

Examining the Role of Family Structure on Brand Deprivation Stress; Mediation of Social Anxiety and Social Identity

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Abstract

The present research aims to investigate the role of family structure on brand deprivation stress, mediation of social anxiety, and social identity among youth. This applied research is a descriptive-survey in terms of data collection method. The statistical population of the present study is students aged 18-29 years at Yazd University. 344 questionnaires were collected through available sampling. The data was collected through a 52-item questionnaire with a 5-point Likert scale online through the Press Line website. SPSS and Amos23 software were used for data analysis. The findings show that increasing family cohesion increases social identity and reduces the stress of brand deprivation. Besides, with the increase in social identity, social anxiety decreases, which also causes the reduction of brand deprivation stress. Therefore, people should enter social situations without fear of criticism, rejection, or evaluation of others, acknowledge themselves as valuable human beings, and avoid feeling worthless or anxious if they do not have a distinct brand.

Keyword: Brand deprivation stress, Social anxiety, Social identity, Family structure, Youth

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Introduction

The complexity of human civilization and social communication has created new stresses that every person needs to deal with. The sources of stress among today's youth are diverse and are often related to critical life events. Also, stress can be related to consumption. Brands are essential for young people, and the communication tool is their identity and the concept they convey from themselves to others (Isaksen & Roper, 2016), which may lead to brand deprivation stress. Brand deprivation stress perceived by young people is defined as negative stress among young consumers when they do not have a specific brand or product category. When a person cannot get the brand he wants, his needs and desires are not met, so he experiences stressful situations (Albrecht et al., 2017). Brands can organize the desired person, inform, and communicate to others. Researchers believe that people choose brands based on their social identity and choose a brand that reflects their identity (Alam et al., 2012). As stated, not having a brand makes a person feel stressed and anxious, and these anxieties are due to the fear of being humiliated and evaluated by others.

Social identity as a psychological concept can connect social and individual aspects of transformation processes (Schulte et al., 2020). Social identity is more problematic for young people than any other group because this stage of life is the stage of independent identity formation and independence. In pre-modern societies, people would find identity through the power and authority of national traditions and structures, and the place and territory by strengthening the natural, social, and cultural boundaries. It made identity formation easier, and also provided the need to have continuity and stability was considered an essential source in providing identity (Tajbakhsh & Goudarzi, 2023). During adolescence and youth, peer relationships are prioritized and increase the norm of social anxiety (Chiu et al., 2021). Anxiety is a very unpleasant and vague feeling that is accompanied by one or more physical sensations such as shortness of breath, heart palpitations, sweating, headache, restlessness, and desire to move. According to the diagnostic and statistical guide of mental disorders, anxiety is one of the most common mental health problems (Luo et al., 2021; Muris et al., 2017). Social anxiety disorder (SAD) is the most common anxiety disorder and has serious adverse effects on multiple areas of life (Pak et al., 2023). The sense of superiority and trying to improve one's status is one of the natural tendencies of every human being, which, according to age conditions and requirements, as well as the spirit of youth, emerges more and more intensely in the youth and young strata of society. Regarding the necessity of conducting this research in Iranian society, it can be said that Iran is a country with a young

population, who are likely to experience an identity crisis (Solgy & Pirkhaefi, 2022). Research results have shown that the possibility of social anxiety in students is high, and this problem can be seen in the formation of new relationships and interactions with others, which makes them gradually avoid public speaking (Strahan, 2003). Students with social anxiety evaluate ambiguous social situations negatively and reduce their communication with others due to information processing bias and avoidance behaviors (Beard & Amir, 2010). On the other hand, the theory of consumer socialization shows that as children grow up and become consumers, their processing of cognitive and social stimuli depends on their age and family structure. Parents, peers, and mass media act as socialization agents and form the social environment in which children learn to become consumers (Hota & Bartsch, 2019). The existence of cohesion in the family, the emotional closeness of parents and family members to each other, and the existence of sincere interactions between them address the psychological needs of children and also help parents and other family members in the search and formation of beliefs and values of teenagers and young people. It also leads them to find their desired value system and the meaning of their lives. The communication and connection between family members and people's lives in a loving environment establishes their behavioral patterns in adulthood and plays a crucial role in forming their personality type (Soltani Benavandi et al., 2019).

Almost all people sometimes feel uncomfortable in social situations. Social anxiety and shyness are completely normal. Social anxiety involves persistent fear of being humiliated in various situations (eg, social interaction and unfavorable judgment), social appearance anxiety, which is considered a subset of social anxiety, focuses on a specific situation in which people fear negative evaluation of their appearance by others (Xiao et al., 2023). Social anxiety disorder is a chronic anxiety disorder characterized by intense fear of functional and social situations and consequently avoiding these situations (Shannon, 2022)). Having a coherent and robust sense of identity is a prerequisite for the optimal development of a person throughout life, and the lack of such a sense can be the basis of psycho-social injuries. Self-feeling forms the basis of human adult personality. A stable and robust foundation leads to a strong personal identity. Otherwise, the result is what Erikson calls identity loss (Zarrin et al., 2017). Family is one of the most effective factors in the construction of youth identity. It is clear that the family, the culture that governs the society, the media, and the institution of education each contributes to building the characteristics of a person's personality, but the influence of the family on the personality of individuals has a special privilege.

Students are a group that experiences anxiety and in the past few decades, several studies have been conducted on students' anxiety (Wallin & Runeson, 2003). Besides, the student period is stressful due to entering a new educational environment, conflict with economic and future career issues, and sometimes being away from the family (Ramlan et al., 2020). Particularly, this disorder has a very high prevalence in youth in the age range of 18-29 years (Reghuram & Mathias, 2014), In about 80 percent of cases, this disorder is formed from adolescence to the second decade of life (Stein & Stein, 2008), But so far, as far as the authors have investigated, the effect of variables of family structure, social identity, and social anxiety on the stress of brand deprivation among students has not been investigated. Therefore, this research aims to help sociologists and marketers reduce the effect of students' stress and anxiety so that they can contribute to the sense of worth of this crucial segment of society.

the findings of Albresht et al. (2017) study showed that the stress of brand deprivation has a fundamental relationship with general consumer goods such as clothes, shoes, backpacks, and mobile phones. Therefore, in this research, one of the top mobile brands, namely Apple, was selected. Examining brand deprivation stress is considered crucial because the brand is important for young people. In addition, social anxiety and social identity among students are worthy of attention. Therefore, the students of the community are the target of this research. No comprehensive model has been presented concerning these four variables. Although brand deprivation stress has been investigated, its relationship with the variables of identity and anxiety in social and family structure has not been observed. Hence, these four variables were the basis of the current research. Therefore, the role of family structure in brand deprivation stress was evaluated with the mediation of social identity and social anxiety among students of Yazd University in this study.

Research Literature

Brand deprivation stress

Stress is an internal state of pressure or imbalance between the demands imposed on a person and his ability to meet them, which causes illness (Cohen et al., 1995). Transactional stress theory defines that the feeling of stress leads a person to coping processes. Coping concerns people's efforts to master, tolerate, reduce, or minimize environmental or internal demands. Overcoming

stress exists in three forms: 1) damage or loss caused by past experiences, 2) threats related to ongoing injuries and losses, or 3) challenges related to events that hinder and are probably inhibitory (Lazarus & Folkman, 1984). Transactional stress theory defines stress as "a particular relationship between a person and the environment, where the person is regarded as a kind of anxiety that is beyond his/her ability and endangers his/her health and well-being. Therefore, the transaction between the person and the environment poses the feeling of stress (Albrecht et al., 2017).

Brand deprivation stress perceived by young people is defined as negative stress among young consumers when they do not have a specific brand or product category. They also proved in their research that there are no studies related to brand deprivation stress (BDS) in the background of psychology, consumer, and marketing. There are three academic research topics: brand consumption, adolescent and young consumer behavior, and negative consequences of consumption to conceptualize BDS for young consumers (Albrecht et al., 2017). Assets and brands are crucial, particularly for young consumers, since it is a communication tool for their identity and a concept to transfer to others. It is also a sign of membership to a distinct group, influencing important people due to the lack of security. Young people wear branded clothing (e.g., Nike, a sign of coolness), specific shoe brands (e.g., Vans, a sign of intense skateboarding), or own electronic devices with the latest technological gadgets (e.g., cell phones). Apple Smart, a sign of technology capabilities, is an example of the importance of the brand in young consumers' lives (Isaksen & Roper, 2016).

The stress consequences of brand deprivation include:

A) Psychotic diseases (mental health) consequences related to health: Psychotic diseases are "permanent and severe symptoms of depression that cannot be completely described by medical knowledge" and include physical complaints (pain in the heart) and also psychological complaints (such as nervousness). Today's understanding of psychotic diseases says that these diseases are conscious or unconscious contradictions of disproportionate emotions. These diseases can occur in any age group; however, they show the most symptoms in teenagers and young adults. b) Purchase intention as a consequence of consumption: stress also affects consumer behavior. As Celuch & Showers (1991) said, "shopping/consumption can be considered a tool to overcome stress". As a result, buying and consumption behavior is a coping strategy associated with negative

emotions forming that behavior (Celuch & Showers, 1991; Durante & Laran, 2016), For youth who experience brand deprivation stress in a product category, purchasing branded goods in that category likely represents a coping strategy to reduce perceived brand-related stress (Albrecht et al., 2017).

Social anxiety

Social anxiety is used for all unpleasant feelings in social situations. People with social anxiety are willing to convey positive feelings about themselves to others. But they have doubts about their ability to do this. So, social anxiety originates from two factors: judgment about what is expected from a certain situation, acceptable or desirable, and judgment about a person's ability to reach the required standard. On the one hand, people with social anxiety have a distorted image of others' expectations and want to exaggerate the extent of their actions and appearance that others mention. On the other hand, they are afraid of behaving inappropriately when faced with an unfamiliar situation because their interpersonal skills have not reached the required standard. As a result, they tend to avoid social situations to protect themselves from social rejection and its negative results. For example, they prefer giving money to support something valuable rather than volunteering their time and working with other volunteers (Handy & Cnaan, 2007). They compensate for their fear of social interaction with active social alternatives: online socializing (Ho et al., 2015) or mobile texting instead of calling (Ho et al., 2015; Lee et al., 2014).

Social anxiety dimensions

A) Performance anxiety: Constant and unreasonable anxiety coupled with the avoidance of social situations is the core feature of performance anxiety, while the cause of performance anxiety is that people are concerned about others' negative evaluations (Antai-Otong, 2008). The fear of negative evaluation is the central cause of negative cognition in performance anxiety (Rector et al., 2006). b) Assertiveness anxiety: Assertiveness anxiety usually comes from a lack of self-confidence in social situations. People usually experience such anxiety when distance exists between communicators and/or when communicators use facial expressions and gestures (Miller & Stone, 2009). People with assertiveness anxiety usually desire to protect their interests and viewpoints because they want to be respected by others (Roy et al., 2003). C) Intimacy anxiety: Intimacy anxiety is considered a conflict in intimate relationships. People suffering from anxiety

find it difficult to maintain a positive and sincere relationship with others and show more anxiety due to intimate interactions (Riggs et al., 1998). D) Observation Anxiety: People with observation anxiety feel anxious or nervous at the prospect of being stared at by others when they are close to a crowd (Roy et al., 2003).

Social Identity

One framework that speaks directly to issues of identity change is the social identity approach. (La Rue et al., 2024). Social identity is the interpretation that a person has of himself concerning others and is formed based on membership in various social categories and groups. The identity of people is dependent on the perception of others and the identification of others, and the identification of others is necessary to establish identity (Jenkins, 2002). Social identity is a set of social, cultural, psychological, philosophical, biological, and even historical characteristics that distinguish the members of a social group from other groups and people belonging to them. Many opinions and views have been expressed about types, levels, and layers of identity. Nonetheless, the classification of identity into two levels or individual and social layers has been acknowledged by most researchers. Identity is also of fundamental importance from the point of view of mental-social health because it is the starting point and origin of individual health and social order at the macro level and is considered the anchor of individual and social stability (Vignoles et al., 2018). Based on this, any wavering, rupture, delay, and lack of color in the individual's identity endangers the integrity of the personality and weakens the foundations of social order and cohesion at the social level. It is a crucial issue because studies indicate that in the long term, individual and social identity have an interactive effect, and their negative or positive effects become similar over time. Consequently, the disturbance in each dimension will leave a more negative interactive effect (Albarelo et al., 2018).

Family structure

Family structure is not necessarily an objective set of demands, rules, and relationships that organize the way family members interact and exchange, this structure represents a set of operational rules that the family has established to realize its essential functions (Goldenberg & Goldenberg, 1991) ;(Huinink et al., 2011). Family members communicate with each other based on some of the arrangements that govern exchanges Although these arrangements are usually

unrecognized, they form a whole that means "family structure", and the interesting point is that the reality of this structure follows a different order compared to the individual reality of the members (Liebman et al., 1974).

The structure of the family is all the behavioral patterns that the family has either inherited or created according to its own rules and needs, how parents behave with each other and parents with their children, and even how shaping Intergenerational relationships are related to family structure. Besides, what works in dealing with crisis is the patterns and dynamics established in the family structure. In other words, the structure and cohesion of the family as a whole are more significant than the psychological and internal dynamics of its members. With these interpretations, it can be said that the family structure is an invisible and indirect set of demands, rules, and relationships that organizes the interaction and exchange of family members (Goldenberg & Goldenberg, 1991). The structure of the family represents the sum of operational rules that the family has prepared and compiled for the implementation of its crucial functions. These patterns usually continue after being established and resist change. For example, a girl in the family refuses to help her mother with housework but is willing to do this work with her father, the family to perform its crucial functions (Mitchell et al., 2015).

Coherence is one of the dimensions of family structure, which can be expressed as the family environment is defined by the way parents and teenagers interact within the family. The rhythm of having a family environment sets the rhythm of the cohesion of parents of teenagers. It is a sort of solidarity and emotional bond (Vandeleur et al., 2009). It is an example of intergenerational relationship between family members, that is, a kind of emotional and intimate support. According to Green & Werner (1996) highly cohesive families mainly include "nursing", "intimacy", "time spent together", and "physical stability and intimacy". Highly cohesive families have more communication and more emotions, thus creating a more romantic environment. Romig & Bakken (1992) showed that the family is a safe place for people to establish an emotional and physical relationship with each other. Another aspect of family structure is conflict, which can be expressed as follows. The relationship between parents and children is a big challenge when children reach their teenage years. Larson and Almeida investigated that the relationship between parents and teenagers is essential and central to the development and stress of teenagers' lives. Conflicts arise from developmental changes among adolescents seeking independence, privileges, and expectations (Eisenberg et al., 2008; Renk et al., 2005). Frequent and intense conflicts that increase

during adolescence may lead to a negative relationship between parents and adolescents (Eisenberg et al., 2008). Therefore, conflicts play a primary role in the psychological development of adolescents (Gunlicks-Stoessel & Powers, 2008). Although serious conflicts are rare, the probability of their occurrence is high because each family member has a personal preference, which leads to differences of opinion or disagreement. Parent-adolescent conflict is related to adolescent mental health and compulsive behaviors (Repetti et al., 2002; Sheeber et al., 1997).

Background Research

Phan (2024) concluded in his research that parents of children with SAD reported significantly higher levels of depressive symptoms and social anxiety. The result of Tajbakhsh and Goudarzi 's research (2023) indicates the influence of the family institution on the identity of the youth of West Azerbaijan province. Moreover, Ntontis et al., (2023) concluded in their research that social identification is positively associated with expected support with increased resilience and lower perceived stress.

The findings of Xiao et al. (2023) highlighted that social appearance anxiety was positively associated with online shopping for fashionable clothes among female students during the coronavirus pandemic, mediated by self-control. Furthermore, subjective socioeconomic status moderated the indirect relationship between social appearance anxiety and online fashion shopping. Sefidari & Mohammadzadeh Ebrahimi (2022) concluded in their research that Minuchin's structural family therapy intervention reduced anxiety and increased the differentiation of the experimental group. Abbasi et al., (2022) showed that stress and anxiety affect consumer buying behavior. Chiu et al. (2021) argued that friendship quality, peer rejection, and peer victimization were each associated with social anxiety, but peer acceptance was not. Social anxiety was initially associated with prospective levels of friendship quality, peer rejection, and peer victimization. Age moderated the relationship between friendship quality and future social anxiety. According to Keshavarz Afshar et al., (2018), the research findings showed that among the quality components of family relationships, there is a significant correlation between parental conflict and authoritarian parenting style with social anxiety. This research approved the mediating role of family cohesion in the relationship between the quality of sibling relationships and social anxiety. Albrecht et al. (2017) concluded that stress affects brand sales intentions and mental and physical illnesses, which is reduced by consumer self-confidence. Besides, Meuret et al., (2016) asserted

that the perception of the individual's social identity led to the improvement of symptoms in group psychotherapy and the reduction of social anxiety.

Isaksen and Rapper (2016) believe that brands are essential for young people as a communication tool for their identity and a concept to transfer from themselves to others. Another research was conducted by Durant and Laran in 2016, whose results revealed that in examining how stress consumption affects consumer saving and spending, consumers who experience a stressful situation use their resources as strategically allocated to control their environment. Victor et al., (2007) examined stress, anxiety, and depression; they concluded that family cohesion has a negative relationship with anxiety, stress, depression, and children's physical symptoms and overall family cohesion protects people from many mental health problems. Alam et al. (2012) believed that people choose brands based on their social identity and choose a brand that reflects their identity.

Therefore, according to what was said in the theoretical foundations and background of the research, the assumptions and conceptual model of the research are presented as follows:

H1: The effect of social anxiety on brand deprivation stress is positive and significant.

H2: Social identity has a negative and significant effect on brand deprivation stress

H3: Social identity has a negative and significant effect on social anxiety.

H4: The effect of family structure on brand deprivation stress is positive and significant.

H5: The effect of family structure on social anxiety is positive and significant.

H6: Family structure has a positive and significant effect on social identity.

H7: The effect of family structure on brand deprivation stress is significant with the mediation of social identity.

H8: The effect of family structure on social anxiety is significant with the mediation of social identity.

H9: The effect of family structure on brand deprivation stress is significant with the mediation of social anxiety.

H10: The effect of social identity on brand deprivation stress is significant with the mediation of social anxiety.

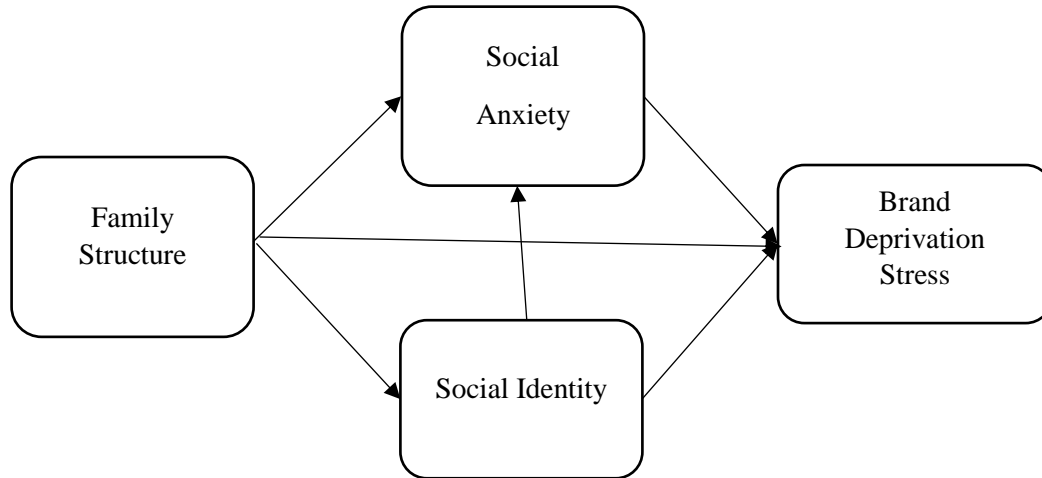


Figure 1. Conceptual model (taken from the theoretical foundations of the research)

Research Methodology

This applied research is descriptive-correlational in terms of data collection method. The statistical population of the research is students aged 18-29 years of Yazd University in 2017-2022. Social anxiety disorder has a very high prevalence in youth in the age range of 18-29 years (Reghuram & Mathias, 2014), Also, according to the research results, Albresht et al. (2017) showed that the stress of being deprived of a brand has a fundamental relationship with general consumer goods such as clothes, shoes, backpacks, and mobile phones. Obviously, the use of some social features of smartphones including SMS and social media networks is also known as one of the principal factors of excessive use of smartphones (Jamadi et al. 2023). Therefore, in this research, one of the top mobile brands, Apple, was selected. Furthermore, the sampling method is available. In the structural equation modeling methodology, the sample size can be determined between 5 and 15 observations for each measured variable:

$$5Q < n < 15Q$$

Where Q is the number of observed variables or the number of items (questions) of the questionnaire and n is the sample size. It should be noted that the sample size should not be less

than 200 people (Hooman, 2012). Therefore, according to the number of questions (52 questions) and the relationship mentioned, the minimum sample size should be between 260 and 780, so considering that 344 internet questionnaires were collected. Therefore, the sample size of 344 is sufficient because it applies in this regard. To ensure accuracy and correctness of the research results, the technical characteristics of the questionnaire were evaluated in two sections for validity and reliability, using different criteria. To measure the content validity of the tool, we benefited from the opinions and comments of some professors and experts knowledgeable about the subject, and to measure the construct validity, the structural equation modeling (SEM) of convergent validity was used. To determine the convergent validity, the average variance extracted (AVE) index was employed (Hosseini et al., 2024).

Considering that the Cronbach's alpha of the variables was higher than 0.7 and the overall alpha of the questionnaire was calculated to be 0.92; Therefore, it can be concluded that the used research tool has a good level of reliability.

SPSS and AMOS23 software were used for data analysis through path analysis in Amos software. The social anxiety and social identity variables were integrated to avoid crowding the model and propose a better answer. Then, the model was implemented with the dimensions of these two variables.

Table 1. Questionnaire sources for each variable

variables	dimension	Source
social anxiety	Performance anxiety	Connor et al. (2000), Liebowitz (1987), Watson & Friend (1969), Adapted from Shu-Hsun Ho (2015)
	Assertiveness anxiety	Watson & Friend (1969), Adapted from Shu-Hsun Ho (2015)
	Intimacy anxiety	Connor et al. (2000), Liebowitz (1987), Adapted from Shu-Hsun Ho (2015)
	Observation Anxiety	Connor et al. (2000), Liebowitz (1987), Marks and Matthews (1979), Adapted from Shu-Hsun Ho (2015)

variables	dimension	Source
identity Social	Collective identity and individual identity	(Dorostkar et al., 2019)Safarinia & Roshan (2005), Adapted from Dorostkar et al. (2019)
Structure Family	fFamily cohesion, conflict	(Singh & Nayak, 2016)
Brand deprivation stress		Albrecht et al., (2017)

The structural equation model method has been used to test the hypotheses. In this article, the fit indices of the model include chi-square (χ^2), GFI (goodness of fit index), AGFI (adjusted goodness of fit index), CFI (comparative fit index), RMSEA (root mean error of approximation); In this way, a model has a good fit if the ratio of χ^2 to the degree of freedom (DF) is less than 3, the value of CFI is greater than 0.9, the value of AGFI and GFI is above 0.8, and the value of RMSEA is less than 0.08. Also, if the significant number (CR value) is greater than 1.96 or less than -1.96, the relationship in the research model is significant (Kalantari, 2009).

Results

In this section, a structural model was implemented to test the research hypotheses. The multivariate normality of the data was checked before implementing the structural model using two indices of skewness and kurtosis. Accordingly, the range of values of the skewness index was between -0.630 to +1.782, and the kurtosis index It was determined between -0.751 and +2.850, and accordingly, the data were normal. Also, to check the validity of the model, in addition to the factor loadings of each question, the validity and reliability of the research variables are considered. Regarding factor loadings, obtained scales greater than 0.5 indicate a reliable scale for the hidden variable.

Table 2. Initial factor loadings

Variables	CR	AVE	objects/ Question s	factor loadin g	Variable	CR	AVE	objects/ Question s	factor loadin g
social anxiety Alpha = 0.906	0.82 5	0.54 5	PA	0.81	Family structure Alpha = 0.863	0.88 1	0.52 8	fs7	0.28
			AA	0.81				fs8	0.37
			IA	0.68				fs9	0.48
			OA	0.64				fs10	0.31
			HJ	0.72				fs11	0.46

social Identity Alpha = 0.821	0.786	0.650	HF	0.89			fs12	0.58
Family structure alpha=0.863	0.881	0.528	fs1	0.75	Brand deprivation stress Alpha = 0.920	0.932	bds1	0.92
			fs2	0.61		0.734	bds2	0.95
			fs3	0.68			bds3	0.86
			fs4	0.81			bds4	0.81
			fs5	0.88			bds5	0.72
			fs6	0.05				

After the current research tool was approved by professors and experts through content validity, in the next step, construct validity (factor analysis, convergent, and divergent analysis) and reliability tests (Cronbach's alpha and composite reliability) were used to check the validity of the model variables. As can be seen in Table 2, all conditions and validity indicators of the model ($CR > 0.7$, $AVE > 0.5$) are confirmed.

Then, to check the model fit the structural model of the research is drawn after checking and verifying the measurement model. Then, the relationships between the hidden variables (which are actually the research hypotheses) are examined. In this case, we first observed the fit indicators and then examined the assumed relationships between the hidden variables. It should be noted that due to the observation of the high similarity of the fit indices in the measurement and structural model, only one table is provided to display and check the goodness of fit indices. According to Table 3, 13 indicators are in the acceptance area, so the research model has an acceptable fit.

Table 3. Goodness of fit indices

Variables	Fit index	Description	Acceptable criteria	Amount earned	Condition
Absolute fit indices	X ² p-value	Chi-square p-value	>0.05	0.000	reject
	AGFI	Absolute goodness of fit indices	≥ 0.80	0.874	accept
	GFI	Goodness of fit indices	≥ 0.90	0.905	accept
	RMR	root mean square residual	<0.08	0.061	accept

Variables	Fit index	Description	Acceptable criteria	Amount earned	Condition
Comparative fit indices	CFI	Comparative fit index	≥ 0.90	0.950	accept
	TLI	Tucker–Lewis index	≥ 0.90	0.940	accept
	IFI	Increasing fitness index	≥ 0.90	0.950	accept
	RFI	Relative fitness index	≥ 0.90	0.905	accept
	NFI	Normed fitness index	≥ 0.90	0.921	accept
Parsimonious Fit Indices	(CMIN/Df)	Chi-square/degree of freedom	≤ 3	2/565	accept
	PCFI	Parsimonious Fit Indices	≥ 0.5	0/795	accept
	PNFI	Parsimonious normed Fit Indices	≥ 0.5	0.770	accept
	PRATIO	Parsimony ratio	≥ 0.5	0.837	accept
	RMSEA	Root mean square error of approximation	≤ 0.08	0.068	accept

Testing Research Hypotheses

After examining and verifying the patterns, two partial indices of critical value and P have been used to test the significance of the hypotheses. Based on the significance level of 0.05, the critical value should be greater than 1.96. Less than this value, the corresponding parameter in the model is not considered significant, and values smaller than 0.05 for P indicate a significant difference between the calculated value and the calculated value for the regression weights with zero value at the 95% confidence level. Table (4) represents the research hypotheses along the regression coefficients, critical values, and related P-values. The results indicate that, among the six formulated hypotheses that investigate the influence of independent variables on dependent variables. Eventually, the impact of family structure on social anxiety and brand deprivation stress were not confirmed, and other hypotheses are significant.

Table 4. Research hypotheses

No	Hypothesis			Regression coefficient	Critical value	P-value	Result
1	Social anxiety	→	brand deprivation stress	0.331	2.276	0.023	accept
2	Social identity	→	brand deprivation stress	-0.338	-2.127	0.033	accept
3	Social identity	→	social anxiety	-0.697	7.772	***	accept
4	Family structure	→	brand deprivation stress	0.086	1.036	0.300	reject
5	Family structure	→	social anxiety	0.010	0.202	0.840	reject
6	Family structure	→	social identity	0.404	6.776	***	accept

The bootstrap method was used on AMOS software to check hypotheses based on indirect effects and mediating relationships of variables. In order to check the general effect of one variable on another variable, in addition to checking their direct effect, their indirect effect should also be checked. Table (5) shows the direct, indirect, and total effect coefficients of mediating variables.

Table 5. Direct, indirect and total effect coefficients

No	Hypothesis				complete effect		indirect effect		direct effect		results	
					P	E	P	E	P	E		
1	Family structure	→	social identity	→	brand deprivation stress	0.062	-0.140	0.001	-0.239	0.226	0.099	Indirect influence
2	Family structure	→	social identity	→	social anxiety	***	-0.270	0.001	0.281	0.791	0.012	General mediation
3	Family structure	→	social anxiety	→	brand deprivation stress	0.062	-0.140	0.001	-0.147	0.962	0.007	Indirect influence
4	social identity	→	social anxiety	→	brand deprivation stress	***	-0.482	0.014	-0.228	0.081	-0.270	General mediation

Based on Tables 4 and 5, it was found that the first hypothesis (the effect of social anxiety on brand deprivation stress), The second (the effect of social identity on brand deprivation stress), the third (the effect of social identity on social anxiety), and the sixth (the effect of family structure on social identity) were significant and accepted. Nonetheless, the fourth hypothesis (the effect of family

structure on brand deprivation stress) and the fifth hypothesis (the effect of family structure on social anxiety) were rejected. The findings show that family structure does not directly affect variable brand deprivation stress, but this relationship is effective through the mediation of social identity variables and social anxiety. It can be stated more clearly that two variables (social identity and social anxiety) each separately cause an indirect relationship between family structure and brand deprivation stress. The extent of the indirect effect of social identity (-0.239) is greater than the indirect effect of social anxiety (-0.147) on the relationship between family structure with brand deprivation stress. Besides, it can be claimed that the effect of family structure on brand deprivation stress is done through mediating variables (social identity and social anxiety). Moreover, there is no direct relationship between family structure and brand deprivation stress. Considering that the direct relationship between family structure and social anxiety was rejected in this research, researchers observed the mediating role of the social identity variables in this relationship. Hence, it was found that the social identity variable completes the mediation between the family structure variables and social anxiety. And finally, it should be said that the variable of social anxiety is also a complete mediator in the relationship between the two variables of social identity and brand deprivation stress.

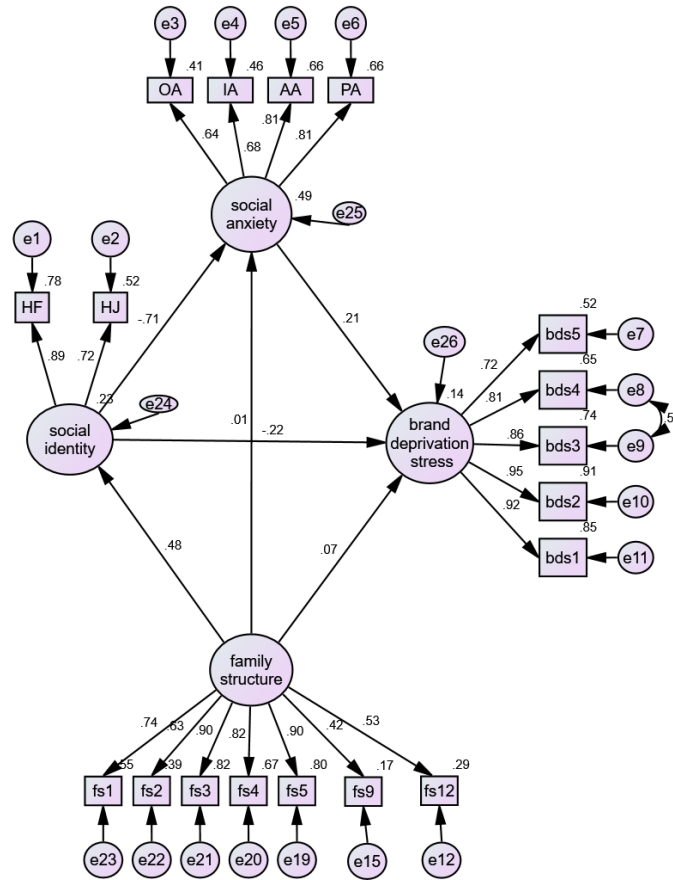


Figure 2. The structural model of the research

Discussion and Conclusion

This research examines the effect of family structure on brand deprivation stress in young people, considering the mediating role of social anxiety and social identity. The research findings show the positive influence of social anxiety and the negative influence of social identity on brand deprivation stress.

In the present study, the first hypothesis (the effect of social anxiety on brand deprivation stress) was positive and significant, and this hypothesis is accepted. These results are consistent with Abbasi et al.'s research (2022). According to the research conducted by Albrecht et al. in 2017, brand deprivation stress can have an effect on human psychological factors, including social anxiety. Moreover, the increase in social anxiety can affect the sale of effective products, reduce this stress and anxiety, improve the mental state of the person, and sell the product.

In examining the second hypothesis of the research (the effect of social identity on the stress of brand deprivation), the effect is negative and significant, and this hypothesis is accepted. These results are in line with similar studies by Ntontis et al. (2023), Isaksen and Roper (2016), Alam et al. (2012), and Chaplin, & Roedder John (2005). Therefore, it can be said that people use brands to create self-concept and as a result to create personal brand communication. Besides, ownership and brands are essential for young consumers because they use brands to communicate with others and demonstrate their identity.

In the investigation of the third hypothesis of the research (the effect of social identity on social anxiety), the effect is negative and significant, and this hypothesis is accepted. These results are in line with the investigation by Meuret et al. (2016). In explaining this finding, it can be mentioned that social anxiety can be caused by the fear of negative evaluation by others; on the other hand, social identity is a person's self-image, which is derived from the perception of membership in a social group. Therefore, factors that strengthen individuals' identity can reduce their anxiety and develop a positive self-evaluation to attend social situations.

In examining the fourth hypothesis of the research, the effect of family structure on the stress of brand deprivation is not significant and this hypothesis is rejected. These results are inconsistent with Victor et al.'s research (2013). Numerous studies conducted by researchers show this fundamental fact that the family center is considered the unit of health or illness. When there is no proper upbringing in the family with a supporter, encourager, and provider of a positive and purposeful role model, the roles and responsibilities of each member and the laws governing the family environment are not clear and appropriate, and the family does not have strong and encouraging ties and cannot perform its functions correctly, in which the probability of disease and disorder increases. Therefore, according to the findings of this research, such an influence can be improved through friends, peers, and the media.

In examining the fifth hypothesis of the research, the effect of family structure on social anxiety is not significant and this hypothesis is rejected. These results are inconsistent with the findings of other studies by Phan (2024), Sefidari et al. (2022), Keshavarz Afshar et al. (2018), and Victor et al. (2013). Therefore, the result of family structure cannot have a significant effect on social anxiety, but other factors can influence social anxiety. For example, stress and self-concept of people can be mentioned, which can be affected by the structure of the family. Therefore, although the family structure does not have a significant effect directly, it can have an effect indirectly.

In examining the sixth hypothesis of the research, the effect of family structure on social identity was significantly positive and approved this hypothesis. These results are consistent with the research of Tajbakhsh and Gouderzi (2023). Today, many experts talk about the identity crisis, which will lead to the break of generations and will have all kinds of negative consequences. Resolving the identity crisis and connecting generations, which will eventually lead to social cohesion, depends on attention and emphasis on social identity, including its national dimension, in all different strata, especially among the youth of the society.

Accordingly, the effect of family structure on brand deprivation stress was not confirmed. Although the direct effect of family structure was not observed in this research, the indirect effect of family structure through social identity on brand deprivation stress was confirmed. It means that the cohesion of the family structure can increase and improve a person's social identity. Hence, social identity is one of the variables whose effect on brand deprivation stress has been confirmed. Therefore, the family structure through social identity can affect the level of people's experience in experiencing their brand deprivation stress.

Furthermore, for the mediating hypotheses of the research, it can be acknowledged that in examining the seventh hypothesis of the research (the effect of family structure on brand deprivation stress with the mediation of social identity), the indirect effect of this hypothesis was accepted. This hypothesis is in line with the research results of Tajbakhsh and Goudarzi (2023), Ntontis et al. (2023), and Alam et al. (2013). Also, examining the eighth hypothesis of the research (the effect of family structure on social anxiety with the mediation of social identity) provides general mediation. Therefore, this hypothesis is accepted. This hypothesis is in line with the results of another research by Sefidari et al. (2022). In examining the ninth hypothesis of the research (the effect of family structure on brand deprivation stress with the mediation of social anxiety), the indirect effect of this hypothesis was accepted. This hypothesis can be confirmed based on the results of a seminal study by Victor et al. (2013). The examination of the tenth hypothesis of the research (the effect of social identity on brand deprivation stress with the mediation of social anxiety) revealed a general mediation; thus, this hypothesis is accepted. This hypothesis is in line with the results of a research conducted by of Sefidari et al. (2022).

Considering the confirmation of the first hypothesis, which states the positive effect of family structure on social identity, and considering that nowadays people's identity is formed first of all in the family and people spend their first years in the family. Therefore, their socialization process

initiates in the family, and they learn the ideas and values needed in life. Hence, family structure can contribute to shaping people's identities. Consequently, the family should try to form their identity as best as possible by communicating better and stronger with their children. Also, families should pay more attention to the quality of their children's identity. It should be noted that the family should create a safe environment for their children so that the children can confidently move from this base to the bigger world so that the development of the children's identity is strengthened. Regarding the rejection of the second hypothesis that states the positive effect of family structure on social anxiety and also the indirect effect of family structure on social anxiety through social identity, it can be said that maybe it is due to the type of society of young people and students that has been investigated. This hypothesis has not been accepted, but in any case, the family is the foundation of society and also the first center of socialization of children. Therefore, according to this research, family structure cannot have a significant effect on social anxiety, but other factors can have an effect on social anxiety. For example, stress and self-concept of people can be mentioned, which can be affected by the structure of the family. Therefore, although the family structure does not have a significant effect directly, it can have an effect indirectly.

According to the confirmation of the third hypothesis, which states the negative effect of social identity on social anxiety, it is suggested that universities and educational institutions are suitable spaces for students' self-knowledge. Since the time of education is the right time for the formation of personal and social identity, he prepared appropriate training to develop the identity of students to reduce social anxiety among them.

Given the rejection of the fourth hypothesis that states the positive effect of family structure on brand deprivation stress, one should also highlight the indirect effect that family structure has on brand deprivation stress through social identity and social anxiety., Because of the result of the type of society of young people and students that has been investigated, this effect has not been accepted directly, but it is effective through anxiety and social identity. Hence, the increase in family cohesion and continuity between family members gives identity to family members by creating a safe environment and it can lead to a reduction in brand deprivation stress in society. Furthermore, teenagers and young people have more trust in the internet and boards among different media. Therefore, to the producers, marketers, and sellers of a wide range of products and services whose audience is teenagers and young people. It is recommended that in order to use information distribution methods more effectively to introduce and promote their products, they

use media that are mostly used and trusted by teenagers and young people. Regarding new practices, the role of the family should not be ignored. The form and content of advertisements must respect the general norms of society and attract the positive opinion of families. Adolescents and young people in Iranian families are the final decision-makers today, and parents play an influential role. Therefore, in addition to the brand and quality of the product, the seller can emphasize that it is highly chosen by teenagers and other young people. Consequently, the youth can get the approval of their friends and peers. How to introduce and express the features of the product and which features to emphasize more depends on the role of people in purchasing the product.

Considering the confirmation of the fifth hypothesis that states the negative effect of social identity on brand deprivation stress, and also considering that social identity has an effect on brand deprivation stress through social anxiety. Also, considering the fact that the consumption of brand new goods replaces a part of their real development. The emotional and communicative power of brands attracts people to them. Brands are important for young people, and it is their identity communication tool that they transfer from themselves to others. It is also a sign of membership in a special group and influencing important people due to lack of security. Therefore, marketers should attract this segment of society by making attractive and distinct advertisements for certain brands and at the same time by making shopping conditions easier for young people and students. For example, providing installment terms or special discounts for students will strengthen their identity and differentiate them from the rest of society so that students can have a sense of satisfaction, mental health, and identity while owning and using special brands.

The sixth hypothesis, which states the positive effect of social anxiety on brand deprivation stress, was confirmed. Since fashionism is a way of emptying oneself and causes people to only pay attention to their appearance and also to the specific brand that people find valuable and distinctive. Hence, these anxieties may be due to the fear of being humiliated and badly evaluated by others. It is suggested that a person should enter social situations without fear of criticism, rejection, or evaluation of others and consider himself/herself a valuable human being. In addition, from the marketer's point of view, it can be said that consumer behavior is an important factor in the stagnation or prosperity of commercial activities. An integral factor in the success of marketing and advertising strategies is the proper understanding of consumer behavior, and we must examine the effect of all effective and different factors on the purchase intention. This is one of the most

influential factors while paying attention to consumer stress and anxiety during shopping, because it provides a powerful communication tool and helps marketers achieve a more effective understanding of consumer purchasing behavior through it.

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