



The impact of consumer brand identification on the telecom business in Karachi, Pakistan

Muniza Syed

Faculty of Business and Management Studies, Nazeer Hussain University, Karachi, Pakistan

Khujista Ali

Faculty of Fashion Design, Asian Institute of Fashion Design, Karachi

Salman Hussain

Senior Lecturer, Iqra University, Karachi

Abdul Rehman Khan

PhD Scholar, Iqra University, Karachi

Shah Salman

Faculty of Business and Management Studies, Nazeer Hussain University, Karachi, Pakistan

Osama Ahmed

Faculty of Business and Management Studies, Nazeer Hussain University, Karachi, Pakistan

Abstract

1.1 Background to the study

Branded products are preferred by consumers for a variety of reasons. Brand recognition among consumers is a driving force for purchasing branded products. Representation of an individual's decision to define themselves. Including a brand is known as consumer brand identification (Wolter et al, 2015).

Wang (2016) identifies CBI as a key psychological behavior that fosters a strong and loyal engagement with a brand. Marketers want to develop strong relationships with customers. This highlights the need of understanding brand identity. Brand studies show that CBI plays a crucial role in developing strong consumer-brand relationships. Consumers with a high level of identification regard the brand image as compatible with their self-image. When someone compliments a brand, buyers often take it personally. According to Hwang and Han (2013), individuals view their brand to reflect their personality. Having an appealing brand can improve self-evaluation and strengthen identification with it (So et al 2017). Investors believe that a well-established brand effectively communicates product value and personality to buyers. This helps to establish brand familiarity and loyalty. Creating favorable product awareness might be challenging for the company. Brands like Nike, Starbucks, and Apple have raised positive awareness. This helps organizations maintain their brand top of mind with customers. Apple does not need to invest in celebrity marketing as their fans are already committed to the company.

According to Investopedia, branding dates back to the 19th century, following the industrial revolution. With increased manufacture of household items, companies sought to differentiate



themselves from local producers. To differentiate from competitors, a simple branding concept was developed. Various marketing and sales strategies have been established, including branding, advertising, and using products as symbols of appeal and jingles to attract buyers. Brand identity is a distinct idea from brand image. The distinction between these two concepts is similar to discussing intent versus perception. Tracy Sestili, a social media consultant, defines brand identity as a business's desired customer perception. This is determined by the names, logos, visual components, and communication style used. Brand identity and image are two distinct concepts. Brand image refers to customer perceptions of a brand, while brand identity represents the company's perspective on its brand.

Brand identity is based on social identity theory, which suggests that consumers who wish to improve their self-esteem acquire a sense of identity (Wolter & Cronin Jr, 2017). CBI refers to brand-consumer relationships. Numerous efforts have been made to identify the process of CBI. According to social identity theory, brands play a crucial role in shaping and communicating client identities. Other study have shown that brands serve two purposes. First, as a personal function, consumers identify with the brand. Other roles involve social identification. In this case, brand serves as a means of communication. According to Tuskej and Podnar (2013), consumer identification refers to how a brand enhances or manifests a consumer's identity. Self-awareness is crucial for everyone. Consumer behavior and brand selection shape one's identity. For example, a person may identify as an athlete. He will most likely react or act in an athletic manner. These individuals are prone to choose for sports products. They will hunt for brands that are tied to their identities. These individuals respond to advertisements featuring desirable personalities. Several investigations have identified several common drivers (Reed et al, 2012). CBI is influenced by both causes and outcomes. The study will examine the impact of these components on CBI and its potential benefits for both customers and marketers.

Nah, Ekinici, and Whyatt (2011) explored CBI via the lens of organizational identity theory. Individuals join social groups to maintain their identity and feel a sense of belonging. Consumers value brands with a positive reputation among their peers or desired groups. Brand consumption has a role in shaping social identities. According to social identity theory, consumers identify with brands based on self-improvement, consistency, and differentiating motivations. According to Wolter et al. (2015), prestige serves as a motivator for self-improvement, whereas brand uniqueness drives difference. Previous study has contributed to a better knowledge of consumer brand recognition. The study by Stokburger-Sauer et al (2012) found that brand loyalty is one of the outcomes of CBI. The study will focus on service rather than product category. It is impossible to cover the entire service sector. To achieve more precise results, the researcher focused on a single service sector in a specific area.

According to the Ministry of Commerce of Pakistan's (2011) website, the service sector accounts for 53.8% of GDP in Pakistan. Services encompass a wide range of sectors. Pakistan offers a wide range of services, including banking and insurance, wholesale and retail trade, transportation and storage, public administration, defense, communication, culture and entertainment, computer and information services, and more.

According to the State bank of Pakistan and WTO statistics database (2011), Pakistan's communication sector generates \$225 million in revenue alone. According to the Pakistan Economic Survey (2012-13), the country's tele-density reached 71.95% by the end of 2013. The statistics revealed a 2.4% increase. In 2009, the mobile phone penetration rate remained in single digits. The slow rise of mobile penetration can be attributed to various factors, including economic conditions, market maturity, and availability of 2G services. In March 2013, 121.13 million mobile subscriptions were recorded. 98.40% of users used prepaid service, with the remaining 1.60% utilizing post-paid service. However, the number of people using prepaid services is increasing. The cellular market is mature and steady, but faces fierce competition. Operators are striving hard to enhance their share of the market. Previously, Mobilink held over 50% of the cellular service market share. According to the 2013 report, the company's share is decreasing and now stands at 29.8%. CMPak's aggressive marketing strategy resulted in an increase of 15.4%. Despite having started their operation before 5 years. Warid has the lowest market share (10.4%). The mobile network has covered 92% of Pakistan. The 2012 survey reported an 8.4% growth rate with 35,312 cell locations. The researcher studied consumer brand identification in the communication service sector by analyzing mobile phone penetration rates and user numbers.

1.1 Statement of the problem

Consumer brand identification refers to how a brand shapes a consumer's identity. According to social identity theory, individuals who share characteristics that distinguish them from others form emotional bonds with one another. Recent research indicate that bonds are not only between humans. Individuals can identify with a specific vehicle brand. A study was done to determine the role of CBI in the automobile sector. The findings indicate that consumers associate with the prestigious brand. BI has a crucial role in driving word-of-mouth and influencing repurchase decisions. Brand esteem is boosted via CBI. According to Hwang and Han (2013), people associate luxury brands with their own self-image. Jiang, Potwarka, and Havitz (2017) cite study on destination branding that incorporates emotional factors. Memorable encounters can lead to favorable emotions and increased loyalty. Successful companies align with their consumers' self-concept, also known as CBI. According to the study, CBI encourages brand loyalty. According to Strizhakova and Coulter (2015), customer perceptions of quality and identification have a significant role in brand choosing, building on earlier studies. Globalization is growing. Historically, local brands were less desirable to customers.

These are now accessible as an alternative to the global brand. Local brands have a higher market share. Local brands are now seen as a symbol of pride, culture, and distinction. Product categories included bottles of water.

Shoes, denim, chocolate, and soda. According to Strizhakova and Coulter (2015), a strong identification function for local businesses leads to increased product purchases. While previous study has shed light on consumer brand recognition, there is certainly need for further exploration. Wolter and Cronin Jr. (2017) suggest that the emotive and cognitive aspects of consumer brand identification are not fully investigated. A new approach to establishing CBI can help companies build long-term relationships with their customers. Consumers identified with both the brand and its users. Popp and Woratschek (2016) found that existing research exclusively examine one-way relationships between a brand or corporation and its consumers. Brand-consumer relationship involves various elements. These parameters are related to CBI, which has received little attention in previous studies. Understanding these elements is crucial in the service industry, because consumers contact with brands more frequently. Relational and behavioral characteristics like trust, commitment, contentment, and purchase intention can provide valuable insights into the CBI concept (So, King, Hudson & Ment 2017). Kim and Lee (2017); Wilkins, Butt, & Heffernan (2017). Brand involvement in the service sector is challenging to comprehend. Various criteria are necessary to promote each service type. This research will focus on the absence of studies on CBI in the service industry. This sector encompasses numerous industries. This paper focuses only on the communication sector. Competition is developing in all business sectors, particularly in the service industry. In many countries, the telecom business is nearly saturated. According to Izogo (2017), switching between telecom providers is costly. Service distinguishes itself from products by specific features. Services are intangible, diversified, evaluable over time, and used concurrently with production. Support telecommunication falls under the topic of service. Pakistan has more than five networks. This paper aims to assess what motivates customers to consider the network. This research aims to uncover the most significant factors influencing CBI while selecting, keeping, or switching networks. This paper aims to analyze consumer behavior in Karachi, a metropolitan city. This will result in a more diverse knowledge of the causes and repercussions of CBI in the service industry.

1.2 Research question

What impact does CBI have on the Karachi telecommunications sector?

1.3 Objective of the study

This study aims to examine the factors that influence customer brand identification and its impact on the telecom business in Karachi. The goal is to understand the causes of CBI in the cellular phone service industry. This study will analyze the impact of CBI in the same industry. This study examines how antecedents and consequences affect CBI in the communication service business in Karachi.

1.4 Significance of the study

This study aims to identify consumer preferences based on brand recognition. The CBI procedure will be evaluated in Pakistan's telecom industry, namely in Karachi. There are more than five networks active in Pakistan. Mobilink holds the biggest market share. The researcher was motivated to do research on CBI in the service industry due to a dearth of existing studies. Communication services are a significant contributor to GDP. Intiaz, Khan, and Shakir (2014) report that the worldwide telecommunications sector continues to excel due to technological advancements and the rise of smart phones. Pakistan's telecom business is expanding due to investment and trade liberalization, increased competition, and favorable policies. According to BMI, Pakistan led the way in telecom growth between 2005 and 2008. The quality of measures will be used to identify competitors in this area. Zeithml et al. (1988) define quality of service as a customer's assessment of its superiority and perfection. According to Aydin and Ozer (2004), long-term client relationships with network operators are crucial for success in the competitive telecom industry. Customer loyalty is more important in this business than in other industries.

This study tried to determine which characteristics influence customer identification. This study examines customer factors for selecting or switching brands in the communication business. This study is being undertaken primarily in Karachi. Karachi was chosen as the target city due to its metropolitan nature. To increase variety in data collection, Karachi was chosen. This study will contribute to the telecommunications industry. Understanding the CBI phenomena can help marketers and brand managers retain clients with their products. This dissertation aims to provide students and the telecommunications industry with a comprehensive grasp of CBI and its impact on the sector. CBI is a key aspect in developing long-term relationships between brands and customers. This study underlines the importance of creating a strong brand identity that benefits both customers and the company's financial stability.

1.6 Limitation of the study:

This research has significant limitations. Our study has significant shortcomings. First and foremost, this study focuses on a small number of brand identity variables. CBI can have varying effects depending on other factors. Therefore, this study has limitations in this

particular scenario. This study only focuses on the communication industry in the service sector, leaving many other areas unexplored. Another drawback is that the study is self-funded. A university-funded study on CBI in the telecom sector might provide a comprehensive overview. The questionnaire used in this report was derived from another investigation. The researcher did not prepare it by herself. Language barriers were also present. Translating and describing your idea in another language proved difficult. This study relied solely on quantitative data for its results. Combining qualitative and quantitative data might improve the clarity of this dissertation. The study is now limited to the customer's perspective. The study did not explore management's perspectives on CBI or their efforts to strengthen it for improved brand-customer relationships. It was not possible to cover the entire Karachi city. Business students were targeted from both public and private universities. As a result, the findings are not applicable to other situations.

1.7 Descriptive definition of variables

1.7.1 Brand attractiveness

Brand attractiveness is the intangible and powerful force that draws buyers to a brand. Customers have a strong desire to remain loyal to a brand. Bayraktar and Usly (2016) suggested that attractiveness affects credibility. This suggests that the receiver considers their own and the source's societal values as similar.

1.7.2 Brand prestige

The word prestige refers to the power to influence and impress others. The sign represents great status gained through success and health. Brand prestige refers to a brand's superiority in meeting a consumer's self-enhancing needs. Musso (2014) defines exclusivity as a brand's ability to meet consumers' self-enhancement desires.

1.7.3 Brand satisfaction

Customer satisfaction is a state of mind. This is good behavior for a customer. Brand satisfaction is what you feel after using a recognized brand. One way to describe brand happiness, according to Sreejesh and Mohaparta, is that it means that the chosen option (the brand) meets or exceeds expectations.

1.7.4 Brand trust

If a company is stable, can come up with new ideas, build strong relationships with customers, help customers, and has a clear vision and the skills to compete, customers will trust it. It was Kautonen (2008) who said that brand trust is "simply trust toward a particular brand."

1.7.5 Brand Distinctiveness

How well a brand stands out from others in the same field. This makes it easier for people to recognize the company. Customers can tell them apart from each other by the Nike swoosh mark and the Adidas three parallel strips. It says that Musoo

“Brand distinctiveness” (2014) means that a brand can be seen as unique and different from other brands. This helps meet the need for uniqueness among customers on both a personal and a social level.

1.7.6 Memorable Brand Experience

People remember good times with the brand. To make MBE can improve the picture of any brand, from bad to good. While Morrison and Crane (2007) talked about this variable, they said that a company creates an experience when a customer pays to spend time enjoying a set of memorable events. Businesses create experiences whenever they interact with customers in a personal, memorable way.

1.7.7 Brand Social Benefit

The number of benefits the brand gives to its clients. There are societal and social aspects of these benefits that make them stand out in society. Social benefits give businesses a chance to talk to buyers. While Saviolo and Marazza (2012) don't give a proper explanation, they do describe it. People get social benefits when they can show more than just one part of their personality, like their status, taste, or style of dressing. They can also show that they are a part of a certain lifestyle, which helps them reach their full potential as a person and makes them feel like they are part of a community, group, or society where people with similar attitudes, opinions, and interests live. (Page 37 of Saviolo & Marazza, 2012)

1.7.8 Consumer Brand Identity

Consumer brand identity refers to the way consumers perceive themselves based on the brand's image, logo, and associations. According to Musso (2014), it is a psychological state in the consumer's mind where they perceive, feel, and value their connection with a brand.

1.7.9 Brand Loyalty

Brand loyalty refers to the consumer's inclination to remain loyal to a particular brand instead of constantly switching to different ones. According to Kotler and Pfoertsch (2010), brand loyalty can be defined as the biased behavior response exhibited by a decision-making unit over a period of time.

Respect to one or more alternative brands out of a set of such brands and as a function of psychological (decision making, evaluative) processes.

2. Review of the Related Literature

2.1 Underpinning Theory and Development of Hypotheses:

2.1.1 Social identity theory

Tajfel and Turner's 1979 idea serves as the foundation for brand identification concepts. The theory is known as Social Identity Theory. Hogg (2016) argues that social identities distinguish between in-group and out-group members in various social contexts. Tajfel defines social identity as "individuals' knowledge that they belong to a specific social group, as well as the emotional and value significance of group membership to them."

Social identity theory explores the relationship between a person's self-concept and how others perceive them within society. The impact of CBI on the telecom sector led individuals to believe that their organization should stand out from others. Social identification occurs when individuals have ties to a specific group. Individuals perceive themselves in relation to their social group. Kuenzel and Halliday (2010) found that social identity theory is an excellent way to analyze consumer behavior. Brands are one way individuals designate themselves as belonging to a specific group. The researcher analyzed key factors influencing consumer social identity, namely brand identity.

Social identity theory has a significant impact on this investigation. This idea helps us understand customer behavior. It explained why consumers take certain actions. Consumers who identify with a specific social group tend to have a favorable self-perception and distinguish themselves from others. Positive identification with a group improves decision-making and reduces uncertainty. Identification also fosters a sense of belongingness. Tenner, Braun, and Petersen (2016) define identification as the relationship between a target and the customer's self.

According to Wang (2017) CBI is a psychological pillar that fosters long-term relationships between brands and customers. Marketers are aiming toward the desired customer-brand relationship. According to social identity theory, customer identification has two key motivations: reducing uncertainty and self-improvement. People strive to belong to a unique social group that sets them apart from others. Social identity is based on a person's recognition within a specific group.

According to Kwon, Ha, and Kowel (2017), social identity theory evaluates social enhancement based on one's affiliation with a specific group. Previous study has shown that people identify with the brand. Lam, Ahearne, and Schillewaert (2012) found that CBI is utilized to develop relationships between brands and their customers. According to sit theory, customers form emotional attachments to brands when they believe they represent their desired personality. This link benefits the brand (Becerra & Badrinarayanan 2013). This study examines the origins and repercussions of CBI in the

service business, namely the communication sector. The variables were selected from studies based on social identity theory.

2.3 Development of Hypothesis:

2.3.1 Brand attractiveness on consumer brand identity

There are two main perspectives on the interaction between social groups and individuals. The first step is to assess individuals' perceptions of the company's identity and self-concept. According to Marin and Maya (2013), organizational identities allow for self-expression. According to Tajfel and Turner (1985), individuals prefer to belong to social groups that set them apart from their peers. Brand attractiveness can boost customer brand identity by improving self-evaluation. According to So, King, Hudson, and Meng (2016), customers are more likely to identify with a brand with an appealing identity. Customers are more likely to identify with a brand if they believe its features set it apart from competitors. According to Aharne, Bhattacharya, and Gruen (2005), positive and valued distinguishing attributes might impact customer brand identities. According to Kim, Han, and Park (2001), customers regard a brand as attractive when it allows them to express themselves publicly.

H1: Brand attractiveness has positive impact on consumer brand identity.

2.3.2 Brand prestige on CBI:

According to Stockburger-Sauer et al. (2015), customer perception of a brand is heavily influenced by its prestige. According to Aharne et al. (2005), individuals seek to retain a positive social identity by maintaining relationships with prominent brands. According to Bhattacharya and Sen (2003), customers can identify with a prominent brand by feeling a sense of belonging to its image. According to Dukerich Kramer and Parks (1998), satisfying customers' urge for self-improvement requires a respected firm. Ashforth and Mael (1989) found that brand prestige helps buyers keep their social identity. Customers who are affiliated with a prominent brand can gain access to exclusive social groups, among other benefits. According to So et al. (2016), prestigious brands promote customers' self-esteem and social standing.

H2: Brand prestige has positive effect on CBI.

2.3.3 Brand distinctiveness on CBI

According to Tajful and Turner's (1979) social identity theory, individuals seek to differentiate themselves from others in society. According to Bailey and Ball (2006), brand distinctiveness is a key factor in ensuring brand sustainability. According to Synder and Fromkin (1977), this factor improves client self-esteem. Tian, Bearden, and Hunter (2001) found that consumers seek unique goods and services. These products/services assist people improve their social and personal identities. Brand distinctiveness refers to a brand's perceived uniqueness and impact on customer identity (Stockburger, Impact of CBI in Telecom Sector | 17 Sauer et al., 2012). Building distinctive brand characteristics is crucial for enhancing identity attraction (Bhattacharya & Sen 2003). Hence:

H3: brand distinctiveness has positive related to customer brand identification.

2.3.4 Satisfaction on CBI

Oliver (1980) argues that client happiness is crucial for developing a strong brand relationship. Arnette, German, and Hunt (2003) identify the cognitive response of customers as a driver of CBI. According to Covin et al. (1996) noted that contentment is one of the factors that contribute to brand identity. Companies are working on designing products/services that meet client needs. Satisfaction is a key factor in retaining and attracting clients (Fornell et al., 1996). Satisfied customers are more likely to identify with an organization (Bhattacharya, Rao, & Glynn, 1995). According to Ashforth and Mael's (1989) research on social identity theory, contentment increases organizational identification. It depends on the company's offerings. Satisfied customers are more likely to identify with the brand (Kuenzel and Halliday 2008). Assume that

H4: Satisfaction is positively related to consumer brand identity.

2.3.5 Social brand benefit on CBI:

Customers like to communicate with desired brand users on social media platforms. The goal is to improve self-esteem and social position (Wu & Pearce 2016). Muniz and O'Guinn (2001) suggest that communities are created to foster social relationships among brand enthusiasts. According to Stockburger-Sauer et al. (2012), highlights the importance of social brand benefits in improving customer brand identity. Social brand benefits include opportunities for social contact. Thompson, Rindfleisch, and Arsel (2006) found that social benefits offered by brands can promote societal and cultural values. So et al. (2016) found that customers who believe their brand provides social benefits have a favorable association with the brand, leading to an increase in consumer brand identity.

H5: Social brand benefit is positively related to CBI

2.3.6 Memorable brand experience on CBI:

So et al. (2016) identified memorable brand experiences as a key factor in CBI. This is a significant factor in the tourism context. This antecedent facilitates the consumer's contact with service. Empirical research have validated the idea of creating memorable brand experiences in tourism contexts (Kim & Richie, 2014). Brands that provide unique experiences are more likely to stay at the front of customers' minds. This connects customers with both brand and self-related thoughts (Davis, 1979). Customers evaluate service companies based on MBE (Grace & O'Cass, 2001). Previous research has shown that MBE is a key element in determining CBI (Hudson & Ritchie, 2009). According to Brakus et al. (2009), marketing literature has traditionally categorized this characteristic as behavioral, internal customer response, or subjective response. These stimuli are associated with brand identification, design, communication, packaging, and surroundings.

H6: memorable brand experience is positively related to consumer brand

identity.

2.3.7 Trust on CBI

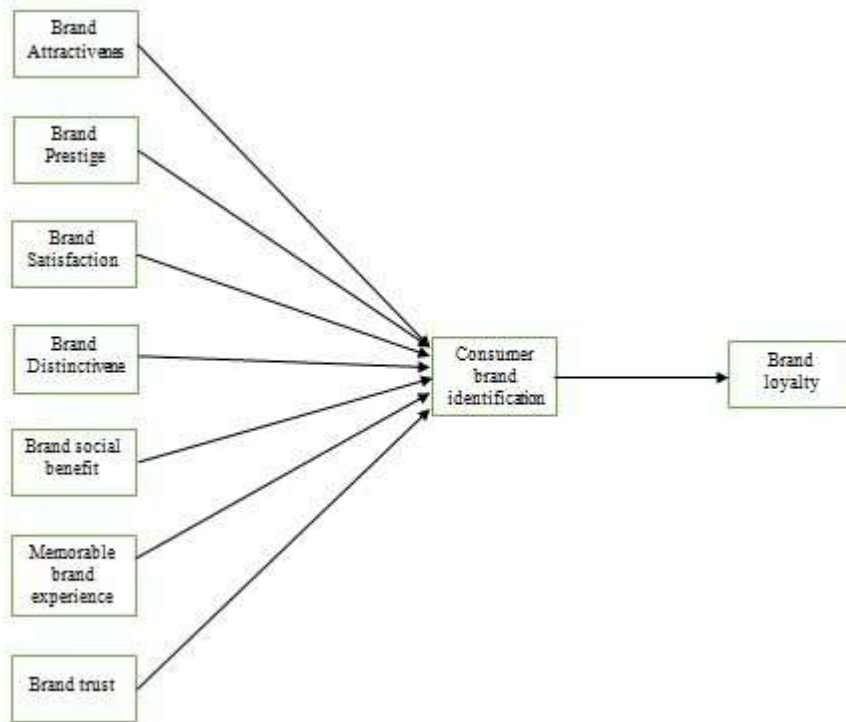
Delgado-Ballester, Munuera-Aleman, and Yague-Guillen (2003) define trust as a cognitive belief. Becerra and Kargaonkar (2011) define it as the willingness to believe in a brand. In theory, CBI is thought to be related to brand trust. Trust is considered as the precursor to identification. According to Keh and Xie (2009), trustworthy brands help customers define themselves. Consumer attitudes are influenced by their faith in brands. Becerra & Korgaonkar (2011) found that brand trust influences consumer behaviors such as purchase intention, commitment, and recommendations. Customers' trust in a brand influences their willingness to refer it. Reichheld (2003) emphasizes the importance of reputation. So et al. (2013) found that customers associate with brands they perceive as trustworthy. Customers' previous experiences with a brand contribute to their trust in it.

H7: Trust is positively related to consumer brand identification.

2.3.8 CBI on loyalty:

Morgan and Hunt (1994) suggest that devoted customers serve as brand ambassadors for organizations and brands. Research on organizational identity suggests that customers who strongly identify with a brand are more likely to promote and purchase it (Ahearne, Bhattacharya & Gruen, 2005). Customers support brand communities and spread favorable word of mouth (Algesheimer, Dholakia & Herrmann, 2005). Customers seeking prestige are less likely to move to a different brand. Strong brand identification indicates long-term loyalty to an organization (Allen & Meyer, 1990). Previous empirical research supports the claim that customer brand identification leads to brand loyalty (Hwang & Han 2014). Kuenzel and Halliday (2010) and Stockburger-Sauer et al. (2012) found evidence that CBI can influence loyalty.

H8: Consumer brand identity is positively related to brand loyalty.



Hypothesized model of the study

2.2 Review of the related studies

Kuenzel and Halliday (2016) used quantitative data to explore the impact of brand identity on the relationship between reputation, brand personality, and loyalty. Branding, social identity theory, brand personality, reputation, and brand loyalty were the variables used in this study. This dissertation employs a multi-item scale to obtain more accurate results. Because car ownership is the subject of the study, the researchers sought major car manufacturers in Germany to obtain empirical data. There are numerous reasons to choose a specific product, and cars are one of those products that describe impact and provide many options for brand recognition. To analyze customer relationships with company mergers, it is advisable to focus solely on customer happiness as a brand factor. Other elements, such as brand identification, also contribute to strong relationships. Brand identity improves financial performance for firms. Customers typically pay more due to brand identification. To improve consumer brand identification, managers should showcase their company's strengths in comparison to competitors. A product marketing communication plan can help achieve this goal. Brand communities can be an effective tool. Communities foster a sense of belonging to a specific group. Consumers who found their product trustworthy expressed higher levels of brand identification and loyalty. The company should seek out independent external sources of information, such as newspapers. It may be more influential than people in control of the organization. To strengthen relationships, companies should prioritize marketing communication channels. These efforts not only retain existing clients, but also attract new

ones. Research suggests that individuals who have strong self-congruity with a brand are more likely to positively influence it. To minimize the gap between brand personality and customer self, brand managers should produce advertising that aligns with their ideal self. Lam, Ahearne, and Schillewaert (2012) conducted an international study on the symbolic instrumental framework of consumer brand identity. Branding and Brand management, survey research, partial least squares, multiculturalism, consumer brand identification, social identity theory, and connection market variables were utilized.

This study used quantitative data and techniques. The data was collected from 15 countries. The 15 countries are Belgium, the Netherlands, France, the United Kingdom, Germany, Spain, Italy, Sweden, Denmark, Switzerland, Slovakia, Turkey, Romania, Poland, and the United States. The minimum response quota was 200 from each country. Two pretests were also undertaken to reduce questionnaire errors. The first pretest was conducted in the United States, and the second in the United Kingdom. This research is unique in that it collects data from understudied countries in Scandinavia, West Europe, and Eastern Europe. The study examined customer relationships with five product categories and ten brands. The categories included beer, apparel, cellphones, fast food chains, and e-commerce sites. All brands were well-established. The researchers ensured that the brands under consideration are available in the regions where the research will be conducted. Multiple tests have been conducted. Data from several nations were analyzed using exploratory factor analysis, measurement invariance tests, and confirmatory factor analysis to ensure respondents comprehended the instrument. Economists frequently compare their brands to others. To make a difference, brand managers invest millions of dollars. As product innovation cycles shorten, fast-followers become more aggressive. The brand's image, however, remains constant. In today's competitive and globalized market, brand managers prioritize both repeat purchases and increased customer interaction. Misaligned symbolic utilitarian traits undermine client brand relationships, leading to decreased identity promotion and sustaining. This negatively impacts the brand. Self-brand congruity is a globally applicable feature that can drive consumer brand identity. However, the impact of perceived quality on consumer brand identity depends on cultural orientation. Integrating brand personality into customer social service programs can improve brand image and positively impact identity. Brand managers should target underserved markets or areas with weak competitors. This will improve brand management.

Elbedwiehy, Jayawardhena, Elsharmonly, and Elsharnouby (2015) studied customer relationship development and the impact of brand attraction and identification. The variables in this study include identification, social identity theory, value congruence, brand loyalty, customer similarity, and consumer behavior. The unique quantitative data was employed. The initial pilot survey had 30 respondents. The pretest suggested a few small adjustments. Respondents were picked from the North East metropolitan area of the United Kingdom utilizing mall intercept technique. Using this strategy allows researchers to reach more potential respondents in less time. Researchers can also prescreen their respondents using specific criteria. Two product categories were selected: TV and mobile phones. We chose these two categories because they are commonly used and familiar to respondents. TV is a privately consumed commodity, whereas mobile phones are physically consumed products. This study analyzed 293 complete responses. 135 of the 293 responses were for television,

with the remaining 138 for cell phones. The sample for television consisted of 44% women and 56% men. 52% of women and 48% of men considered mobile phone brands. The study found that brand identification exists for both publicly and privately consumed products. Although consumption trends differ, the identifying factors for both product groups are distinct. This study also discovered the similarity attraction paradigm, which explains why consumers are not drawn to all brands. Third-party consumers who identify with a brand are more likely to disregard bad feedback. Managers should concentrate on the determinants of identification. The goal is to establish a link between customers and brands through brand identification. The study emphasized the importance of brand appeal, values, and the influence of other brands on consumers. Marketers can utilize them to increase consumer identification with their brand. This dissertation supports the self-verification theory, which states that users form stronger relationships with brands they can connect to the most. Researchers used the similarity attraction paradigm to understand why certain buyers prefer one brand over another. The appeal stems from their brands' shared principles. The study claims to be the first to employ brand attraction as a mediator between consumer similarity and value congruence. This research expands on the study of consumer brand recognition by exploring its relationship with brand loyalty. Brand managers should consider segment and psychological qualities. Such clients are more likely to have meaningful relationships with brands.

Lam, Ahearne, Mullins, Hayati, and Schillewaert (2012) investigated the factors influencing customer brand recognition with a new brand. Topics covered include consumer brand recognition, branding, new products, and the impact of customer characteristics over time. This study made use of growth modeling variables. The study explored the factors that influence customer brand recognition. CBI focuses on three drivers: instrumental, symbolic, and trait-based. Perceived quality is driven by self-brand congruity as a symbol, while consumers' natural creativity serves as a trait-based driver. The research is focused on new brands. This study employed longitudinal survey data. Pretests were undertaken to ensure questionnaire comprehension. The survey was performed gradually. It was dusted from time to time. During the initial period, the iPhone was not launched in Spain. Almost two months before its launch. After 10 days of launching in Spain, it ranked second behind e. There were 708 answers, 73 of which were rejected. The total dataset contained 635 responses. Participants were from varied socioeconomic backgrounds. This study supports the consumer culture theory. His thesis focuses on how customers' buying behaviors are influenced by their socio-cultural backgrounds. This provides insight into customer drive to engage with a specific brand, as well as the underlying factors driving that interest. This study provides insights into the evolution of CBI in various aspects. Initially, CBI was determined by three drivers: trait-based, instrument-based, and symbolic. CBI's new brand results in an inverted U-shaped growth trajectory. However, this varies by product. The study found that the impact of symbolic and instrumental factors on CBI fluctuates over time. In contrast to earlier studies, the research indicates that the symbolic driver is a better predictor than the instrumental one, which is more stable. The empirical result. There is a favorable correlation between customer demand for innovation and the initial level of CBI. Individual attributes may drive situational CBI if it is not suitable, while deep structure CBI may be driven by the

effect of time. Additional research is needed in this field.

This study suggests that brand managers invest in initiatives to lengthen the boom phase of the new period. For this objective, managers are Invest in actions that enhance perceived quality and self-brand consistency. At the end of the brand life cycle, managers should prioritize symbolic drivers, such as self-brand congruity, over instrumental ones. Investing in a symbolic driver yields a higher return. It prolongs the development stage. To influence client purchasing behavior, brand managers should engage in other marketing operations including distribution and sales management. In their 2015 study, Ballester and Sabiote compared the importance of brand experience versus functional value. This dissertation examines six variables: brand equity, brand management, experimental value, functional value, consumer brand identity, and word of mouth. This research aims to determine how the impact of brand value on customer outcomes varies by age. A pre-test was conducted. University students participated in the pilot project. A sample size of 55 university students was used. The researcher explained the concept and invited students to identify two product categories and select one brand that they believe has used experiential marketing. The same applies to other product categories, however they believe the brand is not presented in an experiential way. Researchers identified four non experiential and ten experiential brands with the highest frequency among the 40 discussed. Primark, Ryanair and Puma Brands in the experiential area include Apple, BMW, Burger King, McDonald's, Iberia, Nike, Mercado, Seat, Zara, and Viceroy. Another test was conducted with 66 students as the sample size. Puma, a non-experiential brand, has a 3.09 product range. Nike received the highest rating (5.41) among students for experiential marketing. This research, conducted in Spain, included both qualitative and quantitative techniques. Spain's commercial centers and city squares were popular destinations. A questionnaire survey with 322 respondents was conducted. The study had 51.5% females and 48.5% male participants, ranging in age from 18 to 51 years. The outcomes impact the brand experience in three ways. This study builds on previous research on the relationship between brand identity and experiences. This study provides empirical evidence on the impact of brand experience on brand meaning, satisfaction, and loyalty. This study found that brand experience also leads to good word-of-mouth and identity. The study found that brand experiential value has a greater impact on consumer brand identification and equity than brand functional value. The framework utilized customer age as a moderator. The study found that brand experience had a stronger influence on the matured sector. Functional value has less of an impact on CBI and brand equity as people get older. Managers should prioritize providing high-quality experiential value to improve brand equity and CBI. Managers can identify their brand with individuals, locations, and events. This allows consumers to gain brand experience. Brand managers should prioritize functional value to increase favorable word-of-mouth. It helps the brand's positioning. Matured consumers prioritize experiencing qualities over functional features of products, according to estimates. The company identifies their target segment. Creating new methods to interact with a company can enhance the customer experience.

Wolter, Brach, Cronin, and Bonn (2015) studied the symbolic factors influencing consumer brand identification and disidentification. The keywords include customer brand

identification, disidentification, loyalty, and antagonism. The variables employed in this study include self-brand dissimilarity, brand disrepute, brand indistinctiveness, self-brand similarity, brand prestige, distinctiveness, disrepute, indistinctiveness, exclusive brand loyalty intention, and brand opposition intentions. This research focuses on seven well-known national beer brands. This study contributes to three theories. The first notion is customer brand misidentification, which is useful for understanding brand-consumer relationships. The second piece focuses on how consumer brand misidentification and identification can both attract and repel customers. The third factor, self-motivation, is represented by a symbolic driver that changes between CBI and CBD. The data was collected through an online cross-sectional survey. Students provided the responses. Each student enlisted two more responses. The numbers may not accurately represent the entire population. To address the issue, researchers created a quota and distributed it to the administration. This ensured a representative sample. Students were instructed not to recruit from the same family, workers, or social circle. A total of 1314 responses were collected for this study. The majority of the participants (57%) were female. A total of 61 replies were rejected due to insufficient validity. The final sample contains 1253 responses. The research utilized both qualitative and quantitative data methods. Beer was chosen as a product category due to its many features that appeal to a variety of consumers' identities. Companies invest heavily in creating a strong brand personality to attract or repel their target audience. This research contributes to social identity theory. The study found that consumers perceive common brands as a barrier to developing their social identity. As a result, they began avoiding certain brands and spreading unfavorable feedback about them. Identification is key to building strong relationships between consumers and brands. The study found an adverse association between CBD and CBI when the brand is self-relevant. Strong brand personalities can entice customers through identification or repel them through disidentification. Self-branding has a significant positive impact on CBI. CBD is linked to taste dissatisfaction and symbolic drivers. CBD is a socially derived symbol, whereas CBI is more self-centered. Brand symbols are crucial for building client loyalty. Brand managers should work to differentiate their brand from competitors. In their 2017 study, Kwon, Ha, and Kowel examined the impact of online self-customization on client product identification, including the function of product engagement. This study's factors include online self-customization, consumer-customized product identification, social identity theory, value congruence, distinctiveness, and product engagement. Retailer satisfaction is a dependent variable, while value congruence and distinctiveness are independent. Product engagement serves as a moderator for value congruence and distinctiveness, while cognitive, affective, and attitude towards customized products act as mediators. Online self-customization allows users to create bespoke products based on their needs and preferences through an online platform. This platform allows customers to self-customize their product and connect with it, fostering better relationships. This study focuses on CCI. The researchers want to identify the conditions of OSC operations that enable customers to express their identities. This study used a scenario-based survey. This poll includes scenario-based questions. This survey method has been regularly utilized in online self-customization studies. Mechanical Turk is a popular data gathering tool for social science and psychology research. Participants in this study were recruited through Amazon's Mechanical Turk. Participants in this study received approval at 95% or higher. This dissertation focused on two distinct groups of individuals. The most popular product

categories with significant market share were personalized media and personalized fashion & textiles. 987 replies were gathered. The majority of the responses were female. Most participants were Caucasian, well-educated, and from the United States. The study found that value congruence and distinctiveness positively impacted CCI. Attitudes play a favorable role in CCI. Consumer involvement, value congruence, and individuality have different impacts on CCI.

This study proposed that managers dedicate their resources to OSC. This approach not only meets diverse customer needs but also fosters strong relationships between the organization and its clients. To promote the OSC process, consider soliciting consumer feedback. It has also been determined that customization Customer satisfaction with CCI increases when the experience aligns with their aims and values. Buyer-seller values are thought to be the most significant factor in developing a relationship, making it challenging for competitors to replicate. This research suggests that managers tailor communication techniques for products with varying levels of involvement. Devvetas and Diamantopoulos (2017) investigate the regretting your brand self. Brand identification plays a moderating impact in customer responses to purchase regret. The keywords are CBI, regret, satisfaction, and consumer-brand connection. CBI serves as a moderator, with regret as the dependent variable, satisfaction as the mediator, and behavioral intention as the dependent variable. This article examines the consumer-brand interaction throughout the post-purchase decision-making process, particularly for customers who have had negative product experiences. Consumer culture theory suggests that buyers consider their brand as a reflection of their self-image and concept. CBI is a popular method for establishing brand-consumer relationships. This article explores how bad information can undermine the tie between a brand and its customers. A poor encounter might impact a consumer's self-esteem and future purchasing decisions. This claims to be the first to identify CBI with unpleasant experiences or post-purchase remorse. The findings are based on both qualitative and quantitative data. The sample consisted of 350 respondents. The majority of the responders were female, with an average age of 30.2. Data were obtained in Austria. The interview technique consists of two sections. During the first interview, respondents were asked to choose their favorite brand. To ensure sufficient diversity, the researchers did not define any product category. The report covered over 180 brands and 50+ product categories.

respondents. Among the mentioned brands, Apple was the most popular. In the second section of the interview, participants were asked scenario-based questions. At the conclusion of each part

During the interview, respondents were asked to complete a short questionnaire. The results indicate that CBI can defend the brand against both internal and external dissatisfaction, including pressure from competitors. Effective regret-minimizing strategies can help managers create strong relationships with consumers and brands. This study found that even if a consumer makes a bad purchase decision, they still choose their favorite brand. This study used regret theory to the commercial setting. Regret experience differs by brand. This is determined by the client relationship with the brand and its CBI. Consumer brand relationships can serve as a shield in four sorts of markets: i) post-purchase

evaluations (e.g., automobiles), ii) buy feedback (e.g., higher education). iii) More options, such as internet shops, and iv) Comparative commercials are commonly used to market products like mobile phones. To address negative consumer experiences, managers should promote a brand's congruent value for each segment, develop a distinct brand personality, and generate memorable brand experiences to emotionally connect with customers. This article provides recommendations for brands facing severe competition or technological disruption. Such businesses should begin targeting particular segments. Niche markets will persist with the brand due to its inherent identity and purpose. Stokburger-Sauer, Ratneshwar, and Sen (2012) highlighted consumer brand identification, self-identity, brand relationship, and product category investment as significant drivers. The characteristics used in this study are brand self-similarity, distinctiveness, prestige, social benefit, warmth, memorable brand experience, product participation, loyalty, advocacy, and consumer brand identification. Brand loyalty and advocacy were employed as dependent variables, with CBI serving as a moderator for the remaining independent factors. This study aims to identify how, when, and why brands assist customers in expressing their self-identity. Quantitative and qualitative data collection strategies are used. The sample was taken from German household customers. This study frame workout had six drivers, five of which had significant influence. Brand drivers include self-similarity, distinctiveness, societal benefit, warmth, and memorable brand experience. Consumer involvement in the category strengthens the causal association between the five drivers and CBI. Interviews lasted 30 to 80 minutes with 8 respondents, including 3 females and 5 males. The interviews were semistructured. The researcher developed 16 additional measures to assess CBI based on participant feedback on identification. Two pilot investigations were undertaken. The study began with 16 questions of cognitive behavioral inventory. In the second attempt, 16 additional things were added. The second pilot study was an online survey with German customers. A large mail order retailer was selected as the target brand. There were two reasons for choosing the retail or target brand. With a long history and tradition, people are likely to be familiar with this brand. As a result, they may develop a strong bond with the brand. The retailer offers a diverse assortment of products and has a strong consumer base. Customers are knowledgeable about the brand. The total number of responses was 382; 148 of them were consumers.

The average age of participants was 36.7. We used exploratory, reliability, and confirmatory factor analysis tests. Results indicated that 15 out of 32 items accurately described the CBI. The first pilot study yielded 10 questions, while the remaining 5 were adopted from previous investigations. This study included 796 replies. 15 replies were removed from the data set. The total data set has 781 replies. The average age of respondents was around 46.9% female. The final survey covered four product categories. The product categories included athletic shoes, soft drinks, smartphones, and grocery stores. These product categories are frequently used and consumed in public. This research claims to be the first to evaluate CXBI with both experiential and cognitive identification drivers. The study found a significant correlation between emotional drivers. CBI, loyalty, and advocacy have a favorable link. These are some traits that promote CBI. Future studies should explore ways to maintain the long-term impact of identity saturation on brand choices. Managers should analyze clients' past experiences to improve their service and

increase CBI. Managers should prioritize engaging with highly involved consumers in their brands. Managers should inquire about their perceptions of brand personality and distinctiveness. To improve CBI, managers must prioritize companies with high social value. Customers should interact more with a brand. Brand communities can facilitate such interactions. Marketers can use emotional appeal to get customers to connect with their brand emotionally. Corporate social responsibility can enhance brand perception by creating a warm and emotional connection. Customer satisfaction with CBI increases when the experience aligns with their aims and values. Buyer-seller values are thought to be the most significant factor in developing a relationship, making it challenging for competitors to replicate. This research suggests that managers tailor communication techniques for products with varying levels of involvement. Devvetas and Diamantopoulos (2017) investigate the regretting your brand self. Brand identification plays a moderating impact in customer responses to purchase regret. The keywords are CBI, regret, satisfaction, and consumer-brand connection. CBI serves as a moderator, with regret as the dependent variable, satisfaction as the mediator, and behavioral intention as the dependent variable. This article examines the consumer-brand interaction throughout the post-purchase decision-making process, particularly for customers who have had negative experiences with the product. Consumer culture theory suggests that buyers consider their brand as a reflection of their self-image and concept. CBI is a popular method for establishing brand-consumer relationships. This article explores how bad information can undermine the tie between a brand and its customers. A poor experience has a direct impact on the consumer's self-esteem and negatively influences future purchasing decisions. This claims to be the first to identify CBI with unpleasant experiences or post-purchase remorse. The findings are based on both qualitative and quantitative data. The sample consisted of 350 respondents. The majority of the responders were female, with an average age of 30.2. Data were obtained in Austria. The interview technique consists of two sections. During the first interview, respondents were asked to choose their favorite brand. To ensure sufficient diversity, the researchers did not define any product category. The report covered over 180 brands and 50+ product categories.

respondents. Among the mentioned brands, Apple was the most popular. In the second section of the interview, participants were asked scenario-based questions. At the conclusion of each part

During the interview, respondents were asked to complete a short questionnaire. The results indicate that CBI can shield the brand against both internal discontent and external pressures from competitors. Effective regret-minimizing strategies can help managers create strong relationships with consumers and brands. This study found that even if a consumer makes a bad purchase decision, they still choose their favorite brand. This study used regret theory to the commercial setting. Regret experience differs by brand. This is determined by the customer relationship with the brand and CBI. Consumer brand relationships can serve as a shield in four sorts of markets: i) post-purchase evaluation (e.g., automobiles), ii) purchase feedback (e.g., higher education). iii) More options, such as internet shops, and iv) Comparative commercials are commonly used to market products like mobile phones. To address negative consumer experiences,

managers should promote a brand's congruent value for each segment, establish a distinct brand personality, and generate memorable brand experiences to emotionally connect with customers. This article provides recommendations for brands facing severe competition or technological disruption. Such businesses should begin targeting particular segments. Niche markets will persist with the brand due to its inherent identity and purpose. Stokburger-Sauer, Ratneshwar, and Sen (2012) highlighted consumer brand identification, self-identity, brand relationship, and product category investment as significant drivers. The characteristics used in this study are brand self-similarity, distinctiveness, prestige, social benefit, warmth, memorable brand experience, product participation, loyalty, advocacy, and consumer brand identification. Brand loyalty and advocacy were employed as dependent variables, with CBI serving as a moderator for the remaining independent factors. This study aims to identify how, when, and why businesses assist customers in articulating their self-identification. Quantitative and qualitative data collection strategies are used. The sample was taken from German household customers. This study framework had six drivers, five of which had significant influence. Brand drivers include self-similarity, distinctiveness, societal benefit, warmth, and memorable brand experience. Consumer involvement in the category strengthens the causal association between the five drivers and CBI.

Interviews lasted 30 to 80 minutes with 8 respondents, including 3 females and 5 males. The interviews were semistructured.

The researcher created 16 more measures to measure CBI based on participants' identification feedback. Two pilot investigations were undertaken. Initially, the study included 16 pieces of CBI. In the second attempt, 16 additional things were added. The second pilot study was an online survey with German customers. A large mail order retailer was selected as the target brand. There were two reasons for choosing the retail or target brand. Due to the brand's extensive history and tradition, most responders are likely familiar with it. As a result, they may develop a strong bond with the brand. The retailer offers a diverse assortment of products and has a strong consumer base. Customers are knowledgeable about the brand. The total number of responses was 382; 148 of them were consumers.

The average age of participants was 36.7. We used exploratory, reliability, and confirmatory factor analysis tests. Results indicated that 15 out of 32 items accurately described the CBI. The first pilot study yielded 10 questions, while the remaining 5 were adopted from previous investigations. This study included 796 replies. 15 replies were removed from the data set. The total data set contained 781 replies. The average age of respondents was around 46.9% female. The final survey covered four product categories. The product categories included athletic shoes, soft drinks, smartphones, and grocery stores. These product categories are frequently used and consumed in public. This research claims to be the first to evaluate CXBI with both experiential and cognitive identification drivers. The study found a significant correlation between emotional drivers. CBI, loyalty, and advocacy have a favorable link. These are some traits that promote CBI. Future studies should explore ways to maintain the long-term impact of identity saturation on brand choices. Managers should analyze clients' past experiences to improve their service and increase CBI. Managers should prioritize engaging with highly involved consumers in their brands. Managers should inquire about their perceptions of brand personality and distinctiveness. To improve CBI, managers must prioritize companies with high social value.

Customers should be more engaged with a brand. Brand communities can facilitate such interactions. Marketers can use emotional appeal to persuade customers to associate with their brand emotionally. Corporate social responsibility can enhance a brand's emotional appeal. Managers may create a memorable brand experience for consumers. This may also improve CBI.

Torres, Augusto, and Godinho (2017) investigate the relationship between strong customer brand recognition and high repurchase. Conditions are both necessary and sufficient.

The variables used in this dissertation include consumer brand identity, repurchase intent, memorable brand experience, brand identity, brand social benefit, and brand self-similarity. Repurchase intention is employed as a dependent variable.

CBI serves as a moderator and dependent variable, while the remaining variables are independent. This study aims to identify key factors that contribute to CBI's high repurchase intention. This paper found that no specific combination of criteria is sufficient to get the desired results. Affective drivers outperform cognitive drivers in terms of achieving high CBI. Two antecedents were identified as being crucial for high CBI. High rep intent does not always imply high CBI levels. Brand self-similarity and identification lead to increased rep intention. Creating a memorable brand experience is crucial for increasing rep intention. The fuzzy set technique was utilized for both qualitative and quantitative data. The focus brand is Sagres, which holds 45% of the beer market share in Portugal. This brand was chosen because to its strong marketing and market share. It ensures that the brand is well-known to Portuguese consumers.

Beer brands position themselves in numerous ways to create a distinct identity for their customers. This research study included responses from university students. 1173 responses were collected for this study. This study advances complexity theory. This paper suggests multiple approaches to developing powerful CBI. First, there are various CNBI drivers, but not all of them are used to improve or attain high CBI. If there is a need to accomplish For high CBI, consider using affective drivers. High CBI is regarded sufficient, but not necessary. Research suggests that brand self-similarity, brand identification, or memorable brand experience are sufficient cognitive drivers for high rep intention. CBI formation requires consumer brand interaction. Research suggests that a memorable brand experience can lead to high rep intention. Brand managers should prioritize enhancing the consuming experience and creating social communities for customers. This will foster a positive relationship between customers and brands. Managers need to grasp the lifestyle and tastes of their target audience. This effectively communicates and projects the element of identity.

In their 2017 study, Poppy and Woratschek explored the relationship between consumers and brand satisfaction, as well as the various roles of identification and contentment. The keywords include consumer brand identification, customer satisfaction, brand communities, customer loyalty, and word-of-mouth communication. This dissertation used CBI and customer community identification as independent variables and customer satisfaction with brand, community, loyalty, and positive word of mouth as dependent variables. This study examines CBI, customer happiness, and the impact of word-of-mouth communication on customer loyalty. Satisfaction does not significantly impact community loyalty. While brand communities can promote consumer acquisition, they do not enhance

brand loyalty. In recent years, marketing has shifted from transactional to relationship-focused. Relationship marketing highlights this. The goal of behavioral marketing activities was to build long-term relationships. In the past Satisfaction was identified as a key factor in establishing a relationship. Recent research emphasizes consumer identity as a key factor in building relationships. Identification is a key factor in achieving brand success and objectives. Brand objectives encompass satisfaction, innovation, feedback, and loyalty. This article explores the complexities of consumer brand relationships. Previous research have not explicitly examined the relationship between satisfaction and identity. We aimed to bridge the gap and provide managers with a thorough understanding of these two relationship drivers.

A quantitative data approach was applied. An official internet community for alcoholic beverages was chosen. Brown operated the community, which provides a range of brand-related amenities. We chose this brand community due to the active interaction between members and the brand. Additionally, the community provided opportunities for involvement with both the community and the company. This brand community promotes interactions around a product marketed in a competitive market. The company aims to enhance long-term relationships by exploring new approaches. A total of 1,797 replies were collected. The questionnaire was filled out via email and internet forums. The questionnaire contains closed-ended questions. Consumers distinguish between the brand and associated targets, including other users. This report adds to the prior research by examining consumer happiness as a mediator between loyalty and identity. Identification has an indirect impact on word-of-mouth and loyalty when customers are satisfied. Managers should focus on customer-relevant identification elements. Marketers must invest on their image. This may help consumers fulfill their self-defined needs. Brand Managers are advised to invest.

Marketing actions are designed to focus on both satisfaction and identification. Brand communities enhance word-of-mouth communication and serve as a platform.

For interaction. This allows the brand to gain new customers. Building brand communities is an important marketing goal.

Carlson, Donovan, and Cumiskey (2009) investigate the consumer brand relationship in sports, specifically brand personality and identification. The keywords include brand identification, personality, athletics, consumer behavior, and buyer/seller relationships. Brand personality was employed as the independent variable, with prestige, distinctiveness, and cognitive identification acting as mediators. Spending and game watching serve as dependent variables. This study aims to examine the relationship between a sports team's personality and its impact on retail spending and consumer outcomes. Athletes and sports teams have significant influence on product sales. According to Nike's 2006 annual report, the company sells athletic footwear and apparel to 24,000 retailers in the United States. Sports teams are increasingly considered quasi-brands. As a result, numerous firms associate their brand with well-known sports teams.

The goal is to translate a team's success into brand value. Identification holds significant value. Consumer identification influences product purchases, but it's important to understand why individuals connect with one brand over another. There are three different

responses to the question. First, personality factors impact client loyalty to sports brands. Research indicates that an individual's like of a team can be influenced by its brand personality. Brand personality is believed to influence consumer purchasing decisions. Using social identity theory, this research investigates the relationship between retailing and sport. A total of 162 respondents were considered for this investigation. This research study had 83 female and 79 male participants. The respondents were university students enrolled in sports marketing courses. According to the pupils' interests, a prominent basketball team was chosen. This basketball team has a successful history and is ranked in the top 25 at the national level. A quantitative data approach was applied. A pre-test included 15 items. The findings revealed that consumers perceive teams as brands. Customers identify with sports teams based on their individual personalities. Research shows that team cognitive identification has a beneficial impact on fan expenditure on team-related merchandise and games. The success of a team contributes to its status. Customers value the success and wholesome image that prominent businesses convey, in addition to the brand itself. Imaginative and rough traits make a team more appealing to clients. Teams require a distinct identity. Less successful teams are thought to vary from more successful teams. In athletics, personality traits such as charisma are less appealing. Managers can improve their team's perceived status with these tips. Promoting charity and sharing achievement both on and off the court is crucial. Advertisements should highlight the team's surprising and exciting plays. To promote a team, consider unique promotional initiatives like fan rituals, in-game giveaways, and home game customs. This strengthens consumer identification.

Tuskey, Golob, and Podnar (2013) investigate the impact of customer brand recognition on brand relationships. The keywords include consumer brand identification, value congruity, commitment, and word-of-mouth. The research framework includes value congruity as an independent variable, customer identification and brand commitment as mediators, and good word of mouth as the dependent variable. Value congruity and brand value positively enhance consumer identification. Consumer identification strengthens relationships with brands, leading to favorable word-of-mouth. Mediator and consumer identification demonstrate the entire impact of value congruity on brand commitment. Brand commitment does not have a mediation effect on consumer identity in generating favorable word of mouth.

Brands play a significant role in fostering relationships between companies and their customers, ensuring corporate success. Research shows that identifying consumers has a significant impact on their behavior. This behavior include purchasing decisions, loyalty, brand preferences, sense of community and commitment, contentment, repurchase intent, readiness to pay more, and positive word of mouth. This study explores the interaction between brands and consumers, drawing on consumer psychology concepts like self-brand connection. A quantitative data approach was applied.

The poll was done in Slovenia in 2009. A snowball sampling approach was used. Data was collected in two stages. In the initial stage, around 120 respondents took part in this survey. The researcher approached 100 people during the second step. The survey was performed by email and social media (Facebook). Researchers invited responders to share the questionnaire link with three more individuals. 660 replies were gathered. Out of 660

responses, 596 were full and significant for this investigation. The survey included 70% girls and 46% males from both urban and suburban locations. Consumers picked brands in various categories, including clothing and shoes, cosmetics, food and beverages, sports, electronics, and others.

This contributes to ongoing research on brand-customer relationships. This article investigated the correlation between customer value and identity, positive word of mouth, and commitment. The current study aims to distinguish between behavioural and attitudinal loyalty. Behavioral loyalty is defined as loyalty, while commitment is referred to as attitudinal loyalty.

Research indicates that identifying consumers is a key psychological process for developing a strong brand engagement.

This study found that CBI is mostly influenced by intangible elements, including brand value. The brand's value should align with the values of its target audience. Brands must be adaptable to the shifting values of their target market to remain relevant. Using integrated marketing media to express brand values aligned with target market values has been shown to positively impact CBI. Managers should grasp the individual and social characteristics of consumers. Managers can utilize social media to promote word-of-mouth (WOM) through interaction. Social media platforms allow consumers to discuss their own experiences with brands and how they align with their values and lifestyle. Becerra and Badrinarayanan (2013) examined the impact of brand trust and identification on brand evangelism. Brand evangelism, brand identity,

The keywords include brand trust and consumer-brand relationship. Brand relationship variables include trust and identity, with trust serving as a key indicator.

Brand identity is an independent variable that acts as a mediator. Three variables reflect brand evangelism, positive brand referral, brand purchase intention, and oppositional brand referral. Oppositional brand referral is a dependent variable. Positive brand referrals and purchase intentions serve as a mediator. This study aims to explore how consumer relationships with brands impact brand evangelism. Brand evangelism refers to customers who strongly promote a specific brand. This report found that customer-brand relationships impact brand evangelism. Brand trust positively impacts positive referrals through brand identification. Marketers need to identify the factors that drive consumer behavior towards brands. To generate brand evangelism, brand managers must build trust and identify with their consumers. Prior to iOS, studies on consumer brand relationships found that strong relationships influenced customer behavior, such as protecting and praising the brand, purchasing it, and making unfavorable comments about competitors. Researchers are exploring new ways to foster customer brand relationships, such as through brand communities. These communities or cults offer customers a forum to connect with one another. It fosters social relationships among brand enthusiasts. Southwest University in the United States was chosen as the data collection site. This study utilized quantitative data techniques. A pre-test was conducted to determine which product should be used in this investigation. For the pretest, 60 responses were obtained. The respondents were undergraduate students. Participants were asked to select their preferred

product category for the future year. The product categories included computers, apparel, sporting shows, and television. Two products with the highest buy intention were selected. The car was first, followed by the shoes. An online poll was done among marketing students. A total of 325 replies were received for two separate brands. 49.5% of the participants were male.

This study found that customers' cognitive and emotional relationships influence their brand-related behaviors and intentions. Brand trust and identity influence brand-related behaviors. Building brand trust can lead to favorable referrals and increased sales. Customers trust brands because they know they perform well. Brand evangelism begins with trust. Building trust encourages customers to support brand safety activities. Managers should focus on the psychological link between consumers and brands. Creating an appealing, distinct, and renowned brand identity is crucial for enhancing brand recognition. This dissertation concludes that brand trust and identification have a role in brand evangelism, which includes both positive and negative referrals. King, Sparks, and Wang (2013) investigated the impact of customer brand identification on hotel brand appraisal and loyalty development. The keywords include identification, brand loyalty, service excellence, perceived value, and brand trust. CBI serves as an independent variable, with service quality, perceived value, and brand trust acting as mediators. Brand loyalty is a dependent variable. The hotel business recognizes the importance of branding as a strategic tool for maintaining a competitive edge. This research focused on the hotel business and the impact of CBI on brand loyalty. CBI is believed to be an indirect predictor of hotel brand loyalty. Consumer identity influences the appraisal of service-related aspects. Collaborating with CBI can improve hotel evaluations and boost brand loyalty. They needed to differentiate their products and services from competition. Branding techniques emerged from the desire to differentiate oneself from competitors. Strong hotel brands add value to both customers and the organization. Hotel brands can enhance property value and improve financial performance. During the economic recession, branded hotels reported higher net operating income. Customers profit by reducing their search loss and perceived risk. Branded hotels are an indication of quality guarantee. The quantitative data approach was applied. This survey method consists of e folds. Structured questions helped obtain primary information from responders. This strategy simplifies the analysis of elements and relationships that cannot be directly assessed. These are the subjects of this study. In the last stage, we employed the method used in previous studies to assess brand loyalty. Participants in this survey were asked to identify a hotel brand they recently visited. A total of 252 replies were collected. An online survey was done. Out of 252 replies, 45 were removed due to incompleteness. The findings revealed that CBI has an indirect impact on loyalty. Research suggests that consumers who identify with a brand are more likely to give positive feedback on service quality. Positive judgments influence consumer loyalty. The study found that in the hotel business, characteristics such as service experience have a substantial impact on brand loyalty. Customer loyalty in hotels is linked to the quality of service provided. Hoteliers must build a high level of relationship marketing. Regular communication with clients strengthens social bonds. This research demonstrated the significance of CRM in the hotel business. CRM should be unique and memorable to help consumers identify with the company.

Hwang and Han (2014) studied ways for maximizing and leveraging brand prestige in the luxury cruise business. Keywords for luxury cruises include brand prestige, perception of wellbeing, brand identity, and brand consciousness. A variety of cruise experience aspects, including food quality, service quality, staff/crew attractiveness, entertainment, ship facilities, ports of call, children's programs, and cabin quality, are considered independent variables. Cruise brand prestige, wellbeing perception, and CBI serve as mediators, whereas brand consciousness acts as a moderator. The dependent variable in this approach is brand loyalty. This study aims to investigate the factors influencing brand prestige in the luxury cruise business. This research aims to provide practical solutions for managing luxury cruises. This study aims to assist managers in maximizing brand prestige. A luxury cruise excursion is designated for the elite class and costs \$350 per day. This category is regarded as the fastest expanding business on an international scale. In 2011, this industry made a profit of 29.4 billion dollars and is predicted to boost income by up to 5% annually. Luxury cruises are popular among travelers due to their perceived prestige. Travelers saw the trip as pretentious because it reflected their personal identity. Establishing and enhancing the status of luxury cruises is crucial for the industry. Customers like prestigious products and are willing to pay higher prices. Consumers are more loyal to prominent brands. Luxury cruises appeal to those seeking prestige, reflecting their power, social standing, and wealth. Yeh, Wang, and Yieh (2016) used terms to predict smartphone brand loyalty, including consumer value, CBI, brand loyalty, and smart phone. The independent variables include functional value, emotional value, social value, and brand identification, while the control variable, brand relationship length, serves as a mediator. Brand loyalty is a dependent variable. Age and gender were utilized as mediators. Smartphones are a rapidly growing and competitive industry. Understanding the factors that influence consumer loyalty to a smartphone brand is crucial. It is In a competitive market, marketing managers must prioritize customer loyalty to the brand. Attitudinal loyalty improves patronage intentions, while behavioral loyalty leads to higher market share and revenue.

To keep customers loyal, brands must give exceptional value. CBI refers to the factors that influence brand loyalty. Consumers often remain loyal to brands that align with their personality. Some research support both ideas, including superior value and CBI. Both have good effects on brand trust and loyalty. According to consumer value theory, managers should prioritize product creation and effectively explain the product's benefits to customers. Managers use identification tactics to create communities and facilitate consumer interactions. These communities foster intimacy with the brand. It's important to examine the impact of consumer value and CBI on brand loyalty independently. This investigation was conducted using quantitative data techniques. A pilot research was done to identify potential uncertainty among respondents regarding questionnaire items. The poll was done in Taiwan. An online poll was done among smartphone users. A total of 179 replies were obtained, with 22 being invalid. This study analyzed 157 replies. The research study included 55% males and 45% females. The sample's average age was 27, with 90% holding a bachelor's degree or higher. It demonstrates their smartphone usage. The study considered age and gender to identify the factors that influence brand loyalty. This dissertation demonstrates a favorable relationship between customer identification,

brand value, and brand loyalty. Identification had a greater impact as age decreased. As age diminished, so did the practical value of the brand. not have any effect on brand loyalty. The majority of responders were either young or middle-aged, which could explain this trend. They are all aware of smartphone technology. Smartphones provide customers with convenience and many benefits. Customers demand functional value equally. This rationale may contribute to brand loyalty regardless of age difference. This study did not explain how age influences emotional and social worth. Marketers must work on creating a brand identity that will attract customers. For customers to identify with a brand, it's important to have a distinguishing factor. According to the study, smart phone marketers should prioritize emotional value as one of the four most important factors. Emotional value comes first, then consumer identification. Donovan, Janda, and Suh (2006) studied how the environment affects business brand identification and outcomes. The keywords used are identification, social identity theory, closeness, social influence, and symbol passing. Significant other and closeness were independent variables, with cognitive identity, affective commitment, and self-esteem serving as mediators. This study framework used symbol passing and collection as dependent variables. This article suggested and empirically tested a model for corporate branding. The proposed model included both the outcomes and antecedents of brand identification. The identity and symbols connected with an entity impact consumer self-esteem. Customers choose whether to keep or gift a product or brand based on its linked symbol. In today's competitive market, firms strive to establish a distinct brand identity or obtain a competitive advantage. Building a great brand that resonates with customers requires both tactical and strategic work. Previous research has shown that individuals identify with those who share their interests and believe they are part of a specific group.

The term "group" refers to social identification. The group to which a person belongs determines their behavior in specific situations. Organizational identity is

A special type of identification. This occurs when a firm becomes self-defining. The goal of this study is to add to the existing literature on brand recognition. The study examines the impact of significant people and proximity on CBI. This study focuses on sports.

Sport was chosen because of its significant impact on global culture and status as the world's largest industry. Second, strong brand loyalty towards sports-related entities. Individuals may identify with a brand even without formal membership. Data were collected using a quantitative data approach. The research was carried out in a midwestern city in the United States. Only college football fans were eligible to complete the quiz. The research study included 401 final responses. 62% of respondents were male. The average age recorded was 34. The average annual spending on sports-related products was 94 US dollars. This study found that significant others influence the I'D with the product. Proximity has a huge impact on identification. According to social identity theory, close closeness can make persons and entities appear identical. In contrary, increased proximity reduces identity. Individuals may become accustomed to taking things for granted while they live in close proximity. As the sense of mystery and individuality faded. Marketers could consider

improving their brand personality. They need to focus on the brand's symbolic value. Organizations aim to improve client self-esteem through commitment and identification. Effective brand image and identity require both tactical and strategic efforts from marketers. Kim, Han, and Park (2001) investigated the impact of brand personality and identity. The keywords include brand personality, word-of-mouth reports, loyalty, societal identity, and self-expression. The independent factors include self-expressive value and distinct brand personality, while the dependent variables are attractiveness, brand identification, and word-of-mouth reports. Brand loyalty is the ultimate dependent variable. The paper focused on a high-tech product, specifically a cellular phone. This research uses BI to analyze how brand personality affects asset management. Brand closeness positively correlates with distinctiveness, attractiveness, and self-expressive value. These relationships directly affect customer identification. Companies aim to attract clients by establishing a distinct brand image. Previous research has overlooked the significance of brand personality. Researchers viewed it as crucial for enhancing brand loyalty and gaining a competitive advantage. Consumers view brands as individuals, which aligns with their own self-expression. Brands employ human qualities to convey their personality and image. Consumers identify with A specific brand enables them to differentiate their brand from others. Customers purchase brands to express themselves. The impact of business intelligence (BI) on customer behavior is investigated. Select any product that provides clients with a sense of identity. Mobile phones were chosen as the target product. The research was conducted in Korea in 1999. At the time, Korea had five cellular companies. A pretest was conducted. A redesigned questionnaire was completed by 180 university students from Seoul, Korea. A total of 150 replies were obtained, with 130 being significant. Marketing managers can improve their communication methods by following these tips. This approach enhances brand appeal and differentiation from competitors. In Korea, few brands have a consistent brand personality. Personality development involves both communication and outcome-supportive behaviors. Developing a personality takes effort across different activities, including sales promotion, marketing communication, public relations, and social involvement. Once created, it will last for a long time. Brand identity is achieved through developing relationships between brands and customers. An appealing brand personality fosters strong brand identification. Customers won't switch to another brand's website. Having a strong brand personality can positively impact a company's reputation among customers.

In their 2016 study, He et al. examined the relationship between brand identity and online self-customization's perceived utility. The keywords include brand identification, online self-customization, trust, need for distinctiveness, perceived usefulness, and structural equation modeling.

Brand identity resemblance and prestige are employed as independent variables, with trust acting as a mediator and the demand for uniqueness as a moderator. The dependent variable in this framework is the perceived distinctiveness of online self-customization.

Customers can customize their products using a hosted online platform. OSC allows customers the flexibility to modify their products according to

Their inclinations. Online self-customisation is often referred to as online mass customization. OSC is a key development in e-commerce. Online customization options, such as Nike iD, allow customers to tailor products to their preferences. OSC allows clients to design items through self-customization. OSC is a potential service that enables users to personalize products based on their preferences. Many firms offer OSC to their consumers, including Levis, Lego, Dell, and others. Involving customers in product creation leads to enhanced satisfaction and brand loyalty. Companies can improve their services and charge more prices to clients. OSC plays a crucial part in improving customer relationships. It also shields the company from competition threats. It's crucial to consider the importance of OSC for customers. Customers can enjoy features that promote pleasure, reliability, and convenience. The platform allows clients to select their preferred amenities, but does not force them to buy a specific property. Brand identity refers to the long-term relationship and distinct image of a brand. A powerful brand is one that is viewed as unique and respectable. A quantitative data approach was applied. The respondents were students. This study chose four international-based brands as target products.

There are two categories of 1 in personal computers, the second being shoe categories. Dell and Apple were chosen for computers, and Adidas and Nike for footwear. The survey was carried out at London shopping centers. The goal was to acquire 50 responses for each brand. A total of 199 replies were considered for this investigation. The study found that brand identity prestige and likeness have an indirect impact on perceived utility of OSC due to customer trust. Consumers value originality, which favorably influences their perception of OSC's utility. Trust has an indirect effect on perceived utility, which is positively influenced by brand identity similarity and a lack of distinctiveness. To develop great client relationships, companies should prioritize privacy, user-friendliness, consistent service, and OSC functions. Managers strive to maintain a unique brand positioning that enhances the customer's identification. Motivation is important while adopting OSC to establish brand identity. To stand out from competitors, companies should communicate with customers about their unique product designs.

King, Sparke, and Wang (2014) investigated the impact of customer involvement on consumer loyalty to tourism businesses. The factors include service quality, perceived value, customer satisfaction, identification, enthusiasm, attention, absorption, interaction, brand evaluation, customer engagement, trust, and loyalty. This article examines customer engagement as a predictor of brand loyalty. This study examines how consumer participation impacts brand loyalty. Consumer engagement is seen as a strong predictor of loyalty. This study evaluates the relationship between brand loyalty and CE using empirical data. This study relies on quantitative research. This poll was done in Australia. This study was conducted online. Participants in this study had to have traveled during the last 12 months, either nationally or abroad. Researchers employed a systematic random sampling technique to choose possible respondents. Airlines and hotels were employed as brand categories. We chose these brand categories based on their traditional strategies and travel experience. This study suggests that CE influences the appraisal of products and services. It has been determined that the association between BT and CE is statistically significant. This finding supports earlier research indicating that BT is a result of CE for both existing

and new consumers. CE is the most significant predictor of BL based on statistical ratios. This literature emphasizes managing consumer experiences with brands. Marketing strategists should develop strong customer experience for service brands. This strategy can improve communication and increase loyalty to the service brand. Previous study has shown that service quality and satisfaction are key factors in driving purchase loyalty. According to this research, CE has the potential to boost BL beyond purchase. Airline and hotel managers should promote their brand throughout social media platforms and engage with customers through various interactive channels. It is recommended that marketers foster customer interaction. This will generate word-of-mouth marketing. Some customers share their experiences publicly, fostering a sense of pride in their brand. Simon, Brexendorf, and Fasshacht (2016) study how external and internal factors affect customers' involvement with brands on Facebook. The keywords included include Facebook, CBI, social effect, consumer interaction, online business communities, and self-brand improvement. The mediators include consumer involvement, self-image enhancement value, and social brand demonstration. The independent variables are number of fans and CBI, while community tenure is the dependent variable. This study aims to explore consumer interaction with brands through communities. For this study, Facebook brand pages are considered. The company's brand community involvement on Facebook is influenced by both external and internal factors. This literature's research model draws on three hypotheses. The theories include social influence, identity, and exchange theory. External societal forces have a detrimental impact on brand community participation, whereas internal personal forces have a beneficial effect. Companies now use Facebook to connect with their brand communities. In 2012, Facebook's S-1 filing revealed that over 4 million corporations owned brand pages. According to recent figures, Facebook has approximately 15 million brand communities. The goal of such pages is to build the fan base. Active consumers are the company's primary source of innovation. To foster long-term brand loyalty, it's crucial to establish stronger consumer relationships. OBC on Facebook allows marketing strategists to build relationships with customers. The study was done online with Facebook users. This study included 505 replies. Participants in this study needed to have liked at least one brand's Facebook page. This study evaluated customer insights for engaging in OCB. The main reason is that Facebook, a social media platform, allows clients to expand their network by providing access to a large number of OBCs. OBC allows companies to gain new customers and Facebook friends. The research uses many social theories to better understand the aspects that influence customer liking. A particular Facebook page. Research suggests that organizations may not benefit from having a large number of Facebook likes if their primary goal is to engage customers. It is proposed that there are reasons for OBC. CE allows marketers to assess the information they receive from clients on specific pages. This is known as the "build, measure, learn" technique. Marketers should clearly place their brand on Facebook pages so that people that identify with the firm can relate to the brand's OBC. This can help to build a personal connection with the brand. Brand managers must specify their brand's societal benefit. This encourages people to become brand fans. Brand communities offer consumers the opportunity to express themselves through value proposition and brand image. Marin and Ruiz (2007) explored the theme "I Need You Too." The impact of social

responsibility on corporate identity and consumer appeal. The keywords include consumer behavior, business social responsibility, identity, attractiveness, and relationship marketing. The variables in this paper are corporate social responsibility, CSR support, corporate ability, customer congruence, firm rating, and identity attractiveness. Independent factors include CSR responsibility, support, and corporate ability, while consumer company congruence and appraisal serve as mediators. The dependent variable is identification attractiveness. Creating an appealing organizational identity is crucial. This variable satisfies one's definitional demands. This article examines the factors that influence identification appeal for both companies and consumers. It has been determined that CSR contributes more to IA than corporate ability. The sample consisted of consumers from a financial service company. The respondents made financial decisions for their families. These

Respondents were bank clients at the time of the interview. Qualitative and quantitative data techniques were applied.

The study found that a company's attractive identity leads to more effective relationship marketing strategies. Customers desire to strengthen their relationship with the organization after identifying it. Customers are more interested in discussing companies that hold a special place in their life. Such institutes and their brands serve to meet societal and personal demands. Organizational ties have a bigger impact on identification, leading to increased customer attraction. Research suggests that affiliations positively affect social identity. Managers must address customer concerns about corporate social responsibility (CSR). For example, if the goal of CSR is to strengthen customer relationships, it will be ineffective. Companies must communicate their CSR and CA initiatives. Organizations should evaluate customer support and regularly update them on activities to enhance their identity and desirability.

In their 2016 study, King, Hudson, and Meng identified the importance of brand attractiveness in establishing customer brand identification. The variables include brand prestige, distinctiveness, social benefit, memorable experience, attractiveness, and consumer brand identification. CBI is the dependent variable, whereas brand attractiveness serves as a mediator. The remaining four variables in this model serve as independent variables. This article examines how brand attractiveness affects customer brand identification, specifically in the airline business. This study aims to raise awareness among brand managers about how attractiveness might lead to higher CBI. Incorporating brand attractiveness into the model reduced the importance of prestige, distinctiveness, and memorable brand experiences for CBI.

The airline sector is regarded for being highly competitive. Over the past 40 years, IATA has documented the establishment of 1300 new airlines. Due to mergers, their number was decreased to 11 by 2005. According to a 2015 survey, only six significant businesses dominate the airline sector by providing high-quality services at low pricing. Strong airline brands lead to increased consumer brand preferences and purchase intentions. Quantitative data techniques were applied. The survey was done online. Participants in this survey had to have traveled by air within the previous 12 months. A total of 602 final responses were picked.

The study found that the antecedents of CBI positively impact brand attractiveness. The impact of brand distinctiveness highlights the importance of airline firms creating a clear and unique identity that aligns with their customer group and desires. This initiative will improve the attractiveness of the brand. Brand managers should grasp their clients' preferences about brand identity features. The attractive aspect of the identity will be easily understood and communicated. Creating MBE requires personnel training and motivation. CBI brand managers must address both internal and external aspects of brand management to ensure its attractiveness.

3. Methodology

The systematic analysis of data is referred to as methodology. This chapter covers the research instrument, design, sample size, variable definitions, and data collection procedures used in the study. This chapter provides details on the procedures used to conduct the research.

3.1 The Quantitative Research Approach

Typically, two methodologies are explored when conducting research. There are two types of approaches: qualitative and quantitative. This investigation used a quantitative method. This technique aims to identify the link between exogenous and endogenous variables. The quantitative method involves analyzing data using numbers, statistics, and computing systems. This strategy allows researchers to conduct experimental examinations of social phenomena. Using a quantitative approach yields numerical data. Numeric information facilitates data interpretation and comparison.

3.2 Research Design

The research employs a quantitative methodology. The correlation research design technique is employed. The researcher attempted to determine the effect of one variable on another. This approach is useful for quantitative studies. This research includes 9 variables. These factors are used to assess the influence of customer brand recognition in the telecom business. To discover this variable in the service sector, we looked at its antecedents and repercussions. Exogenous characteristics include brand attractiveness, prestige, distinctiveness, satisfaction, memorable experience, societal benefit, and trust, while CBI and brand loyalty are dependent or endogenous variables.

3.3 Population of the Study

The target population refers to the individuals studied by the researchers. This survey targets university students, including both graduates and undergraduates. The selection of university

students is based on their grasp of branding, as previously described under the study's limitations. The study is being undertaken in Karachi. The target population comes from a reputable university.

3.4 Sample size

Daniel Soper's a priori calculator was used to determine the sample size. The parameters may differ between studies. In this study, the expected effect size was 0.3, with a desired statistical power level of 0.8. There were 9 latent variables and 45 observable variables. The probability level for this study was set at 0.05. Daniel Soper's a priori calculation suggests a minimum sample size of 100 for model structure and detection. The effect is 184. The final data collection for this dissertation had 273 responses for better findings.

The image shows a screenshot of a web-based calculator interface. It features five input fields with blue text labels and values, each followed by a question mark icon. Below the inputs is a blue 'Calculate!' button. The results are displayed in blue text below the button.

Parameter	Value
Anticipated effect size:	0.3
Desired statistical power level:	0.8
Number of latent variables:	9
Number of observed variables:	45
Probability level:	0.05

Result	Value
Minimum sample size to detect effect:	184
Minimum sample size for model structure:	100
Recommended minimum sample size:	184

3.5

Measurements:

This research includes a total of nine variables. Seven out of nine variables are exogenous, with the remaining being endogenous. Each variable contains 5 items. The participants' responses were assessed using a 5-point Likert scale.

3.5.1 Consumer Brand Identification

Multiple sources have been incorporated to help build this instrument. Researchers used products from Stockburger-Sauer, Bauer, and Madar (2008) to identify consumer brands. One example of adapting items is "The network says a lot about the kind of person I am."

3.5.2 Brand Prestige

Items of prestige are adapted from two sources. The first three components are adapted from Bhattacharya & Sen (2003), while the latter two variables are from Mandel & Ashforth

(1992). Like this one: "It is considered prestigious to own this network brand" .

3.5.3 Brand Satisfaction.

Satisfaction questions are adapted from three sources. The first three elements are from Homburg, Wieseke, and Hoyer (2009), the fourth from Oliver's 1980, and the fifth from Zenker, Petersen, and Aholt (2013). One of the satisfaction criteria is "All in all, I'm very satisfied with this network brand."

3.5.4 Brand Attractiveness

Three questions were used from CurrasPerez, Bigne-Alcaniz, and Alvarado-Herrera's 2009 study to assess brand appeal. Bhattacharya and Sen (2003) identify two more factors that contribute to brand attraction. The measure of brand attractiveness includes the item "I like the way this network brand represent."

3.5.5 Brand Distinctivity

Brand uniqueness objects are chosen from two cities. The first three out of five are adopted from Curras-Perez et al. (2009), while the remaining two are adapted from Stockburger-Sauer et al. (2012). This variable includes measures such as "In network category, this network brand id is different".

3.5.6 Brand's Social Benefit

Another variable to consider is the brand's social benefit. All items are adopted from Stockburger-Sauer et al. (2012). It includes elements like "This brand provides various packages for better interaction with people through other networks."

3.5.7 A memorable brand experience.

According to Brakus, Schmitt, and Zarantonello (2009), things are adapted based on their memorable brand experiences. One item used to assess the association between this variable and CBI is "I have had many memorable experiences with this network."

3.5.8 Brand Trust.

Brand trust variable items are also adopted from Delgado-Ballester (2004) and Chen & Phou (2013). One example is: "I am confident that this network brand is good."

3.5.9 Brand loyalty

The final variable in this study methodology is brand loyalty. The first three components are taken from (Algesheimer, Dholakia, & Herrmann 2005), while the other two variables are from (Coulter, Price, & Feick 2003; Chaudary & Holbrook, 2001). This variable includes

items like "I intend to continue using the services of this brand."

3.6 Research Purpose

There are three research purposes: exploratory, explanatory, and descriptive studies. This dissertation is an exploratory type. With known data, this study attempted to determine the influence of CBI on a new industry. This study aims to examine how CBI affects the telecommunications industry. CBI's impact on a sector is evaluated through multiple antecedents and consequences. The importance of the telecom business motivates researchers to perform studies in this field. There are numerous research on the effects of CBI, however the industries are diverse. Another rationale for selecting this sector is that a study on the impact of CBI has yet to be undertaken in that area. The reason is supported by recent prior literature.

3.7 Data & Sampling

Data was acquired from individuals with a strong understanding of brands and networks. The majority of them were business students. This study used a non-probability convenience sampling technique. The researcher attempted to provide equal opportunities for participants in this investigation.

3.8 Ethical Considerations.

Ethics is a crucial factor to consider when performing research. This study examines customer brand identification in the telecommunications sector in Karachi. The investigator made every effort to follow ethical guidelines while conducting the study. The investigations typically rely on two sorts of data. The first is qualitative, whereas the second is quantitative. The study relies primarily on quantitative data. The researcher did not force anyone to complete the research questionnaire. The research instrument is developed so that it does not reveal the respondents' identities. We assured them that the material was only acquired for research purposes. It will not be abused by the researcher. We will maintain confidentiality for any study-related information. The data collection aims to confirm the idea. The research model is based on past investigations. The goal of adapting the model is not to criticize, but to add to the research. The researcher did not create the questionnaire. The study's instrument has been altered, and the primary source of the items is listed in the research appendices.

4. Data Analysis & Discussion

This chapter covers ways for analyzing data from trusted sources. Data analysis is carried out using software such as SPSS, Amos, Mplus, and clever PLS. Numerous tests were used to assess the data. This study's methodologies included SPSS and Smart PLS. In this chapter, the pilot study and its findings will be discussed. Second, this part describes the tests used for

further data analysis, such as the PLS algorithm, bootstrapping, and blindfolding.

4.1 Pilot study.

A pilot study was done to determine the reliability of data. This study was undertaken prior to the main investigation. The data set consisted of fifty responses. Conducting a pilot study ensures the validity of the study's instrument. If any adjustments are required to the questionnaire, the researcher has the option of correcting the problem before proceeding with the main study.

4.1 Alpha (α)

SPSS version 22 was used to assess data reliability for the pilot study. The study's variables should have a reliability of at least 0.5. This study uses a total of nine variables. Each of them consists of five things. Consumer brand identification has a dependability of 0.853, while brand esteem has a Cronbach alpha score of 0.802. Another variable, brand satisfaction, has a reliability of 0.858. Brand appeal has a 0.783 dependability value. The Cronbach alpha value for brand distinctiveness is 0.791. The reliability for brand social benefit is 0.833. The Cronbach alpha for memorable brand experiences is 0.847. Brand loyalty has a Cronbach alpha value of 0.851, while brand trust has 0.734. The overall dependability of the 45 items was 0.931. It has been demonstrated that all of the variables are reliable, and the questionnaire is ready for the primary study.

4.1.2 Zero-Order (Pearson) Correlation

Correlation coefficient explains the relationship between 2 or more items of the same variable. The relationship between these items may be positive or negative. The association among items can be high or low. According to the result of pilot study correlation between variables are positive. Only item no 5 of variable brand trust had some language issue and had insignificant value. The correction has been made to make this item easier to understand.

4.2 Data Screening

Data screening is based on multiple steps. At first we need to check the minimum and maximum value also known as out of range value of the data entered in SPSS. Then check the reverse coding if used in instrument. Screening process also includes missing value analysis and detection of outliers. In this study no reverse coded items were used therefore, this step was excluded while following data screening procedure. These tests will be applied on the data set collected for the main study.

4.3 Out of Range Values

This step helps to find out any value greater or lesser than the given range. After analyzing the minimum and maximum value of the given data set, it is observed that there is no out of

the range value. It conforms that the data set is free from any value which is out of the range. Further test can be applied on this data set.

4.4 Missing Value Analysis

The data set has some missing values. Therefore, the test was applied known as missing value analysis. The test analyses the missing values first then by following some steps SPSS itself generate numbers. After completing this step it depends on the value of significance to go for NMAR or MCAR test. MCAR test was applied as the value is significant. The step of multiple imputation is the one when missing values are replaced with the numbers. This analysis helps researcher to complete the data set and among 5, 5th data set was selected for further study.

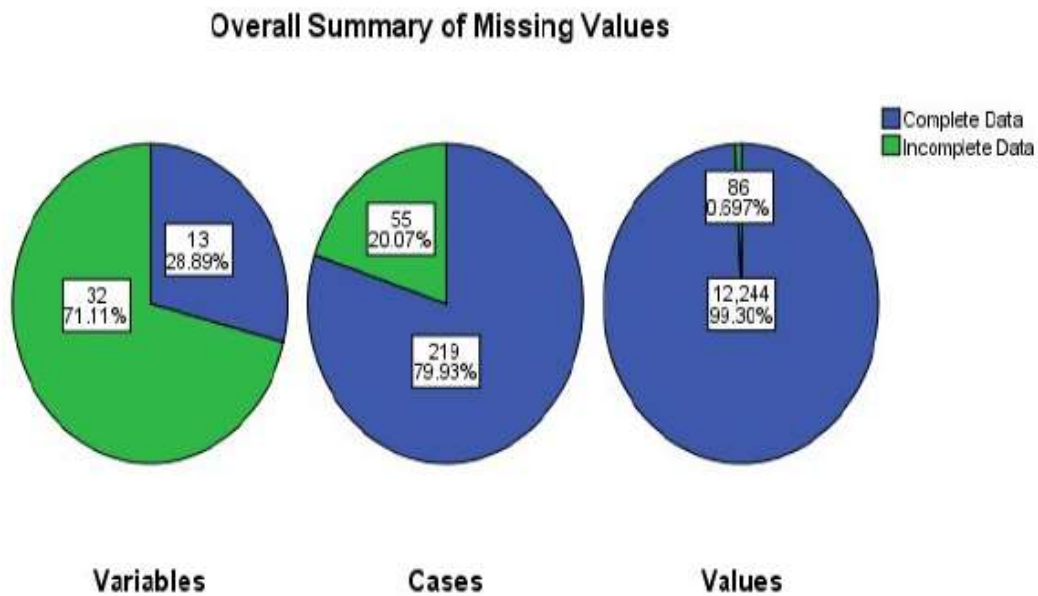


Chart 4.1: Overall summary of missing values.

4.5 Univariate and multivariate outliers

The 5th data set created through multiple imputation is tested for univariate and multivariate outliers. First, an ID column was created to analyze the outliers. Univariate outliers necessitate the generation of z-score elements. To obtain z-score items, all Likert scale items are computed using lowest and maximum values. Tabachnick and Fidell (2007) classify items with values larger than +3.29 and -3.29 as univariate outliers. There were 13 univariate outliers in this dataset. To determine multivariate outliers, a linear regression test was conducted to obtain the Mahalanobis value. Chi square value is also used. Values greater than 0.001 are classified as multivariate outliers. 22 multivariate outliers were identified. After removing duplicates, 28 outliers were identified and removed from the dataset.

4.6 Demographic Profile.

In this study, 45.7% of men and 53.9% of women participated. In the Demographic part, five

control variables are considered: gender as a nominal and age, occupation, education, and network as ordinal categories. As previously discussed, one demographic choice has been omitted. A total of 273 replies were collected. After eliminating outliers, 245 replies remained. Descriptive statistics reveal that 53.5% of respondents were students. 40.4% of respondents were professionals. Most participants were under the age of twenty-five. They accounted for roughly 62% of the sample. Respondents were largely graduates. Of the 245 final replies, 110 questionnaires were collected from graduate students, accounting for 44.9% of the data. Six network brands were provided as options. Analysis of the responses revealed that most participants used the Ufone network. In terms of proportion, 44.9 percent of participants used the Ufone network. The second most favored network among participants was Telenor. In statistics, 21.6% of respondents used the Telenor network.

Table 4.2

Descriptive Statistics

Demographics		Frequency	Percent
Age Group	Below 25	152	62
	26-35	79	32.2
	36-50	10	4.1
	51-60	1	0.4
	61 plus	2	0.8
Gender	Male	112	45.7
	Female	132	53.9
Occupation	Student	131	53.5
	Professional	99	40.4
	Housewife	9	3.7
	Retired	2	0.8
	Other	4	1.6
Education	Matric	9	3.7
	Intermediate	18	7.3
	Undergraduate	31	12.7
	Graduate	110	44.9
	Masters	71	29
	Ph.D	6	2.4
Network	Mobilink	27	11
	Telenor	53	21.6
	Zong	32	13.1
	Warid	22	9
	Ufone	110	44.9
	Ptcl	-	-

Note: n=245

4.7 Exploratory Factor Analysis.

While conducting exploratory factor analysis three values need to be checked. The KMO test comes first, followed by the significant value of the Bartlett test and the cumulative

percentage. According to the data, the KMO test value of 0.935 explains 93.5% of the variance. The Bartlett test has a significance value of 0.000. The table of total variance explained includes a column labeled cumulative percentage. The final value in this column should be more than 50%. The cumulative proportion exceeds 50%, reaching 69.261%. Rotated component matrix factor loading should exceed 0.5 (Tabachnick and Fidell, 2007; Hair et al. 2010). Out of 45 items, 5 were excluded owing to poor factor loading. The results are shown in Table 4.3.

Table 4.3

Rotated Component matrix

Component			
	Alpha		
BS_4	0.897	.783	
BS_3		.722	
BS_1		.749	
BS_2		.687	
BS_5		.647	
MBE_3	0.882	.836	
MBE_2		.778	
MBE_4		.751	
MBE_1		.737	
MBE_5		.707	
BD_2	0.880	.773	
BD_3		.749	
BD_4		.726	
BD_1		.716	
BD_5		.666	
BP_2	0.841		.694
BP_3			.687

BP_4		.673	
BP_1		.661	
BP_5		.595	
BA_3	0.844	.741	
BA_4		.683	
BA_2		.664	
BA_5		.618	
BA_1		.590	
CBI_1	0.845	.748	
CBI_2		.702	
CBI_3		.639	
CBI_5		.617	
CBI_4		.532	
BL_3	0.867	.703	
BL_4		.668	
BL_1		.654	
BL_2		.609	
BSB_1	0.828	.744	
BSB_3		.744	
BSB_2		.731	
BT_4	0.784	.691	
BT_5		.595	
BT_3		.546	

4.8

Data

Analysis.

Hair et al. (2010) recommend a composite reliability value of at least 0.7 and an average variance extracted value of 0.5 or higher. Table 4 shows that all variables had CR larger than 0.7 and AVE values greater than 0.5.

Table 4.4

Composite reliability and Validity

	Composite Reliability (CR)	Average Variance Extracted (AVE)
Brand Attractiveness	0.889	0.616
Brand Distinctiveness	0.912	0.675
Brand Loyalty	0.898	0.640
Brand Prestige	0.889	0.615
Brand Social Benefit	0.895	0.630
Brand Satisfaction	0.924	0.708
Brand Trust	0.902	0.650
Consumer Brand Identification	0.890	0.618
Memorable Brand Experience	0.914	0.681

Notes: CR = Composite Reliability; AVE = Average Variance Extracted; MSV = Maximum Shared Variance; MaxR(H) = McDonald Construct Reliability. $AVE = (P \text{ squared standardized loading}) / (P \text{ squared} + P \text{ IME})$. $CR = (P \text{ standardized loading}) / (P \text{ standardized loading} + P \text{ IME})$ where, IME (indicator measurement error) = 1 – standardized loading. The square root of AVE is shown on diagonal in bold faces.

4.9 Discriminant Validity.

There are three stages in determining discriminant validity. Cross loading is the initial process of determining discriminant validity. The second stage is Fornell-Larcker, and the third stage is the Heterotrait and Monotrait (HTMT) ratio. In research, the last two phases are used for reporting. Reporting discriminant validity is no longer relevant.

4.9.1 Discriminant Validity with Fornell-Larcker (1981) Criterion

Fornell-Larcker's table must have diagonal values. Ensure that the first value in each column is greater than the remaining values. Each pillar of the table should have an initial value greater than 0.7. The table shows that the values meet the criteria for the first step.

Table 4.5

Discriminant Validity Using Fornell-Larcker Criterion

	BA_	BD_	BL_	BP_	BSB_	BS_	BT_	CBI_	MBE
BA_	0.785								
BD_	0.513	0.822							
BL_	0.605	0.508	0.800						
BP_	0.586	0.509	0.557	0.785					
BSB_	0.547	0.632	0.610	0.520	0.794				
BS_	0.565	0.460	0.642	0.636	0.491	0.842			
BT_	0.609	0.615	0.730	0.618	0.632	0.656	0.807		
CBI_	0.591	0.537	0.483	0.583	0.601	0.495	0.544	0.786	
MBE_	0.462	0.406	0.472	0.344	0.563	0.326	0.513	0.541	0.825

Note: Bold values on diagonal are the square root of average variance extracted (AVE).

4.9.2 Heterotrait Monotrait (HTMT) Ratio

According to Heseler, Ringle, and Sarsdet (2015), HTMT is an effective method for assessing discriminant validity. Previous research reported HTMT criterion ranging from 0.85 to 0.9. The standard is now a little more rigorous, with a value less than 0.85. The table below shows that each variable value meets HTMT's criteria. Heseler, Hubona, and Ray (2016) propose HTMT as a new criterion for assessing discriminant validity and factor correlation.

Table 4.6

Discriminant Validity Using HTMT Criteria

	BA_	BD_	BL_	BP_	BSB_	BS_	BT_	CBI_	MBE
BA_									
BD_	0.598								
BL_	0.713	0.584							
BP_	0.694	0.593	0.655						
BSB_	0.632	0.725	0.718	0.605					
BS_	0.648	0.517	0.733	0.733	0.562				
BT_	0.699	0.695	0.844	0.711	0.722	0.732			
CBI_	0.689	0.620	0.563	0.681	0.686	0.561	0.613		
MBE_	0.531	0.458	0.540	0.392	0.627	0.361	0.582	0.619	

4.10 Hypothesis Testing

The preceding stage was to assess discriminant validity. To test hypotheses, the standardized route coefficients must be identified. In this investigation, Smart PLS 2.0 software is utilized to test the hypothesized link discussed in this dissertation.

As with smart PLS, standard t tests are not calculated. To obtain significant results, processes such as bootstrapping must be applied to the data. Following Hair (2011), the bootstrapping threshold is 5000. The study found a substantial positive correlation ($b=0.188$, $p=0.009$) between brand attractiveness and consumer brand identification, supporting Hypothesis 1.

Table 4.7

Hypothesis	Variables	Regression Path	β	P-Value	Remarks
H1	Brand Attractiveness	BA_ -> CBI_	0.188	0.009	Supported
H2	Memorable Brand Experience	MBE_ -> CBI_	0.239	0.000	Supported
H3	Brand Prestige	BP_ -> CBI_	0.240	0.001	Supported
H4	Brand Social Benefit	BSB_ -> CBI_	0.171	0.044	Supported
H5	Consumer Brand Identification	CBI_ -> BL	0.483	0.000	Supported
H6	Brand Distinctiveness	BD_ -> CBI_	0.127	0.068	Not Supported
H7	Brand Satisfaction	BS_ -> CBI_	0.059	0.405	Not Supported
H8	Brand Trust	BT_ -> CBI_	-0.066	0.430	Not Supported

4.11 Predictive Relevance of the Model

According to Hair, Black, Babin, and Anderson (2010) suggest that predictive measures should be validated to ensure model quality. Q2 can detect cross-validation redundancy, which predicts model quality. This study employed the blindfolding approach in PLS. This technique is used to assess predictive measures. The values should be bigger than zero. The Q2 values for both CBI and BL meet the threshold criteria. R2 values are also calculated and reported in Table 4.8. Hair et al. (2010) deem the values acceptable because there are no specific criteria for acceptance.

Table 4.8

Predictive Relevance of the Model

Dependent Variables	R ²	Q ²
BL	0.233	0.134
CBI	0.545	0.297

4.12 Discussion

In this chapter, the researcher discusses the data analysis technique. The first step was to ensure the instrument is ready for final data gathering. A pilot research on conformation was done. The pilot study elicited 50 replies. Reliability and correlation coefficient tests were performed. Cronbach alpha for each variable was up to 0.7. The correlation coefficients for all variables were two-tailed and significant, except for one item. The whole result was satisfactory. The researcher made improvements to the demographic section. The supervisor approved the use of the instrument for final data collection. The researcher received 276 responses. Four of 276 surveys were eliminated due to incomplete responses. Data was screened using numerous techniques, including missing value analysis and multiple imputation.

5. Conclusion and Recommendations

5.1 Conclusion

This research paper examines the impact of consumer brand identification on the telecom business in Karachi. This study explores the causes and implications of CBI. Several studies support the CBI notion. CBI literature is provided for various product categories, including vehicles, sports accessories, alcohol, mobile phones, shoes, and more. The service business has yet to be investigated. Studies are undertaken in several service industries, including hotels, tourism, and airlines. The telecommunication industry is within the service sector. The researcher aimed to bridge the gap by analyzing the impact of CBI on the telecommunications industry. Brand prestige, attractiveness, memorable experience, and social benefit are consistent with earlier findings.

5.2 Recommendations

Multiple tests show that CBI has an effect on the telecommunications sector. The hypothesis focuses on the causes and implications of CBI. The study model identifies several factors that contribute to CBI, including brand attractiveness, prestige, distinctiveness, satisfaction, memorable brand experience, social benefit, and trust. If CBI improves, brand loyalty increases.

The study found that brand attractiveness, social benefit, prestige, and memorable brand experience are all significant and positively associated drivers of CBI. However, only one variable was employed to determine the consequence of CBI. CBI has a huge, beneficial impact on brand loyalty.

Thus, the results of the experiments support the findings of prior studies, albeit in a different industry. People interpret networks as a mirror of their personalities. The decision to pursue a career in telecommunications stems from its significance in the country. Imtiaz et al. (2015) report that Pakistan's telecommunications sector is booming. Pakistan is considered a promising market among developing countries. Many people wish to invest in this sector.

Pakistan's government must address political uncertainties and improve the economy. This industry has the potential to provide a large number of jobs as well as income that the state may use for development. It is advised that brand managers present their brand in a more lucid manner in light of the findings. The network's target audience should have no trouble grasping the essence of the brand. It is the direct responsibility of brand managers and the individuals under their supervision to develop an accurate perception of a brand. In order to draw in their intended audience, managers must employ a variety of tactics. CBI is driven by the attraction of the brand. In this industry, networks typically copy their rivals when it comes to brand exposure or advertisement. Their identity was lost in this imitation. It is imperative for brands to maintain their distinctive identity while striving for excellence in service delivery.

5.3 Direction for Future Studies

This study focuses on identifying CBI within the telecommunications sector. The presence of CBI in this industry was explored. This study has its limitations. This dissertation incorporates multiple variables within its framework. Among the 7 drivers of CBI, 4 variables demonstrate a significant impact, while the remaining 3 show an insignificant effect on CBI. The discussion of significant results is included in the recommendations section. The influence of satisfaction and distinctiveness is minimal. Conversely, brand trust stands out as the sole variable that lacks significance and does not exert a positive influence on CBI telecommunication sector. The results indicate several potential avenues for further investigation. Initially, employ brand attractiveness as a mediator when exploring this sector. Secondly, employ brand trust, satisfaction, and distinctiveness as variables and drivers of CBI to achieve consistent results. A single variable was identified as a result of CBI, which is brand loyalty. In future studies, brand advocacy and repurchase intention may serve as outcomes of CBI.

References

- Ahearne, M., Bhattacharya, C. B., & Gruen, T. (2005). Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing. *Journal of Applied Psychology*, 90(3), 574-585.
- Algesheimer, R., Dholakia, U.M., Herrmann, A., 2005. The social Influence of brand community: Evidence from European car Clubs. *J. Mark.* 69 (3), 19 –34
- Allen, N. J., & Meyer, J. P. (1990). The measurement and antecedents of affective, continuance and normative commitment to the organization. *Journal of Occupational and Organizational Psychology*, 63(1), 1-18.
- Arnett, D. B., German, S. D. and Hunt, S. D. (2003) The identity salience model of relationship marketing success: The case of nonprofit marketing. *Journal of Marketing* 67 (April) : 89-105.

Ashforth, B. E., & Mael, F. (1989). Social identity theory and the organization. *Academy of Management Review*, 14(1), 20-39.

Aydin, S., & Ozer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of marketing*, 39(7/8), 910-925.

Bailey, R., & Ball, S. (2006). An exploration of the meanings of hotel brand equity. *The Service Industries Journal*, 26(1), 15-38. Bayraktar, A., & Uslay, C. (Eds.). (2016). *Strategic Place Branding Methodologies and Theory for Tourist Attraction*. IGI Global.

Becerra, E. P., & Korgaonkar, P. K. (2011). Effects of trust beliefs on consumers' online intentions. *European Journal of Marketing*, 45(6), 936-962. Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing*, 67(2), 76-88.

Bhattacharya, C. B., Rao, H., & Glynn, M. A. (1995). Understanding the bond of identification: An investigation of its correlates among art museum members. *The Journal of Marketing*, 46-57.

BMI. (2008), Pakistan telecommunication report. Business Monitor International. Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52- 68.

Brand identity. Investopedia. Retrieved from <https://www.investopedia.com/terms/b/brand-identity.asp> Carlson, B. D., Todd Donavan, D., & Cumiskey, K. J. (2009). Consumer-brand relationships in sport: brand personality and identification. *International Journal of Retail & Distribution Management*, 37(4), 370-384.

Chaudhuri, A., & Holbrook, M. B. (2001). The chain effects from brand trust and brand effect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.

Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269-278.

Coulter, R. A., Price, L. L., & Feick, L. (2003). Rethinking the origins of involvement and brand commitment: Insights from postsocialist central Europe. *Journal of Consumer Research*, 30(2), 151-169.

Covin, Teresa Joyce, Kevin W. Sigtler, Thomas A. Kolenko, and R. Keith Tutor (1996), "An Investigation of Post-acquisition Satisfaction with the Merger,"

Journal of Applied Behavioral Science, 32 (2), 125-42. Curr as-Perez, R., Bign e-Alcaniz, E., & Alvarado-Herrera, A. (2009). The role of self- definitional principles in consumer identification with a socially responsible company. *Journal of Business Ethics*, 89(4), 547-564.

- Davis, F. (1979). *A Sociology of Nostalgia* New York, NY. Davvetas, V., & Diamantopoulos, A. (2017). "Regretting your brand-self?" The moderating role of consumer-brand identification on consumer responses to purchase regret. *Journal of Business Research*. Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories: A multigroup invariance analysis. *European Journal of Marketing*, 38(5/6), 573-592.
- Delgado-Ballester, E., & Fernandez Sabote, E. (2015). Brand experimental value versus brand functional value: which matters more for the brand?. *European Journal of Marketing*, 49(11/12), 1857-1879.
- Delgado-Ballester, E., Munuera-Aleman, J.L., Yague-Guillen, M.J., 2003. Development and validation of a brand trust scale. *International Journal of Market Research* 45, 35-54.
- Donavan, D. T., Janda, S., & Suh, J. (2006). Environmental influences in corporate brand identification and outcomes. *Journal of Brand Management*, 14(1-2), 125-136. Dukerich Janet, M., Kramer, R., Parks, J. M., & Whetton, D. (1998). The dark side of organizational identification. Elbedweihy, A. M., Jayawardhena, C., Elsharnouby, M. H., & Elsharnouby, T. H. (2016). Customer relationship building: The role of brand attractiveness and consumer-brand identification. *Journal of Business Research*, 69(8), 2901- 2910.
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 39-50. Fornell, Claes, Michael D. Johnson, Eugene W. Anderson, Jaesung Cha, and Barbara Everitt Bryant (1996), "The American Customer Satisfaction Index: Nature, Purpose, and Findings," *Journal of Marketing*, 60 (October), 7-18.
- Golob, U., Tuškej, U., & Podnar, K. (2013). The Role of Consumer Brand- Identification in Building Relationships. *Journal of Business Research*, 66, 53- 59. Grace, D., & O'Cass, A. (2004). Examining service experiences and postconsumption evaluations. *Journal of Services Marketing*, 18(6), 450-461. Hair, J. F., Hult, T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling*. Thousand Oakes.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152. Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010),
- Multivariate Data Analysis*, Prentice Hall, New York, NY. He, H., Harris, L. C., Wang, W., & Haider, K. (2016). Brand identity and online selfcustomisation usefulness perception. *Journal of Marketing Management*, 32(13-14), 1308-1332.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, 116(1), 2-20. Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.

- Hogg, M. A. (2016). Social identity theory. In *Understanding peace and conflict through social identity theory* (pp. 3-17). Springer, Cham. Homburg, C., Wieseke, J., Hoyer, W.D., 2009. Social identity and the service profit chain. *J. Mark.* 73 (2), 38 –54
- Hudson, S., & Ritchie, J. (2009). Branding a memorable destination experience. The case of 'Brand Canada'. *International Journal of Tourism Research*, 11(2), 217-228.
- Hwang, J., & Han, H. (2014). Examining strategies for maximizing and utilizing brand prestige in the luxury cruise industry. *Tourism Management*, 40, 244- 259.
- Imtiaz, Y. S., Khan, A. M. &Shakir, M. (2015). Telecom sector of Pakistan: Potential, challenges and business opportunities. *Telematics and Information*, 32(2), 254-258.
- Izogo, E. E. (2017). Customer loyalty in telecom service sector: The role of service quality and customer commitment. *The TQM Journal*, 29(1), 19-36.
- Jiang, K., Potwarka, L., &Havitz, M. (2017). Sub-Dimensions of Destination Brand Love and Their Influences on Destination Brand Loyalty: A Study of Firsttimers and Repeat Visitors.
- Kautonen, T. (2008). *Trust and new technologies: Marketing and management on the internet and mobile media*. Edward Elgar Publishing. Keh, H.T., Xie, Y., 2009. Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial Marketing Management* 38, 732-742.
- Kim, C. K., Han, D., & Park, S. B. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese Psychological Research*, 43(4), 195-206.
- Kim, C. K., Han, D., & Park, S. B. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese Psychological Research*, 43(4), 195-206.
- Kim, J. H., & Ritchie, J. B. (2014). Cross-cultural validation of a memorable tourism experience scale (MTES). *Journal of Travel Research*, 53(3), 323-335.
- Kim, S. H., & Lee, S. (2017). Promoting customers' involvement with service brands: evidence from coffee shop customers. *Journal of Services Marketing*, 31(7), 733-744.
- Kotler, P., &Pfoertsch, W. (2010). *Ingredient branding: making the invisible visible*. Springer Science & Business Media. Kuenzel, S., & Halliday, S. V. (2010). The chain of effects from reputation and brand personality congruence to brand loyalty: The role of brand identification. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3-4), 167-176.

Kuenzel, S., & Halliday, S. V. (2010). The chain of effects from reputation and brand personality congruence to brand loyalty: The role of brand identification. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3-4), 167-176.

Kuenzel, S., & Vaux Halliday, S. (2008). Investigating antecedents and consequences of brand identification. *Journal of Product & Brand Management*, 17(5), 293-304.

Kwon, S., Ha, S., & Kowal, C. (2017). How online self-customization creates identification: Antecedents and consequences of consumer-customized product identification and the role of product involvement. *Computers in Human Behavior*, 75, 1-13.

Lam, S. K., Ahearne, M., & Schillewaert, N. (2012). A multinational examination of the symbolic-instrumental framework of consumer-brand identification. *Journal of International Business Studies*, 43(3), 306-331.

Lam, S. K., Ahearne, M., Mullins, R., Hayati, B., & Schillewaert, N. (2013). Exploring the dynamics of antecedents to consumer-brand identification with a new brand. *Journal of the Academy of Marketing Science*, 41(2), 234-252.

Mael, F., & Ashforth, B. E. (1992). Alumni and their alma mater: A partial test of the reformulated model of organizational identification. *Journal of Organizational Behavior*, 13(2), 103-123.

Marin, L., & Ruiz de Maya, S. (2013). The role of affiliation, attractiveness and personal connection in consumer-company identification. *European Journal of Marketing*, 47(3/4), 655-673.

Marin, L., & Ruiz, S. (2007). I need you too! Corporate identity attractiveness for consumers and the role of social responsibility. *Journal of Business Ethics*, 71(3), 245-260.

Morgan, R. M. and Hunt, S. D. (1994) The commitment-trust theory of relationship marketing. *Journal of Marketing* 58 (July) : 20 – 38.

Morrison, S., & Crane, F. G. (2007). Building the service brand by creating and managing an emotional brand experience. *Journal of Brand Management*, 14(5), 410-421.

Muniz, A. M., & O'Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412-432.

Musso, F. (Ed.). (2014). *Handbook of research on retailer-consumer relationship development*. IGI Global.

Nam, J., Ekinici, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030.

- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 460-469.
- P. Becerra, E., & Badrinarayanan, V. (2013). The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*, 22(5/6), 371-383.
- Popp, B., & Woratschek, H. (2017). Consumers' relationships with brands and brand communities—The multifaceted roles of identification and satisfaction. *Journal of Retailing and Consumer Services*, 35, 46-56.
- Reed II, A., Forehand, M. R., Puntoni, S., & Warlop, L. (2012). Identity-based consumer behavior. *International Journal of Research in Marketing*, 29(4), 310-321.
- Reichheld, F. F. (2003). The one number you need to grow. *Harvard Business Review*, 81(12), 46-55.
- Reuver, M., Nikou, S., & Bouwman, H., (2015). The interplay costs, trust and loyalty in a service industry in transition: the moderating effect of smart phone adoption. *Telematics and Information*, 32(4), 694-700.
- Saviolo, S., & Marazza, A. (2012). *Lifestyle brands: A guide to aspirational marketing*. Palgrave Macmillan, 10.
- Sestili, T. (2014, May 19). Brand identity vs. Brand image: is there any difference? Retrieved from <https://www.linkedin.com/pulse/20140518234704-16573298>
<https://www.linkedin.com/pulse/20140518234704-16573298-brandidentity-vs-brand-image-is-there-a-difference/brand-identity-vs-brand-image-is-there-a-difference/>
- Simon, C., Brexendorf, O. T., & Fassnacht, M. (2016). The impact of external social and internal personal forces on consumers' brand community engagement on Facebook. *Journal of Product Brand Management*, 25(5), 409-423.
- Snyder, C. R., & Fromkin, H. L. (1977). Abnormality as a positive characteristic: The development and validation of a scale measuring need for uniqueness. *Journal of Abnormal Psychology*, 86(5), 518-527.
- So, F. K. K., King, C., Hudson, S., & Meng, F. (2016). The missing link in building consumer brand identification: The role of brand attractiveness. *Tourism Management*, 59, 640-651.
- So, F. K.K., King, C., Sparks, A. B., & Wang, Y. (2014). The role of consumer engagement in building onsumer loyalty to tourism brands. *Journal of Travel Research*, 55(1), 64-78.
- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2013). The influence of customerbrand identification on hotel brand evaluation and loyalty development. *International Journal of Hospitality Management*, 34, 31-41.
- Sreejesh, S., & Mohapatra, S. (2013). Mixed method research design: An application in consumer-brand relationships (CBR). Springer Science & Business Media. Stokburger-Sauer, N., Bauer, H.H., Mader, R., 2008. Kundenidentifikational Basis von Kundenloyalitat Theoretische und empirische GrundlagenfureineUmsetzung in der Unternehmenspraxis. *Z. furBetr.* 78 (9), 923–950.

Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer-brand identification. *International Journal of Research in Marketing*, 29(4), 406-418.

Strizhakova, Y., & Coulter, R. A. (2015). Drivers of local relative to global brand purchases: A contingency approach. *Journal of International Marketing*, 23(1), 1-22.

Su, L., Swanson, S. R., Hsu, M., & Chen, X. (2017). How does perceived corporate social responsibility contribute to green consumer behavior of Chinese tourists: A hotel context. *International Journal of Contemporary Hospitality Management*, 29(12), 3157-3176.

Tabachnick, B.G. and Fidell, L.S. (2007), *Using Multivariate Statistics*, Pearson Education. Inc., Boston, MA.

Tajfel, H. and Turner, J.C. (1985), "The social identity theory of intergroup behaviour", in Worchel, S.G. and Austin, W. (Eds), *Psychology of Intergroup Relations*, Nelson-Hall, Chicago, IL, pp. 7-24.

Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. In W.G. Austin, & S. Worchel (Eds.), *The social psychology of intergroup relations*(pp. 33–47).

Monterey, CA: Brooks-Cole.

Teichmann, K., Stokburger-Sauer, N. E., Plank, A., & Strobl, A. (2015). Motivational Drivers of Content Contribution to Company-Versus Consumer-Hosted Online Communities. *Psychology & Marketing*, 32(3), 341-355.

Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional branding and the strategic value of the doppelgänger brand image. *Journal of Marketing*, 70(1), 50-64.

Tian, K. T., Bearden, W. O., & Hunter, G. L. (2001). Consumers' need for uniqueness: Scale development and validation. *Journal of Consumer Research*, 28(1), 50- 66.

Torres, P., Augusto, M., & Godinho, P. (2017). Predicting high consumer-brand identification and high repurchase: Necessary and sufficient conditions. *Journal of Business Research*, 79, 52-65.

Transport and communication. (2013). Retrieved from http://www.finance.gov.pk/survey/chapters_13/13-Transport%20final.pdf Tuskej, U., & Golob, U. Podnar. K.(2013). The role of consumer-brand identification in building brand relationships. *Journal of Business Research*, 66, 53-59.

Wang, M. C. H. (2017). Investigating the different congruence effects on sports Sponsor brand equity. *International Journal of Sports Marketing and Sponsorship*, 18(2), 196-211.

Wilkins, S., Butt, M. M., & Heffernan, T. (2017). Dual consumer-organization identification in international alliances and partnerships: consumers supportive intentions towards local and foreign firms. *Journal of Strategic Marketing*, 1-17.

Wolter, J. S., & Cronin Jr, J. J. (2017). Unique influences of cognitive and affective

customer-company identification. *Journal of Business Research*, 78, 172-179. Wolter, J. S., Brach, S., Cronin, J. J., & Bonn, M. (2016). Symbolic drivers of consumer-brand identification and disidentification. *Journal of Business Research*, 69(2), 785-793.

Wu, M.-Y., & Pearce, P. L. (2016). Tourism blogging motivations why do Chinese tourists create little “Lonely Planets”? *Journal of Travel Research*, 55(4), 537-549.

Yeh, C. H., Wang, Y. S., & Yieh, K. (2016). Predicting smartphone brand loyalty: consumer value and consumer-brand identification perspectives. *International Journal of Information Management*, 36(3), 245-257.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1988). Communication and control processes in the delivery of service quality. *The Journal of Marketing*, 35-48. Zenker, S., Braun, E., & Petersen, S. (2017). Branding the destination versus the place: The effects of brand complexity and identification for residents and visitors. *Tourism Management*, 58, 15-27.

Zenker, S., Petersen, S., & Aholt, A. (2013). The Citizen Satisfaction Index (CSI): Evidence for a four basic factor model in a German sample. *Cities*, 31, 156- 164.

Hafiz Muhammad Ahmed Siddiqui, Einas Azher, Osama Ali, Dr. Muhammad Faseeh Ullah Khan, Shah Salman, Osama Ahmed. Synergizing Resilience and Digitalization: A New Paradigm in Supply Chain Performance – Vol. 3 No. 1 (2025): Online ISSN: 3006-7170 & Print ISSN: 3006-7162, <https://thecrsss.com/index.php/Journal/article/view/414> The Critical Review of Social Sciences Studies

Einas Azher, Sadia Javed, Hafiz Muhammad Ahmed Siddiqui, Farrukh Zafar, Osama Ahmed. Exploring the Impact of Digital Supply Chain Integration on the Firm’s Performance with Mediation and Moderation Role of Knowledge Sharing and Environmental Turbulence - Vol. 3 No. 1 (2025): ISSN Online: 3006-4708, ISSN Print: 3006-4694. <https://policyjournalofms.com/index.php/6/article/view/341> Social Science Review Archives

Muniza Syed, Osama Ahmed, Einas Azher, Shah Salman, Hafiz Muhammad Ahmed Siddiqui, Sadia Javed. The Impact of Influencer Marketing on Consumer Purchase Intention: The Mediating Role of Trust, Content, Consumer Engagement, and Popularity - Vol (03), NO. 1 (2025), Page # 147-166, ISSN Online 3006-2500 & ISSN Print 3006-2497. <https://assajournal.com/index.php/36/article/view/134> Advance Social Science Archives Journal.

Sh. M. Fakhre Alam Siddiqui, Tureshna Kumari, Hammad Zafar, Hafiz Muhammad Ahmed Siddiqui and Muhammad Faseeh Ullah Khan. Analyzing the Impact of CSR on Corporate Performance Using PLS-SEM: Exploring the Mediating Roles of Human Resource Management and Customer Satisfaction in Pakistan's Food and Beverage Manufacturing Sector - Vol (13), NO. 3 (2024), p-ISSN 2788-452X & e-ISSN 2304-375X - <https://poverty.com.pk/index.php/Journal/article/view/862> - Journal of Asian Development Studies.

Mavara Siddiqui, Hafiz Muhammad Ahmed Siddiqui, Salman Hussain, Dr. Muhammad Faseeh Ullah Khan, Syed Faraz Ali, Muhammad Ahsan Hayat. Interaction of Financial Literacy In Impulsive Buying Behavior Theory - Vol. 09, NO. (3), pp-780-802, ISSN: 2059-6588(print), ISSN: 2059-6596 (online) 2024 - <https://remittancesreview.com/article-detail/?id=2059> - Remittances Review. <https://doi.org/10.5281/zenodo.13294643>

Hussain, F., Siddiqui, H. M. A., Zafar, F., & Ullah, M. F. (2024). Effectiveness of Online shopping characteristics and well-designed website on customer satisfaction to purchase Online: Evidence from Textile industry of Hyderabad. Vol (03) No. 07 (2024) - <https://pjlw.com.pk/index.php/Journal/article/view/v3i7-58-71> - Pakistan Journal of Law, Analysis and Wisdom (PJLAW)

Farhan Hussain, Hafiz Muhammad Ahmed Siddiqui, Dr. Muhammad Faseeh Ullah, Farrukh Zafar, Fatima Liaquat, Seema Dero .Relevance of Consumer Generated Content in Food Industry Of Pakistan - Vol. 21 NO. S11 (2024): ISSN 1741-8992, 1741-8984. <https://migrationletters.com/index.php/ml/article/view/10896> - Migration Letters.

Farrukh Zafar, Rabia Sabri, Hafiz Muhammad Ahmed Siddiqui, Iraj Masood. Emerging Issues in Management Accounting: Digital Technologies, Governance, and Sustainability - - Vol (13) No. 1 (2024)- <https://bbejournal.com/BBE/article/view/711> - Bulletin of Business and Economics (BBE)

Hafiz Muhammad Ahmed Siddiqui, Farrukh Zafar, Asma Bano. Exploring the Effects of Audit Committee Size, Board Size, Female Directors, and Tax Aggressiveness on Firm Profitability - Vol. (3) No. (3) 2023 - <https://gjmif.com/index.php/GJMIF/article/view/77/44> - GISRAS Journal of Management & Islamic Finance

Hafiz Muhammad Ahmed Siddiqui, Farrukh Zafar. Riding the Waves of COVID-19: How the Pandemic Shook Up Financial Assets like Bitcoin, Crude Oil, Gold, and S&P500 - Vol. (16) No. (4) 2023 - <https://kasbitoric.com/index.php/kbj/article/view/358> - Kasbit Business Journal

Hafiz Muhammad Ahmed Siddiqui, Farrukh Zafar, M. Faseeh Ullah Khan. A Study on Critical Success Factor, Challenges and Obstacles in Talent Management - Vol. (5) No. (3) 2022 <http://pjia.com.pk/index.php/pjia/article/view/627> - Pakistan Journal of International Affairs, <https://doi.org/10.52337/pjia.v5i3.627>