1.43798	-0.51744	1.32862	-0.01818	-1.34888	0.15697	-2.40168	1.33342	1.3135	1.32893	-1.23765	-1.74381	-1.80463	-1.16675	-0.31353	-0.24647	1.56891	1.63045	0.48728	-0.01521	1.5287
43	0.34257	-0.17783	-0.07958	-0.12317	-0.15913	1.43798	-1.08218	0.74891	-0.01818	0.50289	-0.96748	0.08848	0.69273	0.7372	0.69117	0.40422	-0.64539	-0.69366	-0.62401	0.25837	-0.24647	0.4948	0.52573	-0.64539	-1.64924	-1.72117
44	0.34257	-1.30789	1.97641	-0.12317	-1.19541	-0.25663	0.61204	-0.4105	-0.56916	1.12015	0.71919	0.08848	0.05204	1.3135	0.05342	0.95151	1.00224	1.5283	1.00421	1.40217	-0.24647	-1.65342	-1.13136	-1.21172	-1.64924	-0.63788
45	0.34257	0.3872	-0.07958	-0.12317	0.35902	0.30824	-0.51744	-0.99021	-0.56916	0.50289	-0.96748	-0.53406	0.69273	0.1609	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	-0.57931	-0.02664	-0.07906	-0.01521	-0.09623
46	-0.73291	-0.17783	-0.59357	-0.12317	-0.15913	-1.38637	-1.08218	-0.99021	-0.56916	0.50289	0.71919	0.71103	0.69273	0.1609	0.69117	0.95151	0.45303	0.41732	1.00421	0.83027	0.8827	-0.57931	-0.02664	-0.64539	-0.01521	0.44541
47	0.88031	0.3872	-1.10757	-0.65643	-1.19541	0.30824	1.17678	-1.56992	1.63475	1.12015	-2.09193	1.33357	-1.87004	-2.14431	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	0.4948	-0.02664	-0.07906	-0.01521	0.44541
48	-1.27064	0.3872	0.43442	-1.1897	0.35902	0.30824	-2.21166	0.74891	1.08377	0.50289	0.15697	1.33357	0.05204	0.1609	-0.58434	-0.14307	-0.09618	-0.13817	-0.08127	0.25837	-0.24647	-0.57931	-0.579	-0.64539	-0.55988	-0.09623
49	-0.19517	-0.17783	-0.07958	-0.65643	-0.67727	-0.25663	0.61204	-0.4105	-0.01818	0.50289	0.15697	-0.53406	0.69273	-0.41541	-0.58434	0.95151	-0.64539	-0.69366	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.55988	-0.63788
50	0.34257	-0.74286	0.94841	0.4101	0.35902	-0.25663	0.61204	0.1692	-0.01818	-0.11437	0.71919	0.71103	0.05204	0.7372	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	-1.65342	-1.13136	-1.77805	-1.64924	-1.72117
51	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.25663	0.0473	-2.14962	-1.12013	-0.11437	0.15697	-1.1566	0.05204	0.7372	0.69117	-1.23765	-0.64539	-0.69366	-0.62401	-0.88543	-0.81105	0.4948	0.52573	0.48728	0.52947	0.98706
52	-0.19517	-0.17783	-0.07958	-0.12317	0.35902	0.30824	0.0473	0.1692	-0.56916	-0.11437	-0.96748	0.08848	0.05204	-0.99171	-1.2221	0.40422	0.45303	0.41732	0.46147	0.25837	0.8827	1.56891	1.63045	1.61994	1.61882	1.5287
53	0.88031	-0.17783	1.97641	-0.65643	-0.15913	-0.25663	-0.51744	-0.4105	1.08377	-1.34888	0.71919	1.33357	0.05204	0.1609	0.05342	-0.69036	0.45303	-0.13817	-1.16675	0.25837	-0.24647	-0.04226	-0.579	1.61994	-0.01521	1.5287
54	-0.19517	-0.74286	0.43442	0.4101	0.35902	0.87311	1.17678	1.32862	-1.12013	0.50289	0.71919	0.71103	0.69273	-2.14431	0.69117	-1.78494	0.45303	0.41732	0.46147	0.83027	0.8827	-1.65342	-1.68372	-1.77805	-1.10456	-1.17952
55	-0.19517	0.3872	-0.07958	-1.1897	-0.67727	0.30824	-0.51744	1.32862	-0.56916	0.50289	1.28142	-1.1566	0.69273	-0.99171	-0.58434	-0.69036	0.45303	-1.24915	-0.62401	-0.31353	0.8827	-0.04226	-0.02664	-1.21172	-0.01521	-0.09623
56	-0.19517	0.3872	0.43442	-1.1897	-1.19541	-0.25663	-1.64692	-2.14962	1.08377	1.12015	-0.40526	0.71103	1.33342	1.3135	-0.58434	0.40422	-1.74381	-1.80463	-1.70949	-0.31353	-0.24647	-0.04226	-1.13136	1.05361	1.07415	1.5287

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57	0.34257	0.3872	-0.07958	-0.12317	0.35902	1.43798	-0.51744	0.1692	0.5328	1.12015	1.28142	-1.1566	0.69273	-1.56801	1.32893	0.95151	1.00224	0.97281	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
58	0.34257	-1.30789	-0.59357	1.47664	1.91345	1.43798	1.17678	-1.56992	-1.12013	1.12015	-2.09193	1.33357	1.33342	-2.14431	1.32893	-1.78494	1.00224	1.5283	1.54695	1.40217	0.8827	1.56891	1.63045	1.61994	1.61882	1.5287
59	0.34257	0.3872	0.43442	0.4101	0.35902	-0.25663	-0.51744	0.1692	0.5328	-0.11437	0.15697	0.08848	0.05204	0.1609	0.05342	0.40422	-0.09618	0.41732	-0.08127	-0.31353	0.31812	-0.04226	0.52573	0.48728	0.52947	0.44541
60	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.25663	0.61204	-0.4105	-0.01818	-0.11437	0.71919	0.71103	0.05204	0.7372	0.69117	-0.14307	-0.09618	-0.13817	0.46147	-0.31353	-0.24647	-0.04226	0.52573	0.48728	-0.01521	0.44541
61	-0.19517	-0.17783	-0.07958	-0.65643	-0.15913	-0.8215	0.61204	0.74891	-0.56916	-0.11437	0.71919	-1.77914	-1.22935	0.1609	-1.2221	-1.23765	-0.64539	-0.69366	-0.62401	0.25837	0.31812	-0.57931	0.52573	0.48728	-0.55988	-0.63788
62	0.34257	0.3872	0.43442	0.4101	0.35902	0.30824	1.17678	0.1692	0.5328	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	0.05342	-0.14307	-0.09618	-0.13817	0.46147	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
63	1.41805	-1.30789	1.46241	-1.1897	-0.67727	0.87311	0.61204	1.32862	-1.12013	0.50289	0.71919	-1.1566	1.33342	0.7372	-0.58434	-0.14307	-0.64539	0.97281	-0.08127	-0.31353	1.44729	-1.65342	0.52573	-0.64539	-0.01521	-1.72117
64	-0.19517	-0.17783	-0.59357	-0.65643	-0.15913	0.87311	-1.08218	0.1692	-0.56916	-0.11437	-0.96748	0.08848	0.05204	-0.99171	0.05342	-0.14307	-0.64539	0.41732	-0.62401	-0.88543	-0.81105	-0.57931	-0.579	-0.07906	-0.55988	-0.63788
65	0.34257	0.3872	-0.07958	0.4101	0.35902	-0.8215	0.61204	0.1692	0.5328	0.50289	0.71919	0.71103	0.69273	0.7372	-0.58434	-0.69036	-0.64539	-0.69366	-0.62401	-0.31353	-0.81105	-0.04226	-0.02664	-0.07906	-0.55988	-0.09623
66	-0.19517	-0.74286	1.46241	-0.65643	1.3953	-1.38637	1.17678	1.32862	-1.12013	-1.96614	1.28142	-1.77914	1.33342	1.3135	-2.49761	-1.23765	-1.1946	-0.69366	-1.16675	-0.88543	-0.81105	-1.65342	-1.68372	-1.77805	-1.10456	-1.17952
67	-1.27064	-0.17783	-0.59357	2.0099	1.91345	1.43798	1.17678	-0.4105	-0.01818	-0.73162	1.28142	-0.53406	1.33342	-0.41541	-0.58434	-1.23765	-1.1946	-1.24915	-1.16675	0.25837	-0.24647	-0.04226	-0.02664	-0.64539	-0.01521	-0.09623
68	0.34257	-0.74286	-0.07958	-0.12317	-0.15913	-0.25663	0.0473	-0.4105	-0.56916	-0.11437	-0.40526	0.71103	-1.22935	-0.41541	-1.2221	-0.14307	-0.64539	-1.24915	-1.70949	-2.02922	-1.37564	1.03185	0.52573	0.48728	0.52947	0.98706
69	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.25663	0.0473	-0.99021	-0.01818	-0.11437	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	0.40422	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.57931	-0.02664	-0.07906	-0.55988	-0.63788
70	-0.19517	0.3872	-0.59357	0.4101	-0.15913	-0.25663	0.61204	0.1692	-0.01818	-0.11437	-0.96748	-0.53406	-1.22935	-0.99171	-0.58434	0.40422	-0.64539	-0.69366	-0.62401	-0.88543	-0.81105	-0.57931	-0.579	-0.64539	0.52947	-0.63788
71	-0.73291	-0.17783	-0.59357	-0.12317	-0.15913	0.87311	0.0473	0.1692	-1.12013	-0.73162	-1.52971	-0.53406	0.05204	-0.41541	0.05342	-1.23765	-1.1946	-1.24915	-1.16675	-1.45733	-0.81105	-0.57931	-0.579	-1.77805	-1.10456	-1.17952
72	-1.27064	0.95223	0.94841	0.94337	-1.19541	-1.95124	1.17678	1.32862	0.5328	1.12015	0.15697	1.33357	1.33342	-2.14431	1.32893	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	1.03185	-0.02664	1.05361	1.07415	0.98706
73	-1.27064	-1.30789	0.43442	2.0099	-1.19541	-1.95124	1.17678	-2.14962	-1.67111	1.12015	1.28142	-2.40168	-1.87004	1.3135	1.32893	-1.78494	1.55145	1.5283	1.54695	1.40217	1.44729	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
74	-0.19517	-0.17783	-0.59357	-0.12317	-0.15913	-0.8215	-1.08218	1.32862	-1.12013	1.12015	0.71919	1.33357	0.05204	1.3135	0.05342	0.95151	-1.74381	-0.69366	-0.62401	-0.88543	-0.81105	-0.57931	-0.02664	-0.64539	-0.55988	-0.63788
75	-0.73291	0.3872	0.43442	0.94337	0.87716	-0.25663	-0.51744	0.1692	0.5328	-0.73162	0.15697	-0.53406	0.05204	-0.41541	0.05342	-0.14307	0.45303	0.41732	0.46147	0.25837	0.31812	-0.04226	0.52573	0.48728	-0.01521	-0.09623
76	-0.19517	1.51726	-0.07958	-0.12317	0.87716	-0.8215	0.61204	-0.99021	1.08377	0.50289	0.15697	0.08848	-1.22935	-0.41541	-0.58434	0.95151	1.00224	0.97281	-0.08127	-0.31353	-0.24647	1.03185	1.07809	-0.64539	-0.55988	0.44541
77	0.34257	0.95223	0.43442	-0.12317	0.87716	-0.25663	0.61204	0.1692	0.5328	-0.11437	-0.40526	0.71103	0.05204	0.1609	-0.58434	0.40422	-0.09618	0.41732	-0.08127	0.25837	-0.24647	-0.04226	0.52573	-0.07906	0.52947	0.44541
78	0.34257	-0.17783	0.43442	0.94337	0.87716	0.87311	0.61204	0.74891	-0.01818	-0.73162	-0.40526	0.71103	0.05204	-0.99171	0.05342	0.40422	0.45303	0.41732	1.00421	0.25837	0.31812	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
79	-0.19517	0.3872	0.43442	0.94337	0.87716	0.30824	0.0473	0.1692	1.08377	-0.11437	-0.40526	0.08848	0.05204	0.1609	0.05342	0.95151	1.55145	-1.24915	1.54695	-1.45733	0.8827	0.4948	-0.02664	1.61994	-1.10456	1.5287
80	-0.73291	0.3872	-0.59357	-0.65643	-0.67727	-1.95124	0.61204	-2.14962	0.5328	0.50289	0.71919	-2.40168	0.69273	0.1609	0.69117	0.40422	1.00224	0.97281	1.00421	0.83027	0.8827	1.56891	1.63045	1.61994	1.61882	0.98706
81	-1.27064	-0.74286	-1.10757	-1.1897	1.91345	0.30824	-0.51744	-0.4105	-0.56916	1.12015	-1.52971	-1.1566	-0.58866	0.7372	0.05342	0.95151	0.45303	-0.13817	-0.08127	0.25837	-1.37564	-1.65342	-1.68372	-1.21172	-1.64924	-1.72117
82	-1.27064	-0.74286	-1.10757	-1.1897	1.91345	0.30824	-0.51744	-0.4105	-0.56916	1.12015	-1.52971	-1.1566	-0.58866	0.7372	0.05342	0.95151	0.45303	-0.13817	-0.08127	0.25837	-1.37564	-1.65342	-1.68372	-1.21172	-1.64924	-1.72117
83	-0.19517	1.51726	0.94841	-1.1897	1.3953	-1.95124	-2.21166	-0.4105	1.63475	1.12015	1.28142	0.08848	-0.58866	1.3135	0.05342	0.40422	-0.64539	0.97281	1.54695	1.40217	1.44729	-0.04226	-0.02664	-0.07906	0.52947	-0.09623
84	-0.19517	-0.17783	0.43442	0.94337	1.3953	0.30824	0.61204	0.1692	1.08377	-1.34888	-0.40526	0.08848	0.05204	0.1609	-0.58434	0.40422	-0.64539	-0.69366	-0.62401	-0.88543	-0.24647	-0.04226	-0.579	0.48728	-0.55988	-0.63788

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85	-0.19517	-0.74286	-0.07958	-0.12317	-0.15913	-0.25663	-0.51744	-0.4105	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	-0.14307	-0.09618	-0.13817	0.46147	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
86	0.88031	0.3872	0.94841	-0.12317	0.35902	0.87311	0.0473	-0.99021	0.5328	0.50289	1.28142	0.08848	0.69273	0.1609	-0.58434	0.95151	1.00224	0.41732	1.00421	1.40217	1.44729	-0.57931	-1.13136	-1.21172	-1.10456	-0.63788
87	0.88031	0.3872	0.43442	0.4101	0.35902	0.30824	0.61204	0.1692	0.5328	-0.11437	0.71919	0.08848	0.05204	0.1609	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	-0.04226	-0.02664	-0.07906	-0.01521	-0.63788
88	0.88031	0.3872	-1.10757	0.94337	0.87716	1.43798	0.0473	0.74891	0.5328	-0.11437	0.15697	0.08848	0.05204	0.1609	0.69117	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	1.03185	0.52573	0.48728	0.52947	0.44541
89	-1.27064	-0.17783	-0.59357	-0.12317	-0.15913	-0.8215	0.0473	0.1692	0.5328	0.50289	0.15697	0.08848	0.05204	0.1609	0.05342	0.95151	0.45303	0.97281	0.46147	0.25837	0.8827	-0.04226	1.07809	-0.07906	-0.55988	-0.63788
90	-0.19517	-0.17783	0.43442	-1.1897	-1.19541	-1.95124	1.17678	1.32862	-1.67111	1.12015	-2.09193	1.33357	1.33342	1.3135	-0.58434	-0.14307	1.55145	-0.13817	-0.08127	-0.31353	0.31812	-0.04226	0.52573	0.48728	0.52947	0.44541
91	-0.73291	-0.17783	-1.10757	-0.12317	-0.15913	0.30824	-1.08218	0.1692	-0.56916	0.50289	-0.96748	0.71103	-1.22935	-0.99171	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	-0.04226	-0.579	-0.07906	-0.01521	-0.09623
92	-0.19517	-0.74286	-0.59357	-0.12317	-0.67727	-0.8215	-0.51744	-0.4105	-0.01818	-1.34888	0.71919	-0.53406	-0.58866	0.7372	-0.58434	0.40422	0.45303	0.41732	-0.62401	-0.31353	-0.81105	-0.04226	-0.579	-0.64539	-1.10456	-1.17952
93	-0.19517	-0.17783	-0.59357	0.4101	0.87716	0.87311	0.61204	0.1692	0.5328	0.50289	0.15697	0.71103	0.05204	0.1609	0.69117	0.40422	1.00224	0.97281	1.00421	0.83027	0.31812	-0.04226	0.52573	0.48728	0.52947	0.44541
94	-0.73291	-0.74286	1.97641	-0.12317	-0.15913	1.43798	1.17678	1.32862	-0.01818	0.50289	-0.96748	1.33357	1.33342	-1.56801	0.05342	1.4988	0.45303	1.5283	1.54695	1.40217	1.44729	-1.11636	0.52573	-0.07906	0.52947	1.5287
95	0.34257	0.3872	0.43442	0.4101	0.35902	-0.25663	-1.64692	0.74891	-0.56916	0.50289	0.71919	-0.53406	-1.22935	-0.99171	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	-1.68372	-1.77805	-1.64924	-1.72117
96	-0.19517	0.95223	0.94841	-0.12317	-0.15913	-1.38637	0.0473	0.74891	0.5328	1.12015	0.71919	1.33357	0.05204	1.3135	0.05342	-0.69036	0.45303	0.41732	0.46147	0.25837	0.31812	-0.57931	-0.579	-1.21172	-1.64924	-0.63788
97	0.34257	-0.17783	-0.07958	0.4101	0.35902	-0.25663	-0.51744	0.1692	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	-0.14307	0.45303	0.41732	-0.08127	0.25837	0.31812	-0.04226	-0.02664	0.48728	-0.01521	0.44541
98	1.41805	-0.17783	0.43442	-0.12317	-0.15913	-0.8215	-1.08218	0.74891	-0.56916	0.50289	-0.96748	-1.1566	-1.22935	0.7372	0.69117	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	0.4948	0.52573	0.48728	-0.55988	0.44541
99	-0.19517	-0.17783	-0.07958	0.94337	1.91345	0.30824	-1.08218	-0.4105	0.5328	-0.11437	0.15697	0.08848	0.05204	0.1609	-0.58434	0.40422	-1.1946	-1.24915	-1.16675	-0.88543	-0.81105	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
100	0.34257	-0.17783	1.46241	0.4101	0.35902	-0.8215	0.61204	0.1692	1.08377	-0.73162	0.15697	0.08848	-1.22935	0.7372	-1.2221	0.40422	-0.64539	-0.69366	1.00421	0.83027	-1.37564	0.4948	1.07809	1.05361	-0.55988	-0.63788
101	0.88031	0.95223	-0.07958	-0.12317	0.87716	-0.8215	0.61204	0.74891	0.5328	0.50289	1.28142	0.08848	0.05204	-0.41541	0.69117	0.95151	1.00224	0.41732	-0.62401	0.25837	-0.81105	-1.65342	-1.68372	0.48728	-1.64924	-1.17952
102	-0.19517	0.95223	-0.07958	-0.12317	-0.15913	-0.8215	0.0473	-0.99021	-0.56916	0.50289	-0.40526	0.08848	-0.58866	-0.41541	-1.2221	-1.23765	-1.74381	-1.80463	-0.62401	0.25837	-0.81105	-0.57931	-0.579	-0.64539	-0.55988	-0.63788
103	-0.19517	-0.17783	-0.59357	-0.12317	-0.67727	1.43798	-1.08218	1.32862	-0.56916	0.50289	-0.96748	0.71103	1.33342	-0.99171	1.32893	0.95151	0.45303	0.41732	-0.62401	-0.31353	0.31812	-0.04226	-0.02664	0.48728	-0.01521	-0.09623
104	-0.73291	-0.74286	-0.07958	-0.12317	-0.15913	-1.38637	0.61204	0.74891	0.5328	0.50289	0.71919	-1.1566	0.69273	0.7372	0.69117	0.95151	1.00224	0.41732	1.00421	0.83027	0.8827	0.4948	0.52573	0.48728	0.52947	0.44541
105	-0.73291	-1.30789	-0.59357	-0.65643	0.87716	-1.95124	1.17678	1.32862	-1.12013	0.50289	1.28142	-1.77914	0.69273	0.7372	0.69117	0.95151	1.00224	0.97281	1.00421	0.83027	0.8827	1.03185	1.07809	1.05361	1.07415	0.98706
106	0.88031	-0.17783	-0.59357	-1.1897	-1.19541	-1.38637	1.17678	0.1692	0.5328	0.50289	1.28142	0.71103	-2.51073	1.3135	-0.58434	0.40422	-0.09618	0.41732	1.00421	0.25837	0.8827	1.03185	1.07809	0.48728	-0.01521	0.44541
107	0.34257	0.95223	-0.07958	2.0099	-1.19541	0.30824	0.0473	0.74891	1.08377	-0.11437	0.15697	0.71103	0.05204	1.3135	0.05342	-0.14307	-0.64539	0.97281	-0.62401	0.83027	-0.81105	-0.04226	1.63045	0.48728	1.07415	-0.09623
108	0.34257	0.95223	0.94841	-0.12317	-0.15913	0.30824	1.17678	0.1692	-0.56916	-0.11437	0.71919	0.08848	0.05204	1.3135	1.32893	-0.14307	-0.64539	-0.13817	-0.08127	1.40217	1.44729	1.56891	1.63045	-0.07906	-0.55988	1.5287
109	0.34257	0.3872	0.43442	0.4101	0.35902	-0.25663	-0.51744	-0.4105	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	1.32893	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	-0.57931	-0.579	-0.64539	-0.55988	-0.63788
110	-0.19517	-0.17783	0.94841	0.4101	0.87716	-0.8215	-0.51744	-0.4105	-0.56916	-0.11437	-0.96748	0.08848	-1.22935	0.7372	1.32893	-1.23765	0.45303	0.41732	-0.62401	0.25837	-0.81105	0.4948	-0.579	-0.07906	-0.55988	0.44541
111	-1.27064	-0.74286	-0.59357	-0.12317	-0.15913	-0.25663	1.17678	-1.56992	-1.67111	1.12015	0.71919	0.08848	-1.22935	1.3135	0.05342	-1.78494	-1.1946	-0.69366	-1.16675	0.25837	0.31812	-0.57931	-0.579	0.48728	0.52947	0.44541
112	1.95578	2.08229	0.43442	-1.1897	-0.67727	0.30824	-0.51744	0.1692	-0.01818	-0.73162	0.15697	0.08848	-0.58866	0.1609	-0.58434	0.40422	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623

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113	-0.19517	0.95223	-0.59357	0.94337	1.3953	-0.8215	1.17678	-0.99021	-0.01818	-0.73162	0.71919	-1.1566	0.05204	0.1609	0.05342	0.40422	0.45303	-0.13817	1.00421	0.25837	0.31812	0.4948	0.52573	0.48728	1.07415	-0.09623
114	0.88031	1.51726	-1.10757	-1.1897	-1.19541	1.43798	0.61204	0.74891	-0.01818	0.50289	-0.40526	0.71103	0.05204	-0.41541	0.69117	-0.69036	1.00224	0.97281	0.46147	0.83027	0.8827	-0.04226	-0.02664	1.05361	1.07415	0.98706
115	-1.27064	-0.74286	-0.07958	-0.12317	-0.15913	-0.25663	-0.51744	-0.4105	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	-0.14307	-0.09618	0.41732	0.46147	-0.31353	-0.24647	-0.04226	0.52573	-0.07906	-0.01521	-0.09623
116	-0.19517	-0.17783	-0.07958	1.47664	1.91345	0.30824	-1.64692	0.74891	-0.01818	0.50289	-2.09193	0.71103	0.05204	1.3135	0.69117	0.95151	1.00224	0.97281	1.00421	1.40217	0.8827	0.4948	-0.579	-1.21172	-0.01521	-1.17952
117	-0.73291	-0.17783	-0.59357	-0.12317	-0.15913	-0.8215	-1.08218	-1.56992	-0.56916	-0.73162	-0.40526	-1.1566	0.05204	0.7372	0.69117	-1.78494	-1.74381	-1.80463	-1.16675	-1.45733	-1.37564	-1.65342	-1.68372	-1.21172	-1.10456	-1.72117
118	-0.19517	0.3872	-0.07958	-0.12317	-0.15913	0.30824	1.17678	0.1692	1.08377	0.50289	1.28142	1.33357	0.05204	-0.41541	-0.58434	-0.14307	-0.64539	-0.69366	-0.08127	-0.88543	-0.81105	0.4948	0.52573	1.05361	-0.01521	0.98706
119	0.34257	0.3872	0.43442	-1.1897	0.35902	-1.95124	1.17678	-2.14962	-1.67111	-0.73162	0.15697	-0.53406	-1.22935	1.3135	0.69117	0.40422	1.00224	1.5283	1.54695	0.83027	0.8827	1.56891	1.63045	1.61994	1.61882	1.5287
120	0.34257	0.3872	0.94841	0.4101	0.35902	0.87311	0.61204	0.74891	-0.56916	-0.11437	0.71919	0.08848	0.69273	0.7372	0.69117	0.40422	-0.09618	-0.69366	-0.62401	0.25837	0.31812	-0.04226	0.52573	0.48728	0.52947	0.44541
121	-0.19517	-0.17783	-0.07958	-1.1897	-1.19541	0.30824	0.61204	-0.4105	-1.12013	0.50289	0.15697	0.08848	0.05204	0.7372	0.05342	0.40422	0.45303	0.41732	-0.08127	0.83027	0.8827	-1.65342	-1.68372	-1.21172	-1.64924	-1.17952
122	0.88031	-1.30789	-1.10757	-1.1897	-0.15913	-0.25663	-0.51744	0.1692	1.08377	-0.73162	0.71919	0.08848	0.05204	0.1609	0.05342	0.95151	0.45303	0.41732	-0.08127	-0.31353	0.8827	0.4948	1.63045	0.48728	-0.01521	0.98706
123	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	0.30824	-1.08218	0.1692	-0.56916	-0.11437	-0.96748	-1.1566	-1.22935	-0.99171	0.05342	0.40422	-0.64539	-0.69366	-0.62401	-0.88543	-0.81105	0.4948	0.52573	0.48728	1.07415	0.44541
124	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	0.30824	-1.64692	-0.99021	-0.56916	-1.34888	-0.96748	0.08848	0.05204	-0.99171	0.69117	0.95151	0.45303	-0.69366	-0.62401	0.25837	0.31812	-0.57931	-0.579	-0.64539	-0.55988	-0.09623
125	-0.73291	-0.17783	-0.59357	-0.65643	-0.15913	0.87311	1.17678	0.74891	-0.56916	0.50289	0.71919	0.08848	0.05204	-0.99171	0.05342	0.95151	0.45303	0.41732	0.46147	0.25837	0.8827	-1.11636	-0.579	-0.64539	-0.55988	-0.09623
126	-0.73291	-0.74286	0.43442	-0.65643	-0.67727	1.43798	0.61204	0.74891	-1.12013	0.50289	-0.96748	0.71103	0.69273	-0.41541	0.69117	-1.23765	-1.1946	-1.24915	-1.16675	-1.45733	-1.37564	-1.11636	-1.13136	-1.21172	-0.55988	-0.09623
127	-0.73291	0.3872	-0.59357	-0.65643	-0.67727	0.30824	0.61204	-1.56992	1.08377	0.50289	0.71919	0.08848	0.05204	0.7372	0.05342	0.95151	1.00224	0.97281	0.46147	0.25837	0.8827	-0.57931	-0.02664	-0.07906	-0.01521	-0.09623
128	-0.73291	-0.74286	-0.07958	-0.12317	-0.67727	0.87311	-1.64692	1.32862	-1.12013	-1.34888	-0.40526	0.71103	-1.22935	-1.56801	-0.58434	-1.23765	-1.1946	-1.24915	-1.16675	-1.45733	-1.37564	-0.57931	-0.579	-0.64539	1.07415	0.44541
129	1.95578	1.51726	0.43442	-1.1897	-1.19541	1.43798	0.61204	0.74891	-1.12013	0.50289	0.71919	0.71103	0.69273	1.3135	0.05342	-0.14307	0.45303	0.97281	1.00421	0.83027	0.8827	1.03185	1.07809	1.05361	1.07415	0.98706
130	0.34257	-0.17783	-0.59357	0.94337	0.87716	0.30824	1.17678	0.74891	1.08377	1.12015	0.71919	0.08848	-0.58866	0.7372	0.05342	0.40422	-0.64539	0.41732	1.00421	-0.31353	-0.24647	-1.11636	-0.579	-1.21172	-1.64924	-1.72117
131	-0.73291	0.3872	1.46241	-0.65643	-0.67727	1.43798	-1.64692	0.74891	-1.12013	-0.73162	-1.52971	-0.53406	0.05204	-1.56801	-0.58434	-0.14307	-0.09618	0.97281	0.46147	0.83027	0.8827	1.03185	1.07809	0.48728	0.52947	0.98706
132	-1.27064	-1.30789	-1.10757	-0.12317	0.87716	0.87311	0.0473	1.32862	-0.01818	1.12015	-0.40526	0.08848	-0.58866	-0.41541	-0.58434	-1.78494	-1.1946	-1.80463	-0.62401	0.83027	-0.24647	-1.65342	-1.68372	-0.64539	-1.64924	-1.72117
133	-0.73291	-0.74286	0.43442	-0.12317	0.35902	0.87311	0.61204	0.74891	-0.56916	1.12015	1.28142	-0.53406	0.05204	0.7372	0.69117	-0.69036	-0.64539	-0.69366	-0.62401	-0.88543	-0.81105	-0.57931	-1.68372	-1.77805	-1.64924	-1.72117
134	0.34257	-0.17783	-0.07958	-0.12317	-0.67727	0.87311	0.61204	0.74891	0.5328	-0.11437	0.71919	0.71103	0.69273	0.1609	0.05342	0.95151	0.45303	-0.13817	0.46147	-0.31353	-0.24647	0.4948	-0.02664	1.05361	-0.55988	-0.09623
135	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	0.87311	0.61204	0.74891	1.63475	1.12015	0.71919	0.71103	0.69273	-0.99171	-1.2221	-0.69036	-1.1946	-0.69366	-1.70949	-2.02922	-1.94023	-0.04226	-1.68372	-1.77805	-1.64924	-1.72117
136	-0.73291	-0.17783	-0.59357	-0.65643	-0.67727	-0.25663	-0.51744	-0.4105	-0.56916	0.50289	0.15697	-0.53406	-0.58866	-0.99171	-1.2221	-0.69036	-0.64539	-0.69366	-0.08127	-0.31353	-0.24647	0.4948	0.52573	0.48728	0.52947	0.44541
137	-0.73291	-0.17783	-1.10757	-1.1897	-0.15913	0.30824	-1.08218	-0.99021	1.08377	-0.73162	-0.40526	-0.53406	-0.58866	0.7372	0.05342	0.40422	-0.64539	0.97281	0.46147	0.83027	-0.24647	-0.57931	0.52573	-0.07906	-0.01521	-0.09623
138	-1.27064	-0.74286	-0.59357	-0.65643	-0.15913	-0.25663	0.61204	-1.56992	1.08377	-0.11437	-1.52971	-0.53406	0.69273	0.7372	0.05342	-1.78494	-1.74381	-1.80463	-1.70949	-0.88543	-1.37564	-0.04226	-0.02664	-0.07906	-0.55988	-0.63788
139	-0.73291	-0.74286	-0.59357	-0.65643	-0.67727	0.30824	-1.64692	-1.56992	-1.12013	0.50289	-1.52971	0.71103	0.69273	0.7372	0.69117	-1.23765	-1.1946	-1.24915	-1.16675	-1.45733	-1.37564	-1.11636	-1.13136	-1.21172	-1.10456	-1.17952
140	0.34257	-0.17783	1.46241	0.4101	-0.15913	0.30824	-1.08218	0.1692	-0.01818	-0.11437	-0.96748	0.08848	-1.22935	0.1609	-1.2221	-0.69036	0.45303	-0.69366	1.00421	-0.88543	0.31812	0.4948	-0.579	1.05361	-0.01521	-0.63788

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141	0.88031	0.95223	0.43442	0.4101	0.35902	-0.8215	1.17678	0.74891	0.5328	0.50289	0.71919	0.71103	0.69273	0.1609	0.05342	-0.14307	-0.09618	-0.13817	-0.08127	-0.88543	-1.37564	-0.57931	-0.579	-0.64539	-0.55988	-0.63788
142	0.34257	0.3872	0.43442	2.0099	0.35902	-0.25663	0.0473	-0.4105	0.5328	-0.11437	-0.40526	0.71103	0.69273	0.7372	0.69117	0.40422	0.45303	0.41732	-0.08127	-0.31353	0.31812	-0.04226	0.52573	0.48728	0.52947	0.44541
143	0.34257	0.95223	0.94841	0.94337	0.35902	1.43798	-1.08218	0.1692	-1.12013	0.50289	0.71919	0.08848	0.05204	0.1609	0.05342	0.95151	1.00224	0.97281	1.00421	0.83027	0.8827	1.03185	0.52573	0.48728	0.52947	-0.09623
144	-1.27064	-1.30789	-1.10757	1.47664	0.87716	-1.38637	1.17678	0.1692	-1.12013	-0.11437	-1.52971	0.08848	-1.87004	0.1609	-1.85985	-1.23765	0.45303	-1.80463	-0.62401	1.40217	0.31812	-1.11636	-0.579	-1.21172	-1.10456	-1.17952
145	0.34257	-0.74286	-0.07958	-0.12317	-0.67727	-1.38637	0.0473	-0.99021	-0.01818	-1.34888	0.71919	-1.77914	0.05204	-0.99171	-0.58434	-0.14307	-1.1946	0.41732	-0.62401	-0.31353	-0.24647	-0.57931	-0.02664	1.61994	-0.55988	-0.09623
146	1.41805	1.51726	-1.10757	-1.1897	-1.19541	0.30824	-0.51744	-0.99021	-0.01818	-1.34888	-0.40526	0.08848	-0.58866	-0.41541	-2.49761	-0.14307	0.45303	-0.13817	0.46147	-0.31353	0.31812	-0.04226	0.52573	1.05361	1.07415	0.44541
147	1.41805	0.95223	-0.07958	0.4101	0.87716	0.30824	0.0473	-0.4105	-0.01818	0.50289	0.71919	0.08848	0.69273	-0.41541	-1.2221	0.40422	1.00224	-0.13817	-0.08127	-0.31353	-0.24647	0.4948	0.52573	0.48728	0.52947	-0.09623
148	0.34257	0.3872	0.43442	0.94337	0.35902	-0.25663	-0.51744	0.1692	-0.01818	-0.73162	-0.40526	0.08848	-0.58866	-0.41541	-0.58434	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
149	-0.19517	2.08229	0.94841	0.4101	-0.15913	-0.25663	-1.08218	-0.99021	0.5328	-1.96614	1.28142	-0.53406	1.33342	-1.56801	1.32893	-1.78494	-0.64539	-1.24915	-0.08127	0.83027	-0.24647	-0.04226	-1.68372	-0.07906	-1.10456	-0.63788
150	-0.19517	-0.17783	-1.10757	-0.65643	0.87716	1.43798	1.17678	-0.99021	1.08377	0.50289	1.28142	-0.53406	-0.58866	0.7372	0.69117	0.40422	0.45303	1.5283	1.00421	0.83027	0.8827	1.03185	-0.02664	0.48728	0.52947	0.98706
151	0.34257	-0.74286	0.43442	-0.65643	-1.19541	-1.95124	-1.08218	-0.99021	-0.56916	1.12015	-0.96748	-0.53406	-0.58866	-0.41541	0.05342	-1.78494	1.00224	-0.69366	1.00421	0.25837	0.8827	0.4948	-0.579	-0.64539	-0.55988	0.44541
152	0.34257	0.3872	0.43442	0.4101	0.35902	-0.25663	-0.51744	-0.4105	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	-1.78494	-0.64539	-1.24915	-1.16675	-1.45733	-1.37564	-1.11636	-1.13136	-1.21172	-1.10456	-1.17952
153	0.34257	0.3872	0.43442	0.4101	0.35902	-0.25663	-0.51744	-0.4105	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
154	0.34257	-0.74286	-0.59357	-0.65643	-0.67727	-0.25663	-1.64692	-0.4105	-1.12013	0.50289	-1.52971	0.08848	0.05204	-1.56801	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	-0.57931	-0.02664	-0.64539	-0.55988	-0.63788
155	0.88031	0.3872	0.94841	0.94337	0.35902	0.30824	-0.51744	-0.4105	0.5328	-0.73162	0.15697	0.08848	-0.58866	0.1609	0.05342	-0.14307	0.45303	0.41732	0.46147	0.25837	0.31812	0.4948	0.52573	0.48728	0.52947	0.44541
156	-0.19517	-0.17783	-0.59357	-0.12317	0.35902	-0.25663	0.0473	-0.4105	-0.56916	-1.34888	-0.96748	-0.53406	-0.58866	-0.99171	-1.2221	-0.69036	-0.64539	-0.69366	-1.16675	-0.88543	-1.37564	-0.57931	-1.13136	-1.21172	-0.55988	-0.63788
157	-1.27064	-1.30789	0.43442	-0.65643	-1.19541	0.87311	-0.51744	0.74891	-0.56916	1.12015	-1.52971	-0.53406	-0.58866	-0.99171	1.32893	-0.14307	0.45303	0.97281	1.00421	1.40217	1.44729	-1.65342	-1.68372	-1.77805	-1.64924	-1.17952
158	-1.27064	0.3872	-0.59357	-1.1897	-1.19541	0.30824	0.0473	-0.4105	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	0.40422	0.45303	-0.69366	-0.08127	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
159	1.95578	-0.17783	0.94841	-0.12317	0.87716	0.87311	-1.08218	0.1692	0.5328	-1.96614	0.71919	-1.1566	0.05204	-0.41541	0.69117	0.40422	0.45303	0.97281	-0.08127	0.25837	0.8827	0.4948	-0.579	0.48728	0.52947	-0.63788
160	-1.27064	1.51726	-0.59357	-0.12317	-1.19541	-0.25663	1.17678	0.74891	-0.01818	0.50289	1.28142	0.71103	0.69273	-0.41541	0.69117	-1.23765	-1.1946	-1.24915	-1.70949	1.40217	1.44729	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
161	-0.73291	0.95223	-1.10757	-0.65643	-1.19541	0.30824	0.0473	-0.4105	-1.12013	1.12015	0.71919	0.71103	0.69273	0.7372	0.69117	0.95151	1.00224	0.97281	0.46147	0.83027	0.31812	-0.04226	0.52573	0.48728	-0.01521	-0.09623
162	0.88031	-1.30789	-1.10757	-1.1897	-1.19541	-0.25663	0.61204	0.1692	-1.67111	0.50289	0.15697	0.08848	0.05204	0.1609	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.8827	0.4948	0.52573	1.05361	1.07415	0.44541
163	-0.73291	0.95223	0.94841	1.47664	1.3953	-0.25663	0.61204	-0.4105	0.5328	-0.11437	0.71919	-0.53406	0.05204	0.1609	0.69117	0.40422	-0.64539	-0.69366	-1.70949	-1.45733	-1.37564	0.4948	0.52573	0.48728	0.52947	0.44541
164	0.88031	2.08229	-0.07958	1.47664	-0.15913	-0.25663	0.61204	-0.99021	1.63475	-1.34888	1.28142	-1.1566	-0.58866	1.3135	0.69117	-0.14307	-1.74381	-1.80463	-1.70949	-2.02922	-0.81105	-0.04226	-0.579	-0.64539	-0.55988	-0.63788
165	1.95578	-1.30789	-1.10757	-1.1897	-1.19541	1.43798	1.17678	1.32862	-1.67111	-1.96614	-1.52971	1.33357	-2.51073	-1.56801	-2.49761	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
166	0.34257	0.95223	-1.10757	1.47664	-1.19541	1.43798	1.17678	0.74891	0.5328	1.12015	0.71919	0.71103	1.33342	0.7372	-1.85985	-0.69036	0.45303	-0.13817	0.46147	-2.02922	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
167	-0.73291	-0.74286	1.46241	2.0099	1.91345	0.87311	1.17678	1.32862	-0.01818	-0.73162	-0.40526	0.08848	-1.22935	1.3135	0.05342	0.40422	1.00224	-0.69366	1.54695	0.25837	-0.24647	0.4948	0.52573	-0.64539	1.07415	-0.09623
168	0.34257	0.3872	0.43442	0.4101	0.35902	-0.8215	-1.08218	-0.99021	-0.01818	-0.11437	-1.52971	0.71103	0.05204	-0.99171	0.05342	0.40422	-0.64539	-0.69366	-1.16675	-0.88543	-1.37564	-1.11636	-1.13136	-1.21172	-1.64924	-1.17952

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169	1.95578	-0.74286	0.94841	-0.12317	1.91345	-0.8215	1.17678	0.1692	-1.12013	0.50289	0.15697	0.71103	0.05204	-0.41541	0.69117	-1.78494	-0.64539	0.97281	0.46147	0.83027	0.31812	0.4948	0.52573	0.48728	1.07415	0.98706
170	0.34257	0.3872	0.43442	0.94337	0.87716	-0.8215	-0.51744	-0.4105	-1.12013	-0.11437	-0.40526	0.08848	0.05204	0.1609	0.05342	0.40422	-0.09618	-0.13817	-0.62401	-0.88543	-0.24647	-0.04226	-0.02664	0.48728	-0.55988	-0.63788
171	-0.73291	2.08229	1.46241	-0.12317	0.35902	0.30824	-0.51744	0.1692	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	-1.23765	-1.1946	-1.24915	-1.16675	0.25837	-0.81105	1.56891	1.63045	1.61994	-0.01521	1.5287
172	1.41805	0.95223	-0.07958	-0.65643	1.3953	-1.38637	0.61204	-0.4105	-0.56916	0.50289	-0.96748	-1.1566	0.69273	-0.41541	0.05342	0.95151	0.45303	-1.24915	1.00421	-0.88543	0.8827	1.56891	-0.02664	-0.64539	1.07415	-0.63788
173	-0.73291	-0.74286	-0.59357	-0.65643	-0.67727	-0.25663	-1.08218	-0.4105	-0.01818	-0.73162	-0.96748	-0.53406	-0.58866	-0.41541	-0.58434	0.40422	-0.64539	-1.24915	-0.62401	-0.88543	-0.81105	-0.57931	-0.579	-0.64539	-0.55988	-0.63788
174	-0.73291	-0.74286	-0.59357	-0.65643	-0.67727	0.30824	-1.08218	0.1692	-1.12013	-1.96614	-0.96748	0.71103	-1.22935	-0.99171	0.69117	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	-0.57931	-0.579	-0.07906	-0.01521	-0.63788
175	-1.27064	0.95223	-1.10757	-1.1897	-1.19541	0.30824	-1.08218	0.74891	-1.12013	0.50289	0.15697	0.71103	0.69273	-0.99171	0.69117	-0.69036	-1.1946	-0.69366	-1.16675	-1.45733	-0.81105	1.03185	1.07809	0.48728	0.52947	0.98706
176	0.88031	0.3872	-0.59357	2.0099	0.87716	-0.8215	-0.51744	-1.56992	1.08377	-0.73162	0.71919	-1.1566	0.05204	-0.41541	1.32893	-0.69036	1.55145	0.41732	0.46147	-0.88543	0.8827	0.4948	0.52573	-0.07906	-0.55988	0.98706
177	0.88031	0.95223	0.94841	0.94337	0.35902	1.43798	-0.51744	0.74891	-1.12013	-0.11437	1.28142	0.08848	0.05204	0.7372	1.32893	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	0.4948	0.52573	0.48728	0.52947	0.44541
178	1.41805	-0.17783	0.94841	0.4101	-0.15913	1.43798	1.17678	1.32862	1.63475	0.50289	0.15697	0.08848	0.05204	0.1609	0.05342	-0.69036	-0.64539	-0.69366	-1.16675	-1.45733	-1.37564	-1.11636	-1.13136	-1.21172	-1.10456	-1.17952
179	1.41805	0.95223	-0.59357	0.4101	1.91345	0.30824	-0.51744	-0.4105	-0.01818	-0.11437	0.71919	-0.53406	0.05204	0.1609	0.05342	0.95151	0.45303	0.41732	0.46147	0.83027	0.8827	1.03185	1.07809	0.48728	0.52947	0.44541
180	-0.73291	-0.74286	-0.59357	-0.65643	-0.67727	0.87311	1.17678	0.74891	-0.56916	0.50289	-0.96748	0.71103	0.69273	-0.99171	0.69117	-0.14307	-0.64539	-1.24915	-1.16675	0.25837	0.31812	-0.57931	0.52573	-1.21172	-0.55988	-0.09623
181	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-1.38637	-1.08218	0.74891	-0.56916	-0.73162	-0.40526	-0.53406	-0.58866	-1.56801	-1.2221	-0.69036	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.57931	-0.579	-0.64539	1.07415	-0.63788
182	-0.19517	-0.17783	-0.59357	-0.65643	-0.15913	-0.8215	-1.64692	-1.56992	-1.12013	-1.34888	-0.96748	-0.53406	0.69273	0.1609	0.05342	-0.69036	-1.1946	-0.13817	-0.62401	-1.45733	-1.37564	-1.11636	-0.579	-0.64539	-0.55988	-0.63788
183	0.88031	0.95223	-0.59357	1.47664	1.3953	0.87311	0.61204	0.1692	-0.01818	1.12015	0.71919	0.08848	0.05204	0.1609	0.69117	-1.78494	-1.1946	-1.24915	-1.16675	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
184	0.88031	0.95223	0.94841	0.4101	0.35902	0.30824	-0.51744	-0.99021	0.5328	-0.73162	0.15697	-0.53406	-1.87004	-0.41541	1.32893	-0.14307	-0.09618	-0.69366	1.00421	-0.88543	0.31812	-1.11636	0.52573	-1.21172	1.07415	-1.72117
185	0.34257	0.3872	0.43442	0.4101	0.35902	-0.25663	0.61204	-0.4105	-1.12013	-1.96614	0.15697	-0.53406	-0.58866	-0.99171	-0.58434	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
186	-1.27064	-1.30789	-1.10757	-0.65643	-0.15913	-0.25663	-0.51744	0.1692	-0.01818	-0.11437	-0.40526	-0.53406	0.05204	-0.41541	0.05342	0.40422	0.45303	0.41732	0.46147	0.25837	0.31812	1.56891	-0.579	1.61994	1.61882	1.5287
187	-1.27064	-0.17783	-1.10757	-1.1897	-0.67727	-0.25663	-0.51744	0.1692	1.08377	-0.11437	-0.40526	0.08848	0.05204	-0.99171	-1.2221	-0.14307	-0.09618	0.41732	0.46147	0.83027	-0.24647	-0.04226	-1.68372	-0.64539	-0.55988	0.44541
188	0.88031	0.3872	-0.59357	1.47664	1.91345	0.30824	0.61204	0.1692	0.5328	0.50289	0.71919	0.71103	0.69273	0.1609	0.69117	-0.14307	-1.1946	-0.69366	-0.62401	-0.88543	-1.37564	-1.11636	-1.13136	-1.21172	-1.10456	-1.17952
189	0.34257	-1.30789	-1.10757	-1.1897	-1.19541	-0.25663	0.61204	0.1692	-1.12013	-0.11437	-1.52971	0.08848	0.05204	-1.56801	0.05342	1.4988	1.55145	1.5283	-0.08127	1.40217	1.44729	0.4948	0.52573	0.48728	1.61882	1.5287
190	-1.27064	-0.17783	-1.10757	0.4101	-0.67727	0.87311	0.61204	0.74891	-0.56916	0.50289	0.71919	0.08848	0.05204	0.7372	0.69117	0.95151	1.00224	0.41732	0.46147	0.83027	0.8827	-1.11636	-0.02664	0.48728	-0.01521	-0.09623
191	-0.73291	-1.30789	-1.10757	-1.1897	-0.15913	0.87311	-1.64692	-1.56992	1.08377	-0.11437	-0.40526	0.71103	0.05204	0.7372	0.05342	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	-0.57931	-0.02664	-0.64539	1.07415	-0.09623
192	0.88031	0.95223	0.94841	0.94337	0.87716	0.87311	-0.51744	0.74891	0.5328	-0.11437	-0.40526	0.08848	0.05204	0.1609	0.05342	-0.69036	-0.64539	-0.69366	0.46147	-0.88543	0.31812	0.4948	-0.579	0.48728	-0.01521	0.44541
193	0.34257	0.3872	1.46241	1.47664	-0.67727	-0.8215	-2.21166	-0.4105	-0.56916	0.50289	0.15697	0.71103	-1.22935	-0.99171	0.69117	-0.69036	-0.64539	-1.24915	-0.62401	1.40217	0.8827	-1.65342	-1.68372	-0.64539	-0.01521	-0.63788
194	0.34257	0.3872	0.43442	0.94337	0.87716	-0.25663	-0.51744	-0.4105	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	0.40422	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
195	0.34257	1.51726	-0.59357	-0.12317	-0.15913	0.87311	1.17678	1.32862	-0.56916	1.12015	1.28142	-1.1566	1.33342	1.3135	1.32893	-0.69036	-0.09618	-0.69366	1.00421	0.25837	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
196	0.34257	0.3872	0.43442	0.4101	0.35902	-1.95124	-2.21166	-0.99021	-0.56916	1.12015	-0.40526	-2.40168	1.33342	0.1609	0.05342	0.95151	1.00224	0.97281	1.00421	1.40217	1.44729	-0.04226	-0.02664	-0.07906	1.07415	0.98706

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197	-1.27064	-0.17783	0.43442	-0.65643	-0.67727	-0.25663	0.61204	0.1692	0.5328	1.12015	1.28142	1.33357	1.33342	0.1609	-0.58434	1.4988	1.55145	1.5283	1.54695	1.40217	-0.81105	1.56891	0.52573	0.48728	0.52947	1.5287
198	-1.27064	0.3872	0.43442	-1.1897	-0.67727	0.30824	-1.64692	-0.99021	-1.12013	0.50289	-1.52971	-1.77914	-1.87004	0.1609	0.05342	-0.69036	-0.64539	-0.69366	-1.16675	-0.31353	-0.24647	0.4948	0.52573	0.48728	0.52947	0.44541
199	0.34257	0.3872	-0.07958	-0.65643	-0.15913	-0.8215	-0.51744	0.1692	-1.12013	-0.73162	-0.40526	-1.1566	-0.58866	-0.99171	-1.85985	-0.69036	-0.09618	0.41732	-0.62401	-0.31353	-0.24647	-0.57931	-0.02664	-0.64539	-0.01521	-0.63788
200	-0.73291	-0.74286	-0.07958	-0.65643	-1.19541	0.30824	-0.51744	0.74891	-0.01818	0.50289	0.71919	1.33357	0.69273	-0.41541	0.69117	0.95151	0.45303	-0.13817	0.46147	0.83027	1.44729	-0.57931	-0.579	0.48728	-0.55988	0.44541
201	-0.73291	-0.74286	-0.59357	-0.65643	-0.67727	1.43798	-1.64692	1.32862	-1.12013	0.50289	0.71919	0.71103	0.69273	0.7372	0.69117	0.95151	1.55145	1.5283	1.54695	1.40217	1.44729	-0.57931	-0.02664	-0.07906	-0.01521	-0.09623
202	-1.27064	0.95223	0.94841	-0.65643	-0.67727	1.43798	1.17678	0.74891	1.08377	0.50289	1.28142	1.33357	0.69273	-1.56801	0.69117	0.95151	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	1.03185	1.07809	1.05361	1.07415	0.98706
203	0.88031	0.95223	0.43442	0.94337	0.87716	0.30824	0.61204	0.1692	1.63475	1.12015	0.71919	0.71103	0.05204	0.7372	0.05342	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	0.31812	0.4948	1.07809	0.48728	-0.01521	0.98706
204	1.95578	2.08229	-0.59357	-0.65643	-0.15913	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	-2.14431	-0.58434	-1.23765	-1.1946	1.5283	1.54695	1.40217	0.8827	1.56891	0.52573	1.61994	0.52947	-1.17952
205	0.88031	0.95223	0.94841	0.94337	0.87716	0.30824	0.0473	0.1692	-0.01818	-0.73162	-0.40526	0.08848	0.05204	0.1609	0.05342	0.40422	0.45303	0.41732	0.46147	-0.31353	0.31812	0.4948	0.52573	0.48728	0.52947	0.44541
206	1.41805	0.95223	0.94841	0.94337	0.35902	-0.25663	-0.51744	0.1692	1.08377	-0.73162	0.15697	-0.53406	0.69273	-0.99171	0.69117	0.95151	-0.64539	0.97281	-1.16675	0.83027	-1.37564	-0.57931	1.07809	-0.64539	1.07415	-0.63788
207	-1.27064	0.3872	-1.10757	-1.1897	-1.19541	1.43798	-0.51744	1.32862	-0.01818	1.12015	-0.40526	-2.40168	1.33342	1.3135	-2.49761	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	-0.04226	-1.68372	-1.77805	-1.10456	-1.17952
208	0.34257	-1.30789	-1.10757	-1.1897	0.35902	1.43798	0.61204	1.32862	-1.12013	1.12015	1.28142	1.33357	1.33342	-1.56801	-0.58434	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	-1.65342	-1.13136	-1.77805	-1.64924	-1.17952
209	-1.27064	-0.74286	-1.10757	0.4101	-0.15913	0.30824	0.61204	0.74891	1.08377	-0.11437	1.28142	0.71103	0.69273	-0.41541	0.05342	0.40422	0.45303	0.41732	0.46147	1.40217	0.31812	1.56891	-0.02664	1.05361	0.52947	0.44541
210	-0.19517	-1.30789	-0.59357	-1.1897	-1.19541	-1.95124	-0.51744	-0.4105	-0.01818	-1.34888	-0.40526	-1.1566	-0.58866	0.7372	0.05342	0.95151	1.55145	1.5283	1.00421	1.40217	1.44729	1.03185	1.07809	1.05361	1.07415	1.5287
211	1.95578	0.3872	0.43442	0.4101	0.87716	0.30824	-0.51744	-0.4105	-0.01818	-0.11437	-0.40526	-0.53406	0.05204	-0.41541	-0.58434	0.40422	0.45303	0.41732	0.46147	0.25837	-0.24647	1.03185	0.52573	1.05361	-0.01521	0.44541
212	1.95578	-1.30789	1.97641	2.0099	-1.19541	-1.38637	-1.64692	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
213	0.34257	0.95223	0.94841	1.47664	0.87716	0.30824	-0.51744	0.1692	-0.01818	-0.11437	0.15697	-0.53406	0.05204	-0.41541	0.05342	-0.14307	-0.09618	0.41732	0.46147	0.25837	0.31812	-0.04226	-0.02664	0.48728	-0.01521	0.44541
214	-1.27064	-0.74286	-0.07958	-0.12317	0.87716	-0.25663	-1.64692	-0.4105	-1.67111	-1.96614	-1.52971	-0.53406	-1.22935	0.7372	0.05342	0.95151	1.55145	0.97281	-1.16675	0.83027	-0.24647	-0.04226	-0.02664	-0.64539	-1.10456	-0.63788
215	0.34257	0.3872	1.97641	0.94337	0.35902	-0.25663	0.61204	0.1692	1.08377	1.12015	0.71919	0.71103	0.69273	0.7372	1.32893	0.40422	-0.09618	0.41732	-0.08127	-0.31353	-0.24647	-0.04226	0.52573	-0.07906	-0.55988	-0.09623
216	-1.27064	-1.30789	-1.10757	-1.1897	-0.15913	-0.25663	-0.51744	0.1692	-0.01818	-1.96614	0.15697	0.08848	0.69273	-0.41541	0.69117	0.40422	0.45303	-0.13817	1.00421	0.83027	0.31812	-1.65342	-1.13136	-1.77805	-1.64924	-1.72117
217	-1.27064	-1.30789	-1.10757	-1.1897	-0.15913	0.87311	-0.51744	-0.4105	-1.12013	0.50289	-1.52971	0.71103	0.69273	-0.41541	0.05342	-0.69036	-1.1946	-0.69366	-0.62401	-0.88543	-1.37564	-1.11636	-0.02664	-0.64539	-1.10456	-0.63788
218	0.34257	-0.74286	-1.10757	1.47664	0.87716	0.87311	1.17678	0.74891	1.63475	1.12015	0.71919	0.08848	0.69273	0.7372	0.69117	0.95151	1.00224	0.41732	0.46147	0.83027	0.8827	1.03185	1.07809	0.48728	1.07415	0.98706
219	1.41805	0.95223	-0.59357	-0.12317	-0.15913	0.87311	-1.08218	-0.99021	-0.56916	-1.34888	-0.96748	-1.1566	-0.58866	-0.99171	-0.58434	0.95151	1.00224	0.97281	1.00421	0.83027	0.8827	1.03185	1.07809	0.48728	0.52947	0.44541
220	-0.73291	-0.74286	-0.59357	-0.65643	-0.67727	0.30824	-1.08218	-1.56992	-0.56916	-1.34888	-0.40526	-0.53406	-1.22935	-0.41541	-1.2221	-0.14307	1.00224	-0.13817	-0.08127	0.83027	-0.24647	1.03185	-0.02664	0.48728	0.52947	0.44541
221	0.34257	0.95223	1.46241	0.94337	1.3953	-0.25663	1.17678	-0.4105	1.08377	0.50289	0.71919	-0.53406	-0.58866	0.1609	0.05342	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	0.4948	0.52573	0.48728	0.52947	-0.09623
222	0.88031	1.51726	1.46241	0.94337	0.35902	0.87311	1.17678	0.74891	0.5328	0.50289	0.15697	0.08848	-0.58866	0.1609	0.05342	-0.69036	-1.1946	-1.24915	-0.62401	-1.45733	-1.37564	0.4948	-0.02664	-0.64539	-0.01521	-0.63788
223	1.41805	0.95223	0.43442	0.94337	1.3953	0.87311	0.61204	0.74891	1.08377	0.50289	-0.40526	0.71103	-0.58866	0.1609	0.05342	0.95151	-0.64539	-0.13817	0.46147	-0.31353	0.31812	1.03185	0.52573	0.48728	-0.01521	0.98706
224	0.34257	0.3872	-1.10757	-1.1897	-1.19541	0.30824	-1.64692	-2.14962	1.63475	-1.96614	-2.09193	1.33357	0.69273	-2.14431	-2.49761	-1.78494	1.00224	0.97281	1.00421	0.83027	1.44729	1.03185	-0.02664	1.05361	0.52947	0.44541

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225	0.34257	2.08229	1.97641	0.94337	-0.15913	0.87311	1.17678	-0.99021	-1.67111	1.12015	1.28142	-1.1566	0.69273	-1.56801	1.32893	0.40422	-1.74381	0.41732	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
226	1.95578	0.3872	-0.59357	2.0099	1.3953	1.43798	-0.51744	0.1692	-0.01818	0.50289	1.28142	1.33357	0.05204	0.7372	-0.58434	1.4988	1.55145	1.5283	-0.08127	-0.31353	-0.24647	1.56891	-0.02664	-0.07906	-0.01521	1.5287
227	0.88031	0.3872	0.94841	0.94337	1.91345	0.30824	1.17678	1.32862	-0.01818	0.50289	-0.40526	1.33357	1.33342	-0.41541	-0.58434	0.40422	0.45303	0.41732	1.00421	0.83027	1.44729	-0.04226	0.52573	1.05361	0.52947	0.98706
228	1.41805	0.3872	1.46241	0.4101	0.87716	-0.8215	0.0473	0.1692	-0.01818	-0.11437	-0.40526	-0.53406	1.33342	-0.41541	-1.2221	-0.14307	1.55145	0.97281	-0.62401	1.40217	0.31812	-0.57931	1.07809	-0.64539	1.07415	-0.63788
229	0.88031	-0.17783	0.94841	-0.12317	1.3953	0.30824	1.17678	1.32862	1.63475	-0.11437	1.28142	1.33357	0.05204	0.7372	0.69117	-1.78494	-1.74381	-0.69366	-0.62401	-0.88543	-0.24647	-0.04226	0.52573	1.05361	-1.10456	1.5287
230	0.34257	0.3872	-0.59357	0.94337	-0.67727	-1.38637	0.61204	-1.56992	1.08377	-0.11437	-1.52971	-1.77914	-1.87004	-0.99171	-1.2221	-0.14307	1.00224	-0.69366	1.00421	-1.45733	0.31812	-0.04226	-0.579	-0.07906	1.61882	-1.17952
231	0.88031	0.95223	-0.07958	-0.12317	-0.15913	0.30824	1.17678	0.1692	1.63475	1.12015	1.28142	1.33357	0.69273	1.3135	0.05342	0.95151	1.00224	0.41732	1.54695	0.25837	1.44729	0.4948	1.63045	0.48728	1.61882	0.98706
232	0.34257	-0.17783	-0.07958	-0.12317	-0.67727	-1.38637	-1.08218	-0.99021	-0.56916	-1.34888	-0.96748	-0.53406	-0.58866	-0.41541	-1.2221	-0.69036	0.45303	-0.13817	-0.62401	-0.31353	-0.24647	-1.11636	-0.02664	-0.07906	-0.55988	-0.09623
233	-0.19517	-0.17783	-0.07958	-0.12317	-0.15913	-0.8215	-1.08218	-0.99021	-0.56916	-1.34888	-0.96748	-0.53406	-0.58866	-0.99171	-1.2221	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
234	0.34257	-0.17783	0.43442	0.4101	-0.15913	1.43798	0.61204	0.74891	1.08377	1.12015	0.71919	0.08848	1.33342	0.7372	1.32893	1.4988	1.00224	0.41732	1.00421	0.83027	0.31812	1.56891	1.07809	1.05361	1.61882	0.44541
235	0.88031	-0.17783	1.97641	0.94337	0.35902	1.43798	0.61204	0.1692	1.63475	0.50289	0.15697	0.71103	0.69273	1.3135	0.69117	1.4988	-0.09618	-0.13817	-0.08127	0.25837	0.8827	0.4948	0.52573	0.48728	0.52947	0.44541
236	0.88031	-0.17783	-0.59357	-0.12317	-0.15913	-0.8215	-0.51744	-0.99021	0.5328	-1.34888	-2.09193	-0.53406	-1.22935	-0.99171	-1.2221	-0.14307	-0.09618	-0.13817	-0.62401	-0.88543	-0.81105	-0.04226	-0.579	-0.64539	-0.01521	-0.09623
237	-0.73291	-1.30789	-0.07958	-0.65643	-0.15913	-0.25663	-1.64692	-0.4105	-1.12013	0.50289	-1.52971	0.08848	0.05204	-2.14431	-2.49761	0.95151	0.45303	-0.13817	0.46147	-0.31353	0.31812	1.56891	1.63045	1.05361	0.52947	1.5287
238	-1.27064	-0.74286	-1.10757	-1.1897	-1.19541	-0.25663	1.17678	-0.4105	-0.01818	-0.73162	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
239	-1.27064	-1.30789	-1.10757	-1.1897	-0.67727	-0.25663	-0.51744	0.1692	-0.01818	-1.96614	0.15697	0.08848	-0.58866	0.7372	-0.58434	-0.69036	-1.1946	-0.69366	-0.62401	-1.45733	-0.81105	-1.65342	-1.13136	-1.77805	-1.64924	-1.72117
240	1.95578	1.51726	-1.10757	-1.1897	-0.67727	0.87311	1.17678	0.74891	1.08377	1.12015	0.71919	0.71103	0.69273	0.7372	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.03185	1.07809	1.05361	1.07415	0.98706
241	-0.73291	-1.30789	-1.10757	-1.1897	-1.19541	0.30824	1.17678	-0.99021	-1.12013	0.50289	-0.40526	-1.77914	0.05204	-0.99171	0.05342	-0.14307	-1.74381	1.5283	-1.70949	1.40217	-0.81105	-0.57931	-0.02664	-1.21172	-1.64924	1.5287
242	-1.27064	-1.30789	-1.10757	-0.65643	-0.67727	-1.95124	-0.51744	0.1692	1.08377	0.50289	0.15697	0.71103	0.69273	0.1609	0.69117	-0.69036	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.64539	0.52947	-0.09623
243	-0.73291	-1.30789	-1.10757	-1.1897	-1.19541	-0.8215	-0.51744	0.74891	-0.56916	-0.11437	-0.40526	-1.1566	0.05204	-0.41541	-0.58434	-1.23765	1.00224	0.41732	-1.70949	0.25837	0.8827	-0.57931	-0.579	-0.64539	-1.64924	-1.72117
244	-1.27064	-1.30789	-1.10757	-1.1897	-0.67727	-0.25663	0.0473	0.1692	-0.56916	-0.11437	0.15697	-1.1566	-0.58866	-0.99171	-1.2221	0.40422	-0.09618	-0.13817	-0.08127	0.25837	-1.37564	0.4948	-0.579	1.05361	-0.55988	-0.09623
245	1.41805	-0.17783	1.46241	-0.12317	1.3953	0.30824	-1.08218	0.1692	-0.56916	-0.11437	-0.96748	0.08848	-1.22935	0.1609	-1.2221	0.40422	-0.09618	0.41732	-0.08127	0.25837	0.31812	-0.04226	-0.579	-0.07906	-0.55988	-0.63788
246	-1.27064	-1.30789	-1.10757	-0.65643	-0.67727	-1.95124	-2.21166	1.32862	-0.01818	-1.34888	-0.40526	-0.53406	-0.58866	-0.41541	-0.58434	0.95151	1.55145	-0.13817	1.00421	0.83027	0.31812	-1.11636	-1.13136	-1.77805	-1.10456	-1.72117
247	0.88031	2.08229	-0.59357	1.47664	1.91345	0.30824	0.61204	-0.99021	0.5328	0.50289	-2.09193	0.71103	0.69273	1.3135	0.69117	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
248	-0.19517	0.3872	-1.10757	0.94337	-0.15913	1.43798	1.17678	0.74891	-0.01818	-0.11437	1.28142	1.33357	0.69273	1.3135	1.32893	0.95151	1.00224	1.5283	1.00421	0.25837	0.31812	-1.65342	-1.68372	-1.77805	-0.55988	-0.09623
249	-0.73291	-0.74286	-0.59357	-0.65643	-0.67727	-0.8215	-1.08218	0.1692	-1.12013	-1.34888	-1.52971	-1.1566	-1.22935	-0.99171	0.05342	-0.14307	-1.1946	-1.24915	-1.16675	-0.88543	-0.81105	0.4948	0.52573	0.48728	0.52947	0.44541
250	1.95578	0.95223	1.97641	0.4101	0.35902	-0.8215	0.61204	-1.56992	-0.01818	-0.11437	0.15697	1.33357	1.33342	0.7372	0.05342	0.95151	-0.09618	1.5283	0.46147	0.25837	0.31812	0.4948	-0.579	0.48728	-0.01521	1.5287
251	-1.27064	0.3872	-0.07958	-0.12317	-1.19541	0.87311	0.61204	0.74891	1.08377	1.12015	0.71919	1.33357	0.69273	0.1609	0.05342	1.4988	0.45303	0.97281	0.46147	0.83027	0.31812	0.4948	0.52573	0.48728	1.07415	0.98706
252	0.88031	0.95223	1.97641	1.47664	-0.15913	1.43798	0.61204	0.74891	0.5328	1.12015	0.71919	1.33357	0.69273	0.1609	-0.58434	-1.23765	-1.1946	-1.80463	-1.16675	-1.45733	0.31812	-1.65342	-1.68372	-0.07906	-0.01521	0.98706

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253	0.34257	0.3872	1.46241	1.47664	1.91345	-0.8215	0.61204	-1.56992	1.08377	0.50289	0.71919	0.08848	-0.58866	1.3135	-0.58434	-1.78494	-1.74381	0.41732	-1.70949	-0.31353	0.8827	-0.57931	-0.579	-1.21172	-1.10456	-1.17952
254	-1.27064	-1.30789	-1.10757	-0.12317	-0.15913	1.43798	1.17678	1.32862	0.5328	0.50289	-0.96748	0.08848	0.05204	0.7372	0.05342	0.40422	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-1.65342	-0.579	-0.07906	-1.64924	0.44541
255	-1.27064	-1.30789	-0.59357	-1.1897	-0.67727	-0.8215	-1.08218	-2.14962	-1.12013	1.12015	1.28142	-2.40168	-1.87004	-0.41541	0.05342	-1.78494	-1.74381	-1.24915	-1.70949	-2.02922	-1.94023	-1.65342	-1.13136	-0.64539	-0.55988	-1.17952
256	0.88031	0.95223	1.97641	0.94337	0.87716	0.87311	0.61204	0.74891	0.5328	-0.11437	0.71919	0.08848	0.69273	0.7372	0.05342	0.95151	0.45303	-0.13817	0.46147	-0.31353	0.31812	-0.04226	-0.579	-0.64539	-0.01521	0.44541
257	0.34257	-0.17783	0.43442	0.94337	1.3953	-0.25663	-1.08218	-0.99021	-0.56916	-1.34888	-0.40526	-0.53406	-0.58866	0.1609	-1.2221	-0.69036	1.00224	-0.69366	-0.62401	-0.88543	-0.81105	-0.57931	-0.579	0.48728	-0.55988	-0.63788
258	0.88031	0.95223	-1.10757	0.94337	-1.19541	0.30824	1.17678	1.32862	0.5328	1.12015	1.28142	1.33357	1.33342	1.3135	0.05342	1.4988	1.55145	0.41732	1.54695	0.25837	1.44729	0.4948	1.63045	1.61994	0.52947	1.5287
259	-1.27064	-1.30789	-0.07958	-1.1897	-1.19541	1.43798	1.17678	1.32862	-0.56916	0.50289	-0.40526	-0.53406	1.33342	-0.99171	-0.58434	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
260	-0.19517	-1.30789	-0.59357	-0.65643	-0.67727	0.30824	0.61204	0.74891	1.08377	0.50289	0.71919	0.71103	0.05204	0.7372	0.69117	0.95151	0.45303	0.41732	1.00421	0.83027	0.8827	-1.65342	-0.579	-0.64539	-0.01521	-0.09623
261	1.41805	0.95223	1.46241	0.94337	0.87716	0.87311	0.61204	0.1692	0.5328	0.50289	0.71919	0.08848	0.69273	0.7372	0.69117	0.95151	0.45303	0.41732	1.00421	0.83027	0.31812	0.4948	0.52573	1.05361	1.07415	0.98706
262	0.34257	1.51726	1.46241	1.47664	0.87716	0.87311	0.61204	0.74891	1.63475	0.50289	0.71919	0.08848	0.05204	-0.41541	0.69117	0.95151	0.45303	0.97281	0.46147	0.25837	0.31812	1.03185	1.07809	1.05361	0.52947	0.98706
263	-1.27064	-1.30789	-1.10757	-1.1897	-0.67727	-0.25663	1.17678	-1.56992	1.63475	1.12015	0.71919	0.71103	0.69273	-1.56801	-1.85985	-0.69036	-1.1946	-1.24915	-1.70949	0.83027	-1.94023	-1.11636	-1.13136	-1.77805	-1.64924	-1.17952
264	-1.27064	-0.74286	-0.07958	-0.65643	-0.67727	-0.25663	-1.08218	-0.4105	-1.12013	-1.96614	-0.40526	-1.1566	-1.22935	-0.41541	-1.85985	-0.69036	-0.64539	-0.69366	-0.62401	-0.31353	-0.81105	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
265	-0.73291	-1.30789	-1.10757	-1.1897	0.87716	-0.8215	-1.08218	-2.14962	-0.56916	-0.73162	-0.96748	-1.1566	-0.58866	-0.41541	-1.2221	-0.69036	0.45303	-1.24915	1.00421	-1.45733	-0.81105	-0.57931	-0.579	-0.64539	-0.55988	-0.63788
266	-0.19517	-0.74286	-1.10757	-1.1897	-1.19541	-1.95124	1.17678	-2.14962	1.08377	1.12015	1.28142	0.71103	0.69273	1.3135	1.32893	0.95151	1.00224	0.97281	-1.16675	0.83027	-1.37564	1.03185	1.07809	1.05361	1.07415	0.98706
267	-0.19517	-0.17783	-0.59357	-0.65643	-0.67727	-1.38637	1.17678	-0.99021	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	-0.57931	-0.579	1.05361	1.07415	1.5287
268	-0.73291	-1.30789	0.43442	-0.12317	-0.67727	1.43798	0.0473	1.32862	-0.01818	1.12015	0.71919	1.33357	1.33342	-0.41541	1.32893	-1.23765	-1.1946	-0.13817	-1.16675	-1.45733	-1.94023	-1.11636	-1.13136	-1.21172	-1.10456	-1.17952
269	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.38637	1.17678	0.74891	-1.67111	1.12015	0.15697	-2.40168	0.05204	1.3135	-2.49761	-1.78494	-0.64539	0.41732	-0.08127	0.25837	0.31812	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
270	-0.19517	-1.30789	-1.10757	-0.12317	-1.19541	-1.95124	1.17678	0.74891	-0.01818	1.12015	0.71919	0.71103	0.69273	1.3135	1.32893	0.95151	1.00224	0.97281	1.00421	0.25837	0.8827	0.4948	-0.02664	-0.64539	-1.10456	-0.63788
271	-1.27064	-0.74286	-1.10757	-1.1897	-1.19541	1.43798	-1.64692	-0.99021	-1.67111	1.12015	1.28142	1.33357	1.33342	1.3135	-1.85985	-1.23765	-1.1946	-1.80463	-1.16675	-2.02922	-1.94023	-1.65342	-1.68372	-1.77805	-1.64924	-1.17952
272	-0.19517	-0.74286	0.94841	1.47664	0.35902	-0.25663	-1.64692	0.1692	-0.56916	-1.34888	-0.96748	-1.1566	-1.22935	-0.99171	-0.58434	-0.14307	-0.09618	0.41732	-0.08127	-0.31353	0.31812	-0.57931	-0.579	-0.64539	-0.01521	-0.09623
273	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.95124	-0.51744	-2.14962	-1.67111	1.12015	-0.40526	-0.53406	-0.58866	1.3135	1.32893	-1.23765	-1.74381	-1.24915	-1.70949	-1.45733	-0.24647	-1.65342	-1.68372	-1.21172	-1.64924	-1.72117
274	0.34257	-0.74286	1.46241	2.0099	1.91345	-0.8215	-0.51744	-0.99021	-0.56916	-1.34888	0.15697	-1.1566	0.05204	0.7372	1.32893	0.40422	0.45303	0.97281	-0.62401	-0.88543	0.8827	-0.57931	0.52573	-0.64539	1.61882	-1.72117
275	-0.73291	-1.30789	-1.10757	-1.1897	-1.19541	0.30824	-0.51744	-0.99021	-1.67111	-0.73162	0.15697	-0.53406	-1.87004	-2.14431	0.69117	1.4988	-1.1946	1.5283	1.54695	1.40217	-0.81105	-1.65342	-1.68372	-1.21172	-1.64924	-1.72117
276	1.95578	1.51726	0.94841	0.94337	0.87716	1.43798	0.61204	0.74891	0.5328	-0.11437	0.15697	0.71103	0.05204	0.1609	0.05342	1.4988	1.00224	0.97281	1.00421	0.83027	0.8827	1.03185	1.07809	0.48728	1.07415	0.98706
277	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.25663	-1.08218	-0.4105	-0.01818	-0.73162	-0.96748	-0.53406	-1.22935	0.1609	-0.58434	-0.14307	-0.09618	-0.13817	-0.08127	0.25837	-0.24647	1.03185	0.52573	-0.07906	0.52947	0.44541
278	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	1.43798	-1.64692	1.32862	-1.67111	-0.73162	-2.09193	-2.40168	-2.51073	1.3135	1.32893	-0.14307	-1.74381	1.5283	-1.70949	1.40217	1.44729	-1.65342	-1.68372	-0.07906	-1.64924	-1.72117
279	0.88031	0.3872	1.46241	1.47664	1.91345	-0.25663	0.0473	0.1692	0.5328	-0.11437	0.71919	0.08848	0.05204	0.1609	0.05342	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	0.52947	-0.09623
280	0.88031	0.95223	1.46241	1.47664	1.3953	0.87311	0.0473	-0.4105	0.5328	-0.11437	0.71919	0.08848	-0.58866	-0.41541	0.69117	0.40422	0.45303	0.97281	0.46147	0.25837	-0.24647	0.4948	1.07809	0.48728	1.07415	0.44541

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281	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.8215	-1.08218	1.32862	-0.56916	1.12015	-0.96748	1.33357	-0.58866	0.1609	0.05342	0.40422	0.45303	1.5283	0.46147	1.40217	1.44729	0.4948	0.52573	0.48728	0.52947	0.44541
282	-0.19517	2.08229	1.97641	-0.65643	1.91345	-0.25663	1.17678	1.32862	1.63475	1.12015	-1.52971	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
283	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.25663	1.17678	-0.4105	0.5328	-0.73162	1.28142	-0.53406	-0.58866	0.1609	-0.58434	-1.78494	-1.1946	-1.80463	-1.16675	-2.02922	-1.94023	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
284	0.88031	0.95223	0.94841	1.47664	1.91345	0.87311	1.17678	0.74891	-0.56916	1.12015	1.28142	0.08848	0.05204	0.7372	0.05342	-0.14307	1.00224	-0.13817	-0.08127	0.25837	-0.81105	0.4948	0.52573	0.48728	-0.55988	-0.63788
285	1.95578	1.51726	1.46241	2.0099	-0.67727	0.30824	1.17678	1.32862	1.63475	-0.11437	1.28142	0.08848	0.69273	-0.41541	-0.58434	0.40422	0.45303	0.97281	-0.08127	-0.88543	0.31812	-0.04226	-0.02664	0.48728	0.52947	0.44541
286	-1.27064	-1.30789	-1.10757	-1.1897	-0.67727	0.87311	0.0473	0.74891	-0.56916	0.50289	-0.40526	0.71103	0.69273	0.7372	-0.58434	-0.14307	-0.09618	-0.69366	-0.08127	-0.31353	-0.24647	0.4948	0.52573	0.48728	0.52947	0.44541
287	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.25663	-1.08218	0.1692	-1.12013	-1.34888	-0.40526	-0.53406	-0.58866	-0.99171	-0.58434	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	-1.11636	-1.13136	-1.21172	-1.10456	-1.17952
288	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.8215	-2.21166	-2.14962	-1.67111	0.50289	-2.09193	0.71103	1.33342	-0.41541	0.69117	-1.78494	-1.74381	-1.80463	-1.70949	0.83027	-0.24647	1.03185	0.52573	-0.64539	1.07415	0.98706
289	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	0.30824	-1.64692	-0.4105	-0.01818	-0.73162	-1.52971	0.08848	-0.58866	-1.56801	-0.58434	0.40422	-0.09618	-0.13817	-0.62401	0.25837	-0.24647	-0.57931	-0.579	-0.64539	-0.55988	-0.09623
290	-0.19517	2.08229	1.97641	2.0099	0.35902	0.87311	-1.08218	0.1692	-0.56916	0.50289	-0.40526	0.71103	0.69273	-0.41541	-0.58434	-0.14307	0.45303	0.97281	1.00421	0.83027	-0.24647	0.4948	-0.02664	-0.07906	-0.01521	-0.09623
291	-1.27064	0.3872	-1.10757	-1.1897	-1.19541	1.43798	0.0473	1.32862	0.5328	0.50289	-0.40526	0.08848	0.69273	0.7372	0.69117	-1.23765	-1.1946	0.41732	-0.08127	0.25837	-0.24647	1.56891	1.63045	1.61994	1.61882	1.5287
292	1.95578	-1.30789	1.97641	1.47664	0.87716	-0.8215	-1.08218	-0.4105	1.08377	-0.73162	-1.52971	-1.77914	0.05204	-0.41541	1.32893	-0.69036	-1.74381	-1.80463	-1.16675	-0.88543	-1.94023	-1.11636	-1.68372	-0.64539	-1.64924	-1.72117
293	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.25663	-0.51744	1.32862	-1.67111	1.12015	-0.40526	0.71103	1.33342	-0.41541	0.69117	0.40422	-0.09618	0.97281	1.00421	-0.31353	-0.24647	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
294	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	0.30824	0.0473	-1.56992	-1.12013	0.50289	0.71919	0.71103	0.69273	0.7372	0.69117	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
295	-1.27064	-0.74286	-0.59357	-1.1897	-0.67727	-0.8215	-1.08218	-0.99021	-1.12013	-1.96614	-0.96748	-0.53406	-1.22935	-0.41541	-1.2221	-0.69036	-0.09618	-0.13817	-0.62401	-0.31353	-0.24647	-0.57931	-0.02664	-0.07906	-0.55988	-0.63788
296	-1.27064	2.08229	-0.59357	-0.65643	-0.67727	-1.38637	-0.51744	-1.56992	-1.67111	-2.5834	-0.40526	-1.1566	-1.87004	0.1609	-0.58434	-0.69036	-0.64539	-0.13817	-0.08127	-1.45733	-0.81105	-0.04226	-0.02664	-0.07906	-0.55988	-0.63788
297	-1.27064	-0.17783	-1.10757	-1.1897	-1.19541	1.43798	-0.51744	1.32862	-1.67111	1.12015	-0.40526	0.71103	0.69273	1.3135	1.32893	0.95151	-0.09618	-0.13817	1.00421	1.40217	0.8827	-0.57931	-1.68372	-1.77805	-1.10456	-0.09623
298	1.41805	1.51726	0.94841	-1.1897	-1.19541	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	0.71103	1.33342	1.3135	0.05342	0.40422	0.45303	0.41732	0.46147	-0.31353	0.31812	1.56891	1.63045	0.48728	1.61882	0.98706
299	-1.27064	1.51726	1.97641	0.4101	0.35902	-1.38637	-0.51744	-0.4105	-0.56916	-1.96614	-0.40526	-1.77914	0.05204	-1.56801	0.05342	0.40422	1.00224	0.41732	1.00421	0.83027	1.44729	1.03185	1.07809	1.05361	1.07415	0.98706
300	-1.27064	1.51726	1.97641	0.4101	0.35902	-1.38637	-0.51744	-0.4105	-0.56916	-1.96614	-0.40526	-1.77914	0.05204	-1.56801	0.05342	0.40422	1.00224	0.41732	1.00421	0.83027	1.44729	1.03185	1.07809	1.05361	1.07415	0.98706
301	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.25663	0.61204	0.74891	-0.56916	0.50289	-0.40526	0.08848	0.05204	1.3135	0.05342	-1.23765	-1.1946	-1.80463	-1.70949	-0.88543	-1.94023	-1.65342	-1.68372	-1.77805	-1.64924	-1.17952
302	-0.19517	-0.74286	-1.10757	-1.1897	-0.15913	-0.8215	1.17678	1.32862	1.63475	1.12015	1.28142	0.71103	1.33342	0.1609	0.05342	0.40422	0.45303	0.41732	1.00421	0.83027	1.44729	-0.57931	-0.579	-0.07906	-0.55988	-0.63788
303	-0.73291	-0.74286	-0.59357	-0.65643	-0.67727	0.30824	0.61204	0.74891	1.63475	1.12015	0.71919	0.71103	1.33342	0.7372	0.05342	0.40422	-0.09618	0.41732	0.46147	-0.31353	-0.24647	0.4948	-0.02664	0.48728	-0.01521	0.98706
304	0.34257	2.08229	1.97641	0.94337	1.3953	0.87311	1.17678	-0.4105	-0.01818	1.12015	1.28142	-0.53406	-0.58866	0.7372	1.32893	-1.78494	-1.74381	-1.80463	-1.16675	-0.31353	0.31812	1.56891	1.63045	1.61994	1.61882	1.5287
305	0.34257	-0.17783	0.43442	1.47664	1.3953	-0.8215	0.0473	-0.4105	-0.56916	-1.96614	-0.96748	-1.1566	-1.22935	-0.41541	-0.58434	0.40422	0.45303	0.41732	-0.08127	0.25837	0.31812	-0.04226	-0.02664	0.48728	0.52947	-0.09623
306	-1.27064	-0.74286	-0.07958	-0.65643	-0.67727	-0.8215	-0.51744	-0.99021	-0.01818	-1.34888	-0.96748	-1.77914	-1.87004	-1.56801	-1.85985	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	-1.65342	-0.579	-1.21172	-0.55988	-1.17952
307	0.88031	2.08229	1.97641	0.94337	0.35902	0.30824	0.61204	1.32862	1.63475	0.50289	0.71919	0.71103	1.33342	0.1609	0.69117	0.40422	1.55145	0.97281	1.00421	1.40217	0.8827	1.56891	1.63045	1.61994	1.07415	1.5287
308	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	1.43798	-1.64692	-0.99021	-0.56916	-1.34888	-0.96748	-1.1566	-1.22935	-0.99171	-1.2221	-0.14307	-0.09618	-0.13817	-0.08127	0.25837	-0.24647	0.4948	0.52573	0.48728	0.52947	0.44541

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309	1.41805	0.95223	0.43442	-0.12317	0.87716	0.87311	1.17678	0.1692	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	0.95151	0.45303	0.97281	1.00421	0.83027	0.8827	0.4948	1.07809	1.05361	1.07415	0.44541
310	0.34257	0.95223	0.43442	-0.65643	-0.67727	0.87311	1.17678	0.1692	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	-1.23765	-1.1946	-1.24915	-1.70949	-2.02922	-1.94023	-1.65342	-1.13136	-1.77805	-1.64924	-1.72117
311	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.95124	-0.51744	1.32862	-0.01818	1.12015	-0.40526	1.33357	1.33342	-0.41541	1.32893	0.95151	0.45303	0.41732	0.46147	0.83027	0.8827	-1.11636	-0.579	1.05361	-1.10456	-0.63788
312	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	0.87311	0.0473	1.32862	-1.67111	1.12015	-0.96748	1.33357	1.33342	-1.56801	1.32893	0.40422	-0.64539	-0.13817	-0.08127	0.83027	-0.24647	-1.11636	0.52573	-0.64539	-0.01521	-0.09623
313	0.88031	1.51726	0.43442	1.47664	1.91345	0.30824	1.17678	0.74891	1.63475	1.12015	1.28142	0.08848	0.69273	1.3135	0.05342	0.95151	0.45303	1.5283	1.54695	0.83027	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
314	-0.73291	-1.30789	-0.59357	-1.1897	-0.67727	-1.38637	1.17678	1.32862	-1.67111	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	-1.78494	-1.74381	-1.80463	-1.70949	-0.31353	0.31812	-0.04226	1.63045	-0.07906	-0.01521	-0.09623
315	1.95578	0.3872	-1.10757	-0.65643	-0.67727	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	-0.53406	1.33342	1.3135	1.32893	-0.69036	-1.74381	-0.69366	-0.08127	-0.31353	-0.24647	0.4948	-0.02664	0.48728	0.52947	0.44541
316	0.88031	0.95223	-0.07958	0.94337	-0.15913	1.43798	1.17678	1.32862	1.63475	-0.11437	1.28142	1.33357	1.33342	1.3135	1.32893	0.95151	-0.64539	-0.69366	-0.62401	0.83027	-0.81105	1.03185	1.07809	1.05361	1.07415	0.98706
317	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	0.30824	1.17678	1.32862	-1.67111	1.12015	1.28142	0.71103	-1.87004	1.3135	-0.58434	-1.23765	-1.74381	-1.80463	-1.70949	-0.31353	-1.37564	-1.65342	-1.68372	1.05361	-1.10456	0.44541
318	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.25663	0.0473	-0.4105	1.08377	1.12015	1.28142	1.33357	0.05204	-0.99171	0.05342	0.95151	-0.09618	-0.13817	1.00421	0.25837	-0.24647	-0.04226	-0.02664	-0.07906	0.52947	0.44541
319	-1.27064	-0.74286	-0.59357	-0.65643	-0.67727	0.87311	1.17678	0.74891	1.08377	0.50289	0.71919	0.71103	0.69273	0.7372	0.69117	-0.14307	0.45303	0.41732	0.46147	0.83027	0.8827	1.03185	1.07809	1.05361	-0.01521	0.44541
320	0.34257	0.95223	1.97641	1.47664	1.3953	0.30824	1.17678	0.74891	1.08377	-0.11437	1.28142	1.33357	0.69273	1.3135	1.32893	0.95151	0.45303	0.97281	-0.08127	0.25837	0.8827	0.4948	0.52573	1.05361	0.52947	0.44541
321	1.41805	0.95223	1.97641	1.47664	1.3953	1.43798	-1.08218	1.32862	-1.12013	0.50289	0.15697	0.71103	0.69273	1.3135	0.05342	1.4988	1.55145	0.97281	1.00421	0.83027	0.8827	1.03185	1.07809	1.05361	1.07415	0.98706
322	0.88031	0.3872	1.97641	2.0099	1.3953	0.30824	1.17678	0.1692	1.08377	1.12015	0.71919	0.71103	0.69273	1.3135	0.69117	1.4988	1.55145	1.5283	1.54695	0.83027	1.44729	0.4948	0.52573	0.48728	0.52947	0.44541
323	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.38637	-1.08218	-0.99021	-0.56916	-1.34888	-0.96748	-1.1566	-0.58866	-0.41541	-1.2221	0.95151	1.00224	0.97281	1.00421	0.83027	1.44729	0.4948	-0.579	0.48728	-1.10456	0.44541
324	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.95124	-0.51744	-2.14962	-1.67111	1.12015	-0.40526	-2.40168	-0.58866	1.3135	-2.49761	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-0.24647	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
325	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.95124	1.17678	1.32862	0.5328	0.50289	-0.40526	-0.53406	1.33342	0.7372	1.32893	-0.14307	-0.64539	-1.24915	-1.16675	-1.45733	-1.37564	0.4948	1.63045	1.61994	1.07415	1.5287
326	0.88031	-0.74286	1.97641	1.47664	1.91345	-0.25663	-1.08218	0.1692	-1.67111	-0.11437	-2.09193	0.08848	0.05204	0.1609	0.05342	0.95151	-0.09618	-1.80463	-1.70949	0.25837	-0.24647	1.56891	1.63045	1.05361	1.07415	1.5287
327	1.41805	-0.17783	0.94841	2.0099	1.3953	0.30824	-1.64692	-0.99021	1.08377	-1.34888	-1.52971	0.08848	0.05204	-1.56801	0.69117	-1.78494	-0.64539	-0.69366	-0.62401	0.25837	-0.24647	1.03185	1.07809	1.05361	0.52947	-0.09623
328	-1.27064	-1.30789	-1.10757	0.4101	0.35902	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	-2.14431	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
329	1.95578	0.95223	1.97641	0.94337	1.3953	0.87311	0.0473	-0.4105	1.63475	1.12015	0.71919	0.71103	0.69273	0.1609	0.69117	-0.14307	1.00224	-0.13817	0.46147	0.83027	0.8827	1.03185	1.07809	1.61994	1.07415	0.98706
330	0.34257	-1.30789	-1.10757	-1.1897	-0.15913	0.87311	0.61204	0.1692	1.08377	1.12015	1.28142	0.71103	0.69273	1.3135	1.32893	0.40422	1.00224	0.97281	0.46147	0.83027	0.31812	-1.11636	-1.68372	-1.77805	-1.64924	-1.72117
331	0.34257	-0.17783	-1.10757	-1.1897	-1.19541	0.30824	1.17678	0.74891	-0.56916	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	0.46147	1.40217	1.44729	-0.04226	-0.02664	-0.07906	0.52947	-0.09623
332	-1.27064	-0.74286	-0.07958	-0.65643	-0.67727	0.30824	1.17678	0.74891	1.08377	1.12015	1.28142	0.71103	0.69273	1.3135	0.69117	-1.78494	-1.74381	-1.80463	-1.16675	0.25837	-1.37564	-1.11636	-1.13136	-1.21172	-0.01521	-1.17952
333	0.88031	0.95223	1.46241	2.0099	1.3953	-0.25663	1.17678	1.32862	-1.12013	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	-1.78494	-1.1946	-1.80463	-1.70949	-2.02922	-1.94023	-0.04226	-1.13136	-0.64539	-0.55988	-1.17952
334	1.95578	0.95223	1.97641	0.94337	0.87716	0.30824	0.0473	0.1692	-0.01818	-0.73162	-0.40526	-0.53406	-1.22935	0.1609	0.05342	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	0.31812	1.03185	1.07809	0.48728	0.52947	0.44541
335	1.41805	0.3872	1.97641	2.0099	1.3953	-0.25663	-0.51744	0.74891	-0.01818	1.12015	0.15697	-0.53406	1.33342	-2.14431	0.69117	-0.69036	-0.64539	-0.69366	-0.62401	-0.31353	-0.24647	0.4948	0.52573	0.48728	0.52947	0.44541
336	1.95578	2.08229	1.46241	0.94337	0.87716	0.87311	-0.51744	0.1692	0.5328	-0.11437	-0.40526	0.08848	0.05204	0.1609	-0.58434	-0.14307	1.00224	0.41732	0.46147	-0.31353	0.31812	-0.04226	0.52573	-0.07906	0.52947	0.44541

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337	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.25663	-1.08218	-1.56992	-1.67111	-0.11437	-0.40526	-0.53406	-1.87004	-2.14431	-0.58434	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
338	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.95124	0.0473	-0.99021	-1.12013	-1.96614	-0.96748	-0.53406	-0.58866	-0.99171	-1.2221	-0.69036	-0.64539	-0.69366	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
339	-1.27064	-0.74286	-0.59357	-1.1897	-1.19541	-0.8215	0.61204	0.74891	1.63475	0.50289	0.71919	0.71103	0.69273	1.3135	0.69117	0.95151	1.00224	0.97281	1.54695	1.40217	0.8827	-1.11636	-0.579	-1.21172	-1.64924	-1.72117
340	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.95124	1.17678	0.74891	-0.56916	1.12015	0.15697	1.33357	0.69273	0.7372	1.32893	-1.78494	-1.1946	-1.24915	-1.16675	-1.45733	-1.37564	-0.57931	-0.579	-1.21172	1.61882	-1.17952
341	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.38637	-1.08218	-1.56992	-1.12013	-1.96614	-0.40526	-1.1566	-0.58866	-0.41541	-1.2221	0.40422	0.45303	-0.13817	-0.08127	-0.31353	-0.24647	0.4948	0.52573	0.48728	-0.01521	-0.63788
342	-0.19517	-0.17783	-0.07958	-0.65643	-1.19541	-1.38637	-1.08218	-0.99021	-1.12013	-1.96614	-1.52971	-1.77914	-1.87004	-1.56801	0.05342	-1.78494	-1.74381	-1.80463	-1.16675	-2.02922	-1.37564	-1.11636	-0.579	-0.64539	-0.55988	-0.63788
343	-0.73291	-0.17783	-0.07958	0.4101	-1.19541	-0.8215	-1.08218	-0.4105	-1.67111	-1.34888	-2.09193	-1.1566	-1.87004	-1.56801	-1.2221	-1.23765	-0.64539	-1.80463	-1.16675	-0.88543	-1.94023	-1.65342	-0.579	-1.21172	-1.64924	-0.09623
344	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	0.87311	1.17678	0.1692	-0.56916	0.50289	0.71919	0.71103	0.69273	0.1609	0.69117	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
345	0.34257	1.51726	1.97641	2.0099	1.91345	-1.38637	1.17678	0.74891	-1.67111	1.12015	1.28142	0.71103	0.05204	1.3135	0.05342	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.24647	-0.04226	-0.02664	-0.07906	-0.01521	-0.09623
346	1.95578	2.08229	-1.10757	0.4101	-0.67727	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
347	-0.19517	1.51726	-1.10757	-0.65643	-0.67727	0.87311	-2.21166	-2.14962	-1.12013	-2.5834	-0.96748	0.71103	-1.87004	-1.56801	-2.49761	0.95151	-1.1946	0.97281	1.00421	-0.31353	0.8827	1.56891	1.63045	1.05361	1.07415	0.98706
348	1.95578	0.95223	1.46241	1.47664	1.91345	-0.25663	0.0473	1.32862	1.08377	-0.73162	0.71919	1.33357	0.69273	0.1609	1.32893	0.40422	0.45303	-0.13817	1.00421	0.25837	-0.24647	1.03185	1.07809	0.48728	1.07415	0.98706
349	-0.73291	2.08229	-1.10757	-1.1897	1.91345	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	0.40422	0.45303	0.97281	-1.16675	0.25837	0.31812	1.56891	1.63045	1.61994	1.61882	1.5287
350	-0.73291	-1.30789	-1.10757	-1.1897	-1.19541	-1.95124	1.17678	1.32862	1.08377	1.12015	1.28142	1.33357	-0.58866	0.7372	1.32893	0.95151	1.00224	0.97281	1.00421	0.83027	0.31812	-0.04226	-0.02664	0.48728	-0.55988	-0.09623
351	-1.27064	-1.30789	-0.59357	-0.65643	-1.19541	1.43798	1.17678	1.32862	1.08377	-0.73162	1.28142	0.71103	1.33342	0.1609	0.05342	-1.78494	-0.64539	-1.24915	-1.70949	-1.45733	-1.94023	1.56891	1.63045	0.48728	1.07415	1.5287
352	1.41805	1.51726	1.46241	0.4101	0.87716	-0.25663	-0.51744	0.1692	-0.01818	-1.34888	-0.96748	-1.1566	-1.22935	-0.41541	-1.2221	0.95151	-0.64539	-1.24915	-1.16675	-0.88543	-0.81105	0.4948	-0.02664	-0.07906	0.52947	1.5287
353	0.88031	0.95223	1.97641	2.0099	1.91345	1.43798	1.17678	-2.14962	1.63475	1.12015	1.28142	1.33357	0.69273	0.7372	0.69117	1.4988	1.55145	1.5283	1.54695	1.40217	0.8827	1.56891	1.63045	1.61994	1.61882	1.5287
354	-1.27064	-0.17783	-1.10757	-1.1897	-1.19541	-1.95124	-2.21166	-0.99021	-1.12013	-0.11437	-2.09193	0.08848	0.05204	-2.14431	-2.49761	1.4988	0.45303	0.41732	0.46147	0.25837	0.31812	0.4948	0.52573	0.48728	0.52947	0.44541
355	-1.27064	-1.30789	-1.10757	-0.65643	-1.19541	1.43798	1.17678	-0.99021	-0.01818	-0.11437	1.28142	1.33357	0.69273	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	-0.04226	0.52573	-0.07906	-0.01521	-0.09623
356	-1.27064	-0.74286	-1.10757	-1.1897	-0.67727	-1.95124	1.17678	1.32862	0.5328	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	0.97281	1.54695	0.25837	0.8827	1.56891	1.63045	1.61994	1.61882	1.5287
357	-0.19517	-0.74286	-0.59357	-0.65643	-1.19541	0.87311	1.17678	0.74891	1.63475	0.50289	1.28142	1.33357	1.33342	0.7372	1.32893	-0.69036	-0.09618	-0.69366	-0.62401	-2.02922	-1.37564	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
358	-1.27064	-0.74286	-0.59357	-0.65643	-0.67727	1.43798	1.17678	-0.4105	1.08377	0.50289	1.28142	1.33357	1.33342	1.3135	1.32893	-0.14307	-1.1946	-1.24915	-1.16675	-0.31353	1.44729	-1.11636	-0.579	-0.64539	-1.10456	-0.09623
359	0.34257	0.95223	-1.10757	-1.1897	-0.67727	0.87311	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	0.40422	-0.09618	0.41732	-0.08127	-0.31353	0.31812	-0.04226	-0.02664	-0.64539	-0.55988	-0.63788
360	0.88031	0.3872	-0.07958	-0.12317	-0.15913	-0.8215	-1.64692	-1.56992	-1.12013	-1.34888	-1.52971	-1.1566	-1.22935	-1.56801	-1.85985	-1.23765	-1.74381	-1.24915	-1.70949	-2.02922	-1.94023	-1.11636	-1.68372	-1.77805	-1.64924	-1.72117
361	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	0.30824	1.17678	0.74891	0.5328	0.50289	0.71919	0.71103	0.69273	1.3135	0.69117	-1.23765	-1.1946	0.97281	-1.70949	0.25837	-1.37564	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
362	1.95578	0.95223	1.97641	2.0099	1.91345	0.30824	0.0473	1.32862	1.08377	0.50289	-0.40526	0.08848	0.69273	0.7372	0.05342	0.95151	-0.09618	0.97281	1.00421	1.40217	0.31812	1.03185	1.07809	1.05361	1.07415	0.98706
363	1.95578	2.08229	1.97641	1.47664	1.3953	0.87311	0.0473	0.74891	1.08377	-0.11437	0.71919	0.08848	0.69273	0.1609	0.69117	0.95151	1.00224	0.41732	0.46147	0.83027	0.8827	1.03185	1.07809	1.05361	1.61882	1.5287
364	0.34257	0.3872	-1.10757	-1.1897	-1.19541	0.87311	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.07809	1.61994	1.61882	0.98706

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365	1.95578	0.3872	0.43442	2.0099	1.91345	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
366	-1.27064	-1.30789	-0.59357	-1.1897	1.91345	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	-1.65342	-1.68372	-1.21172	-0.55988	-0.09623
367	1.41805	2.08229	1.46241	2.0099	1.3953	1.43798	0.61204	1.32862	1.08377	1.12015	0.71919	1.33357	0.69273	1.3135	0.69117	0.95151	1.55145	0.97281	1.00421	1.40217	0.8827	1.03185	1.07809	1.61994	1.07415	0.98706
368	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-1.95124	0.0473	-2.14962	-1.12013	-0.11437	-2.09193	-2.40168	-2.51073	0.1609	-2.49761	-1.78494	-1.74381	-1.24915	-1.16675	-1.45733	-1.37564	-0.57931	-0.579	-0.64539	-0.55988	-0.63788
369	1.95578	-0.74286	1.97641	2.0099	1.91345	1.43798	0.61204	0.1692	-0.01818	-1.34888	-1.52971	-2.40168	-1.87004	-0.99171	-0.58434	0.95151	1.55145	-0.13817	1.00421	0.25837	-0.24647	1.03185	0.52573	0.48728	-0.55988	-0.09623
370	1.41805	2.08229	1.97641	2.0099	1.91345	0.30824	1.17678	-0.4105	1.08377	-1.34888	1.28142	0.71103	0.69273	1.3135	0.69117	-1.78494	-1.74381	-0.69366	-1.70949	-2.02922	-1.94023	1.56891	1.63045	1.61994	1.61882	1.5287
371	-1.27064	-0.74286	-1.10757	1.47664	-0.67727	-1.95124	1.17678	-1.56992	-1.67111	-2.5834	-1.52971	-1.1566	-2.51073	-2.14431	-2.49761	-1.78494	-1.1946	-1.80463	-1.16675	-1.45733	-1.94023	-1.11636	-1.13136	1.61994	1.61882	1.5287
372	-0.73291	-0.17783	-0.59357	-0.65643	-1.19541	-1.95124	-1.08218	-1.56992	-1.67111	-1.96614	-1.52971	-1.77914	-1.87004	-1.56801	-1.2221	-0.14307	0.45303	-0.69366	-1.16675	-2.02922	-1.37564	-1.11636	-1.13136	-1.77805	-0.55988	-1.72117
373	-0.73291	-0.74286	-0.59357	-0.65643	-0.67727	-1.38637	-1.64692	-1.56992	-1.12013	-1.96614	-1.52971	-1.77914	-1.87004	-1.56801	-1.85985	-0.69036	-1.1946	-0.13817	0.46147	-0.88543	-1.37564	-0.57931	-1.13136	-1.21172	-0.55988	-1.17952
374	-1.27064	2.08229	-1.10757	-1.1897	-1.19541	-1.38637	-1.64692	-1.56992	-1.67111	-1.96614	-1.52971	-1.77914	-1.87004	-1.56801	-1.85985	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	-1.65342	-1.68372	-1.21172	-0.55988	-0.63788
375	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	1.43798	1.17678	1.32862	-1.67111	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	-0.14307	0.45303	0.41732	1.00421	1.40217	0.8827	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117
376	0.88031	0.3872	-0.07958	-0.65643	-1.19541	-1.38637	-1.64692	-1.56992	-0.56916	-1.34888	-1.52971	-1.77914	-2.51073	-2.14431	-2.49761	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.37564	-1.65342	-1.68372	-1.21172	-1.10456	-1.72117
377	0.34257	-1.30789	-1.10757	-0.65643	-1.19541	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	-1.65342	-1.68372	-1.21172	-1.10456	-0.63788
378	1.95578	2.08229	1.97641	2.0099	1.91345	1.43798	1.17678	0.74891	0.5328	0.50289	0.71919	1.33357	1.33342	0.7372	1.32893	0.95151	1.55145	0.97281	1.54695	0.25837	0.8827	1.03185	1.63045	1.05361	1.61882	0.98706
379	-1.27064	-1.30789	-1.10757	-1.1897	-1.19541	-0.8215	-2.21166	-0.4105	-1.12013	-1.34888	-2.09193	-2.40168	-2.51073	-2.14431	-2.49761	-1.78494	-1.74381	-1.24915	-1.70949	0.25837	0.31812	1.03185	1.07809	1.05361	1.61882	0.44541
380	1.95578	-0.17783	1.97641	2.0099	1.91345	0.87311	-0.51744	0.1692	-1.67111	-1.34888	-2.09193	-0.53406	-0.58866	-2.14431	-0.58434	0.40422	-0.09618	-0.13817	-1.16675	1.40217	1.44729	-1.11636	-1.68372	-1.77805	-1.64924	-1.72117
381	-0.73291	-0.17783	-1.10757	-0.12317	-0.67727	-1.38637	-1.64692	-1.56992	-1.12013	-2.5834	-1.52971	-1.77914	-2.51073	-2.14431	-2.49761	-1.78494	-1.1946	-1.80463	-1.16675	-0.31353	-1.37564	-1.11636	-1.13136	-1.77805	-1.64924	-0.63788
382	0.88031	0.3872	-0.07958	-0.12317	-0.15913	-1.38637	-2.21166	-1.56992	-1.67111	-2.5834	-2.09193	-1.1566	-2.51073	-0.41541	-1.85985	-1.78494	-0.64539	0.97281	0.46147	0.83027	0.8827	0.4948	1.07809	1.05361	-0.01521	-0.09623
383	0.34257	-0.17783	-0.07958	0.4101	-0.15913	-1.95124	-1.64692	-2.14962	-1.12013	-2.5834	-1.52971	-2.40168	-1.22935	-2.14431	-1.2221	-1.78494	-1.74381	-1.80463	-1.70949	-2.02922	-1.94023	-0.04226	-0.02664	0.48728	-0.01521	-0.09623
384	1.95578	2.08229	1.97641	2.0099	1.91345	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
385	1.95578	2.08229	1.97641	2.0099	1.91345	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
386	1.95578	2.08229	1.97641	2.0099	1.91345	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
387	1.95578	2.08229	1.97641	2.0099	1.91345	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
388	1.95578	2.08229	1.97641	2.0099	1.91345	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
389	1.95578	2.08229	1.97641	2.0099	1.91345	1.43798	1.17678	1.32862	1.63475	1.12015	1.28142	1.33357	1.33342	1.3135	1.32893	1.4988	1.55145	1.5283	1.54695	1.40217	1.44729	1.56891	1.63045	1.61994	1.61882	1.5287
390	-1.27064	-0.74286	-1.10757	-0.65643	-1.19541	-1.95124	-2.21166	-2.14962	-1.67111	-1.96614	-2.09193	-2.40168	-1.87004	-2.14431	-2.49761	-1.78494	-1.74381	-1.24915	-1.70949	-2.02922	-1.94023	-1.65342	-1.13136	-1.77805	-1.64924	-1.72117
391	0.34257	-0.74286	-0.59357	-0.65643	-1.19541	-1.95124	-1.64692	-2.14962	-1.67111	-2.5834	-2.09193	-2.40168	-2.51073	-2.14431	-2.49761	0.95151	0.45303	0.97281	0.46147	-0.31353	0.31812	1.03185	-0.579	-0.07906	0.52947	0.44541
392	0.34257	-0.74286	-0.59357	-0.65643	-1.19541	-1.95124	-1.64692	-2.14962	-1.67111	-2.5834	-2.09193	-2.40168	-2.51073	-2.14431	-2.49761	0.95151	0.45303	0.97281	0.46147	-0.31353	0.31812	1.03185	-0.579	-0.07906	0.52947	0.44541

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393	0.34257	2.08229	1.46241	1.47664	1.3953	-1.38637	-1.64692	-1.56992	-0.56916	-1.96614	-1.52971	-1.77914	-1.87004	-0.99171	-1.2221	-0.69036	-0.64539	-0.69366	-0.62401	-0.88543	-1.37564	-1.11636	-1.68372	-1.77805	-1.10456	-1.72117
394	-1.27064	-0.74286	-1.10757	-1.1897	-1.19541	-1.95124	-1.64692	-2.14962	-1.67111	-2.5834	-2.09193	-2.40168	-2.51073	-2.14431	-2.49761	-0.14307	-0.09618	-0.13817	-0.08127	-0.31353	-0.81105	-1.65342	-1.68372	-1.77805	-1.64924	-1.72117

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