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Relational Drivers' Effects on Consumer Brand Engagement and Brand Results

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Abstract

This study examines the relationship between customer brand engagement (CBE) dimensions (cognitive processing, affection, and activation), which can support brand outcomes (brand evangelism, and repurchase intention), and customers' trust and satisfaction with the focal brand and brand identification (self-expressive brand). Using survey information from 466 Indian mobile phone brand consumers, the model was put to the test. According to the findings, brand loyalty fosters affection, then processing of the mind but not activation. In contrast to affection, brand satisfaction has a greater impact on activation. in connection with cognitive processes. Affection is second in importance for cognitive processing after self-expression followed by activation. Brand outcomes (such as brand evangelism and repurchase intention) are found to be influenced by CBE characteristics. Our findings support organizations in refocusing their efforts on the particular relational drivers that affect the psychological and/or behavioural components of CBE as well as brand evangelism and repurchase intention. For managers, given that brand trust and brand satisfaction are customer-based metrics frequently tracked by organizations.

Keywords: *Customer brand engagement, brand satisfaction, brand trust, self-expression, brand evangelism, and intention to repurchase*

Introduction

Customer-controlled interactions with focus brands, potential consumers, and other stakeholders are replacing brand-initiated/dominated marketing activities targeted at developing and maintaining customers in today's market (Vargo and Lusch 2016). Customer brand engagement (CBE) has seen a surge in interest as a result of these changes (Harmeling et al. 2017; Hollebeek 2019; Hollebeek et al. 2019). Many international businesses, including Heineken, Coca-Cola, Uniqlo, and Tesla, are spending extensively in customer engagement programs (Kumar et al. 2017, 2017), as highly engaged customers are more profitable in the long term due to their loyalty, low service costs, and propensity to recommend more business.

According to a recent survey by QSR Magazine, Starbucks enjoyed the highest levels of customer loyalty due to its performance in terms of customer engagement measured by customer frequency, penetration, share of wallet, and fanaticism threshold (Klein 2018).

According to research findings (e.g., Hollebeek 2019, Hollebeek et al. 2019, Kumar et al. 2017, Pansari and Kumar 2017), firm branding activities (such as customer relationship management (CRM), customer brand interactions, and communications) can drive customer experience and psychological elements, resulting in increased customer engagement with the brands and firm outcomes. Scholars have recently looked at the conceptual connections between CBE and branding ideas like customer-based brand equity (CBBE). The

conceptual distinctions and connections between CBE and branding concepts (such as brand image, brand identity, and brand personality) were discussed by Hollebeek (2011b), who also suggested that CBE has the potential to significantly influence other specific branding concepts like brand equity. According to empirical research by France et al. (2016) and Dwivedi et al. (2016), brand perceived quality is what motivates CBE, and Machado et al. (2019) proposed that CBE reflects brand resonance, the final component of the six building blocks of CBBE (salience, performance, imagery, judgement, feelings, and resonance).We contend that customers and brands interactively co-create value and form deeper relationships that are intimate and highly relational based on the integrative theoretical framework of service dominant logic (SDL), relationship marketing (RM), and CBBE(Gambetti et al. 2012).

According to the hierarchy of effects (HOE) model, our research suggests that brand satisfaction (Palmatier et al. 2006), brand trust (de Matos and Rossi 2008), and the degree to which consumers believe the focal brands have a symbolic image consistent with their self-identity (hereafter referred to as self-expressive brand) (Carroll and Ahuvia 2006) are the main relational brand-based constructs that influence CBE. Additionally, consumers actively look for brand meanings that fit their lives (Fournier 1998). Brand activities (such as CRM and customer brand interactions) can strengthen the positive attitudes and feelings of current and/or potential customers toward the focal brands by initially promoting satisfaction, trust, and identification among existing customers (Brodie et al. 2011, Hollebeek 2011a, Maslowska et al. 2016).

This study contends that CBE serves as a crucial psychological and behavioral mechanism that mediates the connections between the three RM components and brand results. Furthermore, our study further suggests that the effects of brand trust, brand satisfaction, and self-expressive brand on CBE will differ due to the distinctive nature of relational brand-based constructs. Our study provides preliminary evidence about the relative impact of these three factors in influencing CBE and brand outcomes (brand evangelism and repurchase intention). Finally, new research (e.g. Kumar et al. 2017) demonstrates the distinctions between the direct and indirect benefits of CBE to greater company performance. Purchase-related behaviors, such as first-time, repeat, and frequency purchases, are directly associated to CBE (e.g., Pansari and Kumar 2017). Repurchase intent is employed in our analysis as a stand-in for CBE's direct contribution. Additionally, CBE might indirectly affect a company's success through decisions made by clients acting as fictitious marketers (Harmeling et al. 2017). Brand evangelism (Maslowska et al. 2016) is a component of the continuum of going beyond transactions (van Doorn et al. 2010), which refers to consumers' behavior of "...spreading positive opinions and trying fervently to convince or persuade others to get engaged with the same brand" (Matzler et al. 2007, p. 27). It thus indicates the indirect effect of CBE on the customers.

Review of the literature

Customer brand loyalty

According to marketers, CBE is a key factor in consumer decision-making (Bowden 2009), and it is prioritized in branding tactics (such as fostering brand equity and loyalty, according to Dwivedi et al. 2016; Hollebeek 2011a; Leckie et al. 2016). The collaborative, immersive, and interactive aspect of value co-creation among entities in the network is captured by CBE when viewed through the SDL lens (Vargo and Lusch 2004, 2008, 2016). According to the extensive literature, CBE can be conceptualized in terms of psychological states, behavioral perspectives, or both (Hollebeek et al. 2014; Brodie et al., The Impact of Relational Drivers on Customer Brand Engagement and Brand Outcomes, 2011). There are a few exceptions, though. For instance, Sprott et al. (2009) created the term "brand engagement in self-concept" to explain consumers' inclination (personality characteristic) to include important brands when defining who they are. Additionally, other researchers concentrate on the social, motivational, and experiential components of CBE (such as Algesheimer et al. 2005; Baldus et al. 2015).

CBE, for instance, is described as "a customer's motivationally driven, volitional investment of focal operant resources (including cognitive, emotional, behavioral, and social knowledge and skills) and operand resources (e.g., equipment) into brand interactions in service systems" by Hollebeek et al. (2019, p. 617) as an example. Many academics emphasize a motivated, heightened psychological state of mind within the psychological state

approach. For example, CBE was described by Brodie et al. (2011) as a psychological condition involving a customer's pride and love for the brand. The same definition of CBE was given by Hollebeek (2011a, p. 790) who defined it as "the level of an individual customer's motivational, brand-related, and context-dependent state of mind characterized by specific levels of cognitive, emotional, and behavioral activity." According to the behavioural approach, CBE concentrates on how consumers behave toward a brand (Dwivedi et al. 2016, for example). Van Doorn et al., for instance, stated on page 254 of their publication in 2010 that "customer engagement behaviors go beyond transactions, and may be specifically defined as a customer's behavioral manifestations that have a brand or a firm focus, beyond purchase, resulting from motivational drivers."

The definition of CBE used in our study is taken from Hollebeek et al. (2014, p. 154), who state that it refers to "a consumer's positive valenced brand-related cognitive, emotional, and behavioral activity [or dynamics] during or related to focal consumer/brand interaction." As a result, while CBE's nature has a positive valence, its results can be either positive or negative. For instance, Hollebeek (2011a) made the case that certain highly engaged customers who are overly motivated by the anticipation of successful outcomes may feel drained and/or fatigued, which could be harmful to their brand loyalty. According to Hollebeek et al. (2014), on page 154, "cognitive processing" describes "a consumer's level of brand-related thought processing and elaboration in a specific consumer/brand interaction."

According to Dessart et al. (2015), the cognitive dimension also pertains to a collection of ongoing and active mental states that customers encounter. These states include elements of sustained attention, absorption, and focus. Therefore, cognitive processing is a measure of how dedicated or invested proactive consumers are in certain two-way interactions with the target brand (Bowden 2009; Hollebeek 2011a). According to Hollebeek et al. (2014), affection refers to a customer's level of favorable brand-related affect during a particular customer brand interaction. Customers' level of zeal for the brand community and the pleasure they derive from these interactions are reflected in it (Dessart et al. 2015). Though theoretically comparable to brand affect, the affection dimension of CBE is seen as distinct.

According to Chaudhuri and Holbrook (2001, p. 82), brand affect is "a brand's potential to elicit a positive emotional response as a result of its use." Hollebeek et al. (2014) choose the term "affection" over the more naturally valenced term "affect" due to the positively valenced character of CBE. The ability of a brand to generate favorable emotional reactions from consumers is represented by brand affect, while affection represents the emotional aspect of CBE (Hollebeek et al. 2014). According to Hollebeek et al. (2014), p. 154, activation refers to "a customer's level of energy, effort, and time spent on a brand in a particular consumer/brand interaction." It stands for the CBE's behavioral component. Some academics (like van Doorn et al. 2010) only study how brand involvement manifests in behavior. For instance, Dwivedi et al. (2016) empirically evaluated the psychometric features of Keller (2013)'s suggested brand engagement behavior aspects, which include gathering brand information, taking part in brand marketing activities, and social interaction.

Development of hypotheses

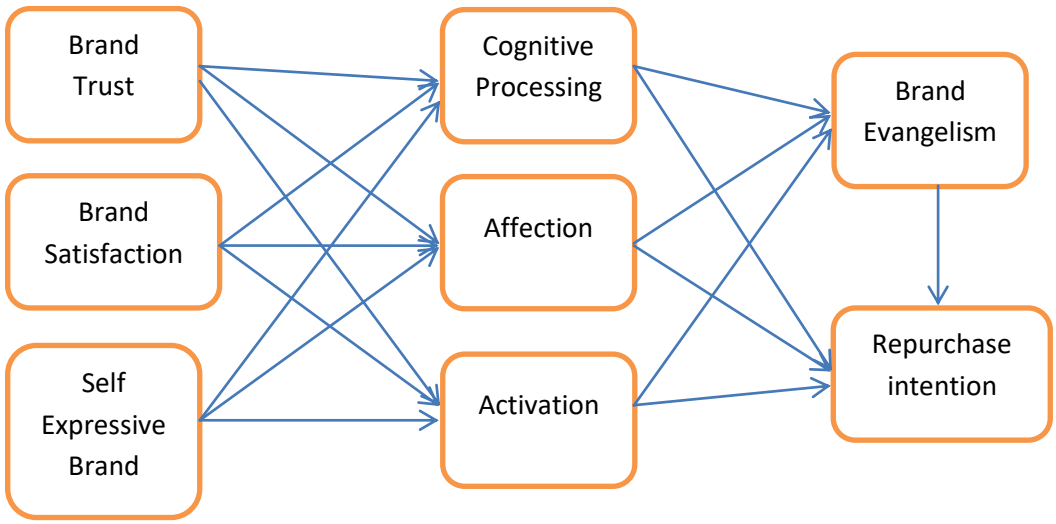
The hierarchy of effects (HOE) model, which has a long history in the literature on consumer decision-making, describes how consumers process branding information or marketing stimuli to develop beliefs, attitudes, intentions, and behaviors that are sequentially and appropriately directed toward the focal brands (Lavidge and Steiner 1961). To comprehend how a customer's relationship with the brand effects brand performance or equity, branding researchers have adopted the HOE model (Lehmann et al. 2008; Zablah et al. 2010). According to our study, the three antecedents—brand trust, brand satisfaction, and self-expressive brand—represent the meaning and identification that consumers may have with the focal brands when evaluated via the HOE lens.

According to earlier studies (de Wulf et al. 2001), brand trust and brand satisfaction accurately reflect the strength of relationships. According to the Blackston (1992) idea of brand relationships, consumer-brand engagement can lead to powerful, close-knit ties that last a lifetime (Fournier 1998) and has been connected to animism theories (Belk 1988). According to Louro and Cunha (2001), M. W. Nyadzayo et al., the RM paradigm of brand management takes into account the active role that consumers play in co-creating brand meaning and

value with the focal brands bringing about advantages akin to those of a dyadic interaction (Hayes et al. 2006). Additionally, the relationship between a person and his or her goods affects how that person perceives themselves and influences how they form social bonds (Belk, 1988). Therefore, a self-expressive brand reflects how strongly a person identifies with the brand.

Because of this increased sense of consumer empowerment, a consumer's relationship with a brand creates a platform for growing engagement (Kaltcheva et al. 2014). We specifically contend that the three CBE dimensions can be affected differently by brand trust, brand satisfaction, and self-expressive brand. Researchers suggest that elements related to brands and current brand knowledge can cause CBE. (namely, identity, contentment, and trust) (for instance, Brodie et al. 2011, Dessart et al. 2015). However, the meanings and signals that each of these relational brand-based structures send to the consumers will determine how they influence consumer engagement with the brand (Fournier 1998). The three CBE dimensions are affection, activation, and cognitive processing. Finally, the direct and indirect behavioral manifestations of CBE are, respectively, repurchase intention and brand evangelism.

Figure 1: Relational Drivers CBE Dimensions Outcomes



Imaginary precursors to the CBE dimensions:

Brand loyalty:

According to Chaudhuri and Holbrook (2001), brand trust is the readiness of a customer to rely on the brand's ability to fulfill its claimed role, particularly in ambiguous circumstances (Herbst et al. 2013). The idea that a client can depend on the brand implies both knowledge and dependability, which are crucial components of brand trust (Sung and Kim 2010). While expertise shows that a customer believes the brand to be skilled and knowledgeable, trustworthiness reflects a customer's expectation and confidence that the brand will give quality performance in a sincere and honest manner (Sung and Kim 2010). Accordingly, brand trust is related to a customer's perceptions of a brand's skill, integrity, dependability, and goodness (Doney and Cannon 1997). Researchers have also looked into the possibility that brands can represent friendliness (intentions), skill (abilities), and other important qualities as relationship partners (e.g. Fournier and Alvarez 2012). Kervyn et al. (2012) describe how consumers integrate these two parts of a brand to generate three aspects of brand perception (evaluation, emotion, and behavior), which are based on the Brands as Intentional Agent Framework. Despite the claim made by Kervyn et al. (2012) that brand trustworthiness falls under the warmth dimension, MacInnis (2012) questioned this notion and proposed that a brand's trustworthiness can be assessed on both competence (trusted to do the job) and warmth (trusted to have a consumer's best interests at heart).

Customers are more likely to elicit admiration (feeling) for the brand and therefore demonstrate stronger purchase intention and loyalty when they believe the brand has both good intentions and the capacity to carry out these objectives (Kervyn et al. 2012). However, in usual circumstances, it is anticipated that brand trust will have a higher impact on the cognitive processing and affection elements of CBE than on activation. Customers who depend on the brand to live up to its claims of competence are more inclined to interact with it by giving it more thought (Herbst et al. 2013). It is also conceivable that consumers who have positive brand experiences respond positively to the brand emotionally (Chaudhuri and Holbrook 2001). Studies on branding support our theory by showing that the cognitive and emotive aspects of views toward a brand are, respectively, influenced by its competence and warmth (Chattalas et al. 2008). Accordingly, H1 Brand trust has a greater favorable impact on (a) cognitive processing and (b) affection than (c) activation.

Brand fulfillment:

Practitioners and scholars have consistently focused on brand satisfaction as one of the customer-based indicators (Petersen et al. 2018). The growth of brand satisfaction is influenced by a variety of satisfaction models (Fournier and Mick 1999). In particular, Oliver (1989) found that comparison standard models, where consumers evaluate brand performance with a predetermined expectation, were well-accepted. According to Fournier and Mick (1999), comparison standard models are frequently cognitively oriented. Researchers are increasingly proposing satisfaction models, emphasizing on the affective nature of satisfaction (e.g. Oliver 1993), as they become aware that consumers can and frequently do form close ties with the brands they respect. According to these models (Fournier and Mick 1999), customer happiness is viewed as a dynamic process including the culturally and personally constructed meanings that brands have for their consumers' everyday lives.

According to Russell-Bennett et al. (2007), brand satisfaction in our study refers to the overall satisfaction levels and positive emotions associated with using the focal brand. There is some evidence from earlier studies that brand pleasure has bigger effects on affection and activation than it does on cognitive processing. According to Jahn and Kunz (2012), the usage intensity of brand pages' fan pages is driven by the satisfaction from their functional and hedonistic aspects, which in turn fosters fan page engagement. Customers have a tendency to keep purchasing particular brands when they are happy with them (Ballantyne et al. 2006).

Additionally, earlier research examining customer experiences with technological product ownership (e.g., smart phones and mobile technologies). It has been suggested that when smartphone users are happy with theirphone brands, who demonstrate greater involvement with mobile phones(Khang et al. 2013) Intention. as long as the reasons aresatisfy the needs of smartphone users, the resulting satisfactionshould encourage continued engagement, furtherincrease their capacity for hedonic interaction with others(social) and utilize mobile technology to fulfill urgent demands(Kim et al. 2013) Technology. Thus:H2 Affection is more positively impacted by brand satisfaction than (b).compared to (a) cognitive processing, and (c) activation.

Self-expression (both internal and external):

According to Carroll and Ahuvia (2006), a self-expressive brand is one that promotes one's social self or perceived social identity and is viewed as such by the customer. According to Marcus (1977), self-concept is a collection of self-schemas that serve as solid knowledge structures about a person's identities and are used to organize incoming information about the self and assist the individual in making sense of their surroundings. A person's urge to convey their self-concept is limited, and consumers frequently use brands, among other things, as a stand-in for this need (Aaker 1997). According to Sirgy's (1982) congruity theory, research has found evidence to support the idea that consumers may use brands that have images, personalities, and meanings that match their self-schemas to signal their identities (e.g., de Vries and Carlson 2014; France et al. 2016) and express their social identity and personalities to reference groups (Mulyanegara et al. 2009).

Previous research revealed some evidence in favor of the impact of self-expression on CBE aspects. For instance, Algesheimer et al. (2005) discovered that brand community members are more engaged when they have good self-endorsed motives. The self-expression of brands and brand love are positively correlated (Carroll and Ahuvia 2006). Customers expand their interaction with their favorite brands by using them to define their

identities and communicate with others (Sprott et al. 2009). Studies by Leckie et al. (2016) and Algharabat et al. (forthcoming), in instance, indicated that self-expressive brands generally have relationships with the three CBE dimensions, with the exception of a negative association with the activation dimension discovered in the former study. Their investigations' singular emphasis on the inner self-expressive brand is one limitation, though.

The social self-expressive aspect of the focal brands will stand out when customers consider and use the focal brands as an extension of both their inner and social selves to construct their self-identities because our study focuses on mobile phone brands that are frequently consumed in public and are highly conspicuous (Belk 1988). By suggesting that the impacts of self-expressive brand (inner and social) on cognitive processing and affection will be stronger than its effect on activation, our study advances prior research. In light of this, H3 Self-expressive Brand has a more favorable impact on (a) cognitive processing and (b) affection than (c) activation.

Results of CBE measurements for brands

Brand Advocacy

As it includes (1) the overt behavior of intensely and actively recruiting others to use the brands, (2) trying to recruit others to use the brands, and (3) discouraging others from consuming other brands, brand evangelism transcends positive WOM communication behavior (McConnell and Huba 2003). Because brand evangelists' actions are autonomous, voluntary, and frequently uncompensated, potential customers find them credible and trustworthy (Dwyer et al. 2015). Apple product aficionados (such as those who own an iPhone) are seen as the forerunners of brand evangelism in the area of mobile phone brands since they "...engage in proselytizing and converting nonbelievers" (Belk and Tumbat 2005, p. 211). There is some evidence from earlier studies supporting the impact of CBE on brand evangelism. According to Jaakkola and Alexander (2014), the idea of customer engagement behavior sees customers as being led by their own particular goals and motivations and manifested in indirect contributing behavior that might be advantageous to the company (Brodie et al. 2011).

Additionally, Pimentel and Reynolds (2004) suggest that consumers try to persuade and recruit other people to buy a product or service they value and find engaging.Customers who strongly identify with a brand are more inclined to discuss their feelings about it and make an effort to persuade others to switch to it (Becerra and Badrinarayanan 2013). Evangelical behavior results from a high level of brand loyalty among consumers (Algesheimer et al. 2005). Customers that are emotionally invested in a company end up discussing more about it and are also more likely to want to lend a hand to others (Kull and Heath 2015). Thus: H4 Affection, activation, and cognitive processing all have a favorable impact on brand evangelism.

Intent to purchase again

Repurchase intent is an indicator of brand loyalty among customers (Oliver, 1999). According to Yoo and Donthu (2001), repurchase intention is the propensity of a customer to repurchase the same brand, choose a focal brand as their first option, and show loyalty to the focal brand. CBE can affect customers' purchasing decisions and subsequently improve repurchase intentions toward the focus brand through an enduring psychological connection and interactive brand experiences beyond transaction (Sprott et al. 2009). Leckie et al. (2016) discovered that customers are more likely to become loyal to the target brands when they have a strong attachment to them and devote time, energy, and effort to their connections with them. As a result, we suggest that: H5 Cognitive processing, attachment, and activation positively increase brand repurchase intention.

As was previously mentioned, brand evangelism has a significant impact that goes beyond WOM communication (McConnell and Huba 2003). Previous research on brand evangelism and word-of-mouth marketing has demonstrated their beneficial effects on recipients' (future customers') purchasing patterns and the sales effectiveness of the recommended products (e.g. Matzler et al. 2007). There are, however, few studies examining the influence of WOM recommendation on the behavior of the senders (e.g. Garnefeld et al. 2011). A person makes an effort to keep consistency between their previous behavior and attitudes, which affects their future behavior, according to the self-perception theory (Cialdini 2009). They are more likely to remain loyal to such service providers when the senders of WOM referrals exhibit their affective commitment by providing positive WOM regarding their focal service providers (Garnefeld et al. 2011). Similar to this, brand evangelists

who demonstrate a strong bond with the focus brands explain their future actions by sticking with and repurchasing those brands. Therefore, brand evangelism has a beneficial impact on consumers' intentions to repurchase.

Role of CBE dimensions as a mediator

According to researchers in the field of consumer engagement, CBE is a key component of a nomological network model (see, for example, Brodie et al. 2011; van Doorn et al. 2010). According to the RM paradigm, brands must establish, grow, and maintain successful relational exchanges with their stakeholders, including both current and potential customers (Vivek et al. 2012). Customers become associated with the focal brands and actively participate in the value cocreation process with them over time through interactions and relational exchanges with them (Brodie et al. 2011, Hollebeek et al. 2014, Leckie et al. 2016). As a result, when consumers interact with companies, they voluntarily contribute resources that are motivated by motivational factors and have a brand emphasis but transcend beyond purchase transactions (Brodie et al. 2013).

Strong customer brand relationships affect brand loyalty and equity when evaluated through the theoretical lens of the CBBE because consumers identify with the focal brands (Keller 2001). Customers learn to trust the focal brands through repeated positive brand experiences, which leads them to associate with their image (Keller 2001). Brand assessment (judgement), meaning, and emotion are represented by brand trust, brand satisfaction, and brand identification (self-expressive brand) (e.g., Brodie et al. 2011, Dessart et al. 2015, Hollebeek 2011a, b). These CBBE components therefore encourage customer resonance or active engagement with the focus brands (Keller 2001), which in turn fuels brand equity-related outcomes like attitudinal and behavioral loyalty as well as other purchase-related outcomes. Additionally, earlier studies put forth and empirically evaluated conceptual models with various CBE antecedents and consequences.The majority of their findings (e.g., Algharabat et al. upcoming; Dwivedi et al. 2016; Hollebeek et al. 2014; Leckie et al. 2016) are in favor of the mediating effect of CBE.

H7 states that the CBE dimensions operate as a mediator in the interactions between (a) brand trust, (b) brand satisfaction, (c) self-expressive brand, and (d) brand evangelism.

H8 The CBE dimensions operate as a mediator in the interactions between (a) brand trust, (b) brand satisfaction, (c) self-expressive brand, and (d) repurchase intention.

Research techniques

Sampling and data Collection

An online survey was used to gather information from a sample of Australian mobile phone brand customers. A credible panel database company with a large national sample of mobile phone users was used by us. The sampling frame was chosen at random to reflect the age, gender, and geographic distribution across the country. First filter question: Do you own a car, mobile phone, coffee maker, tablet, microwave, hair dryer, or none of the above? This multiple-choice question was randomly ordered and presented to the respondents. Then, only those choosing a mobile phone were asked to consider the brands of mobile phones they are already using. If they owned more than one brand of mobile phone, respondents were asked to select only the most popular brand. The remaining poll items were then automatically filled in using the chosen mobile phone manufacturer.The database business provided non-monetary incentives (reward points) to responders, and because the survey was a compulsory answer, there were no missing data. 466 people in total responded to the study, including 212 men (45.5%) and 254 women (54.5%). Age groups 25-34 (29.8%), 35-44 (24.2%), and 45-54 (25.5%) comprised the majority of responses. All educational levels were represented, with the majority of respondents (32.4%) and (26.6%) holding a diploma.

Measures

In order to fit the setting of the study, multi-item assessments with a seven-point scale (1 = severely disagree to 7 = extremely agree) were adjusted from previous research. Three academic experts evaluated how well the instrument represented the research constructs to determine the instrument's content validity. Items that they

determined to be unnecessary and irrelevant were removed, and any changes to the language of the items were debated and approved. Additionally, a pretest with 50 participants was conducted prior to the launch of the final poll. We used the three dimensions proposed by Hollebeek et al. (2014) to measure CBE, covering the cognitive, emotive, and behavioral elements associated with the main consumer-brand interactions. Three questions were used to test cognitive processing, four were used to measure affection, and three were used to measure activation.

We modified four items from Luk and Yip (2008) that reflect the degree of customer confidence in the focal brand in order to measure brand trust. Four items from Russell-Bennett et al. (2007), which reflect the satisfaction levels and positive feelings obtained from the consumer experience of the focus brand, were used to measure brand satisfaction. A brand's self-expression is judged by how much it symbolizes, reflects, and mirrors the consumer's inner and social selves. According to the items, which were taken from Carroll and Ahuvia (2006), the focus brand reflects the consumer's inner self and positively affects the consumer's social self. Five questions from Matzler et al. (2007) were used to gauge brand evangelism. These items recorded consumer behaviors include disseminating brand information, seeking to persuade others to adopt the focal brand, and protecting the focal brand when it is being attacked. In order to measure repurchase intention, which represents customers' intention to consistently buy the same brand, four items from Yoo and Donthu (2001) were employed.

Preliminary analysis, measure validation, and bias testing for common methods:

Initially, a number of preliminary tests were carried out to determine whether the distribution of the data satisfied the assumptions of the multivariate analysis in order to facilitate hypothesis testing using structural equation modelling (SEM) (Hair et al. M. W. Nyadzayo et al. 2010). Kurtosis values varied from 2.03 to.92 (standard error =.23), while skewness values ranged from 1.06 to.02 (standard error =.11), indicating that non-normality did not appear to be a concern. The scatterplots then demonstrated non-curvilinear behavior, with the majority of scores concentrated in the center (around the 0 point), and they displayed equal dispersion across all data values, validating the assumption of linearity (Hair et al. 2010). Additionally, all of the variance inflation factor (VIF) scores were significantly below the suggested cut-off of 10, and tolerance levels are greater than 0.1, according to multiple regression tests for multi-collinearity, indicating that multi-collinearity is less likely to be an issue in this study (Kline 2005). Additionally, using histograms and boxplots, outliers and extreme values were found, and no substantial problems were found, showing that the data was genuine (Hair et al. 2010).

Determining the sample size required to acquire the appropriate statistical power to address the hypothesis tests is another crucial factor to take into account (MacCallum et al. 1996). Given that the condition of a 5:1 ratio of sample size to the number of estimated parameters was reached in this investigation, a dataset of 466 responses was deemed sufficient to test all eight constructs (with a total of 32 items) simultaneously using the SEM technique (Shook et al. 2004). Additionally, the sample adequacy Kaiser-Meyer-Olkin (KMO) score (.962) was adequate and above the essential value of 0.50 (Tabachnick et al. 2007). A confirmatory factor analysis (CFA) model with 32 items and all latent components was created to validate the measurement scales.

The measurement model suited the data well (χ2 422= 894.837, χ2/*df*= 2.212, p .001, goodness-of-fit index (GFI) =.893, normed-fit index (NFI) =.943, confirmatory fit index (CFI) =.969, Tucker-Lewis index (TLI) =.963, and root-mean-square error of approximation (RMSEA) =. All other data are within acceptable ranges, despite a strong Chi-square (Bagozzi and Yi 2012; Hair et al. 2010). Table 1 lists the psychometric characteristics of the measures and constructs.

For each item, the standardized factor loadings (SFLs), construct reliability (CR), Cronbach's alpha, and average variance extracted (AVE) scores are displayed in Table 1. According to Hair et al. (2010), all SFLs are more than the threshold of.50 or above, indicating adequate item reliability. According to Hair et al. (2010), appropriate convergence was indicated by CR scores that varied between.857 and.967 and Cronbach's alphas that ranged between.849 and.968.

According to Table 1, all estimates are higher than the predetermined requirements, showing internal consistency (Bagozzi and Yi 1988).

Each latent variable's AVE exceeded.50, establishing convergent validity (Fornell and Larcker 1981). Two methods were used to assess discriminant validity. First off, according to Bagozzi and Yi (1988), all the inter-construct correlations were substantially less than one at the p =.001 level, supporting the validity of the discriminant. Further evidence for discriminant validity was provided by the fact that the square root of the AVE estimations for each concept was higher than the correlation with other components (Fornell and Larcker 1981). Table 2 displays the mean, standard deviation, correlations, AVE square roots, and discriminant validity results for each construct.Given that our survey was self-administered, common method variance (CMV) might be a possibility. Ex ante (statistical) techniques and procedural remedies were both employed to control for CMV. First, each scale was rigorously assessed throughout questionnaire construction to lessen ambiguity and vagueness (Malhotra et al. 2006). Then, CMV was evaluated using a single-item marker variable ("Which behavior [online or offline] do you do more in terms of word-of-mouth communications about the brand selected above?"), which was identified post hoc (see Lindell and Whitney 2001).

Although the manifest variables' smallest positive correlation (rM1) serves as a reliable substitute for CMV in this instance, Lindell and Whitney (2001) advise using rM2 as a more conservative estimate of the correlation effect brought on by CMV (rM). According to Table 2, the two lowest correlations (rM1 =.014 and rM2 =.016) with the marker variable fall below the recommended.20 cut-off for problematic technique bias (Malhotra et al. 2006). We calculated the CMV-adjusted correlation (rA) between the research variables by partially subtracting the more conservative bias estimate (rM2 =.016) from the uncorrected correlation (rU) (Malhotra et al. 2006). After accounting for CMV, we then computed t-statistics to determine whether the relationships were significant. Eqs. (1) and (2) were applied to determine the rA and t-statistic (Malhotra et al. 2006, p. 1868).

$$r\,A = (rU - rM/1 - rM) \quad 1$$

$$t - \text{statistics} = rA/\sqrt{[(1 - r^2_{A})/(n - 3)]} \quad 2$$

Table 3 presents the outcomes.Finally, a comparison of the significant correlations (all > the t-critical value of 2.58) between the CMV-adjusted correlations (rA) and the unadjusted matrix reveals that they stayed the same after accounting for CMV, indicating that CMV did not significantly affect the study's findings.

Findings from the suggested structural model

Model was tested by using SEM analysis with AMOS version 23 to examine the interactions between brand trust, brand satisfaction, and self-expressive brand on brand evangelism and repurchase intention via the CBE dimensions. The popular maximal likelihood estimate (MLE) technique was applied in the investigation. When compared to other methods, this strategy is thought to be more effective, adaptable, impartial, and generates trustworthy findings under a variety of conditions (Hair et al. 2010; Olsson et al. 2000). The SEM method was selected because it (1) decreases standard errors because all parameters are simultaneously estimated in a single model (Iacobucci et al. 2007) and (2) offers a comprehensive and easier test for mediation (Bagozzi and Yi 2012). Table 4 displays the outcomes of the suggested structural model, which indicated a respectable fit.

To determine if cognitive processing and affection are more strongly correlated with brand trust than activation, we evaluated

Table 1 lists the measurements.

Constructs	uniformed loadings
Brand trust (CR =.910, =.907, and AVE =.720)	
I have faith in this company	. 937
I could trust this brand to help me with my troubles	.703
I believe in this company	.825
This brand's performance lives up to my expectations	.914

Brand satisfaction (CR =.967, =.968 and AVE =.880)	
I'm happy that I chose to buy this particular brand	.950
I made a great decision by choosing to purchase this brand	.924
I am happy with the choice I made in regards to this brand	.942
I believe that choosing to buy this brand was the right choice	.938
This brand represents the kind of person I truly am on the inside (CR =.922, =.917, and AVE =.855)	.849
My individuality is reflected in this brand. This brand is an outward reflection of who I am inside	.865
This brand complements a social function I perform	.797
This brand has a favorable effect on how other people perceive me	.837
Cognitive processing: Using this brand causes me to think about it (CR =.886, =.898, and AVE =.722)	.848
When I use this brand, I give it a lot of thought	.843
My desire to learn more about this brand is piqued by using it	.858
Affection (CR =.950, =.947, and AVE =.826)	
Whenever I use this brand, I feel extremely good	.925
This brand makes me pleased to use	.889
When I use this brand, I feel terrific	.934
I'm pleased to represent this brand	.886
Activation (CR =.857, =.849, and AVE =.668)	
Compared to other products, I used this brand extensively	.791
I typically use this brand of mobile phone if I'm utilizing one	.775
I mostly use this brand	. 881
brand evangelism (CR =.922, =.919, and AVE =.702).799	
I would be the ideal salesperson for this brand	.799
Several of my friends have been won over to this brand by me	.823
I feel compelled to declare that this brand is the most alluring one in existence.	.843
If someone tries to criticize this company, I will unmistakably tell them off.	.804
I make an effort to persuade as many people as I can about this brand	.916
Intent to repurchase (CR =.945, =.935 and AVE =.812)	
I'll buy this brand once more	.915
I'll most definitely stick with this brand going forward	.909

If this brand is offered for purchase, I won't purchase any other brands.	. 860
I consider myself to be a brand loyalist	.919

AVE average variance extracted, Cronbach's alpha, and CR construct reliability

Means, standard deviations, correlations, AVEs, and discriminant validity are shown in Table 2.

Constructs	Mean	SD	1	2	3	4	5	6	7	8
Brand trust	5.159	1.038	.850							
Brand loyalty	5.622	1.039	.589	.939						
Self-expressive brand	3.556	1.211	.444	.363	.843					
Mental processing	3.764	1.296	.466	.402	.609	.850				
Feelings of affection	4.763	.1.130	.716	.792	.631	.645	.909			
Activation	5.565	1.068	.543	.622	.335	.365	.499	.817		
Promotion of a brand	3.487	1.313	.502	.472	.581	.627	.622	.405	.838	
Intention to repurchase	4.915	1.301	.694	.658	.485	.474	.694	.651	.618	.901
Marker variable	1.180	.381	.0000^{ns}	.016^{ns}	.071^{ns}	.0118	.032	.026^{ns}	.085	-.014

At a 2-tailed significance threshold of = 0.01, all associations are significant; n = 466.

A seven-point scale was used to rate each construct.

On the diagonal of the correlation matrix, the square roots of the AVE for each construct are displayed in bold.

SD is for standard deviation, CR construct reliability, AVE average variance extracted, and ns stands for not significant.

Table 3 shows t-statistics and adjusted correlations for CMV.

Constructs	1	2	3	4	5	6	7
Brand esteem							
Brand satisfaction	.572 (15.005)						
An individual brand	427 (10.161)	.346 (7.935)					
The mental process	.449 (10.813)	.385 (8.976)	.592 (15.806)				
Empathy	.700 (21.091)	.675 (19.685)	.614 (16.738)	.628 (17.364)			

Activation	.00526 (13.308)	.00605 (16.350)	.00318 (7.217)	.00348 (7.987)	.00482 (11.837)		
Brand evangelism	.485 (11.933)	.455 (10.994)	.564 (14.696)	.610 (16.564)	.605 (16.350)	.388 (9.058)	
Repurchase intention	.677 (19.793)	.641 (17.970)	.468 (11.395)	.457 (11.055)	.677 (19.793)	.634 (17.641)	.601 (16.130)

The t-critical value is 2.58, and all correlations are significant at the = 0.01 level (2-tailed). The values in brackets are t-statistics.

Table 4 shows the structural model's findings.

Specific connections	**b**	**β**	**SE**	**T value**
Brand trust- Cognitive processing	.266	.210	.112	2.382*
Brand Trust - Affection	.367	.329	.073	5.026***
Brand Trust - Activation	.093	.091	.090	1.023 ns
Brand satisfaction - Cognitive processing	.029	.024	.102	0.776 ns
Brand satisfaction - Affection	.295	.278	.066	4.460
Brand Satisfaction - Activation	.573	.590	.084	6.784
Self-expressive brand - Cognitive processing	.631	.596	.050	12.608
Self-expressive brand - Affection	.398	.427	.032	12.618
Self-expressive brand - Activation	.092	.108	.037	2.475*
Cognitive processing - Brand evangelism	.601	.533	.070	8.644***
Affection - Brand evangelism	.298	.232	.081	3.663***
Activation - Brand evangelism	.155	.110	.064	2.413*
Cognitive processing - Repurchase intention	-.166	.- .156	.057	2.923**
Affection - Repurchase intention	.479	.398	.062	7.732**
Activation - Repurchase intention	.590	.447	.054	10.916***
Brand evangelism - Repurchase intention	.279	.297	.046	6.068**

Significant at ***p <.001, **p< .01, and *p< .05. (two tailed test)

B Standardized coefficients, *b* unstandardized coefficients, and ns not significant

The approach proposed by Sung and Kim (2010), and the considerable difference between these path coefficients. The Chi-square value and its corresponding degree of freedom when the structural model is freely evaluated were first reported. After that, we set the two pathways under comparison to be equal and looked at the Chi-square value and its corresponding degree of freedom. Finally, we compared the changes in the degrees of freedom with the changes in the Chi-square values. The statistically different coefficients of the two pathways

were revealed by the substantial Chi-square changes (e.g. $\Delta x^2(1) > 3.841$, $p < .05$; $\Delta x^2(1) > 6.635$, $p < .01$ and $\Delta x^2(1) > 10.828$, $p < .001$).

According to H1, attachment and cognitive processing are both positively impacted by brand trust more so than activation is. As seen in Table 4, brand trust is not associated to activation (β=.091, p >.10) but is positively connected to cognitive processing (β =.210, p .05) and affection (β =.329, t = p .001). The following findings were obtained from the test of the significant difference coefficients of the paths: Brand trust's impact on affection is not significantly superior to its impact on cognitive function ($\Delta x^2(1)$ =.837, p >.10). However, the relationship between brand trust and affection is statistically stronger than the relationship between brand trust and activation ($\Delta x^2(1)$ = 6.503, p < .05). Finally, brand trust has no statistically greater impact on cognitive processing than it does on activation ($\Delta x^2(1)$ = 1.503, p >.10). In other words, brand trust has little effect on activation but has the greatest influence on affection, followed by cognitive processing. H1 was therefore only partially supported.In H2, we hypothesized that brand pleasure has a higher positive influence than cognitive processing on affection and activation.The findings indicate that brand pleasure has a positive relationship with attachment (β =.278, p .001) and activation (β =.590, p .001), but not with cognitive processing (β =.024, p >.10).

The following findings were obtained from the test of the significant difference coefficients of the paths: Brand pleasure has a statistically greater impact on activation than it does on cognitive processing ($\Delta x^2(1)$ = 16.948, p .001). Brand pleasure statistically has a greater impact on activation than it does on affection ($\Delta x^2(1)$ = 6.735, p .01). Finally, brand pleasure has a statistically higher impact on affection than it does on cognitive function ($\Delta x^2(1)$ = 6.698, p .01). H2 was therefore supported. For H3, we hypothesized that self-expression is more favorably correlated with affection and cognitive processing than activation. The findings demonstrate a positive relationship between self-expressive brand and each of the three CBE characteristics, namely cognitive processing (β =.596, p .001), affection (β =.427, p .001), and activation (β =.108, p .01). The following findings were obtained from the test of the significant difference coefficients of the paths: Self-expressive brand statistically has a greater impact on cognitive function than self-expressive brand on affection ($\Delta x^2(1)$ = 23.501, p .001). Self-expressive brand has a statistically greater impact on cognitive processing than it does on activation ($\Delta x^2(1)$ = 79.411, p .001). The findings demonstrate a positive relationship between self-expressive brand and each of the three CBE characteristics, namely cognitive processing (β=.596, p .001), affection (β =.427, p .001), and activation (β =.108, p .01). The following findings were obtained from the test of the significant difference coefficients of the paths: Self-expressive brand statistically has a greater impact on cognitive function than self-expressive brand on affection ($\Delta x^2(1)$ = 23.501, p .001). Self-expressive brand has a statistically greater impact on cognitive processing than it does on activation ($\Delta x^2(1)$ = 79.411, p .001).

Analysis of mediation:

We employed a nonparametric bootstrapping regression technique to examine the possibility of mediation, which helps to overcome statistical power issues brought on by asymmetric and non-normal sampling distributions of indirect effects (Zhao et al. 2010). Due to the drawbacks of the Baron and Kenny (1986) method (see MacKinnon et al. 2002; Preacher and Hayes 2008), we adopted this strategy. Therefore, using the PROCESS macro for IBM SPSS (Model 4; see Hayes 2013), bootstrapped mediation analysis was utilized to investigate the indirect impacts of the relational drivers on the outcome variables via the CBE dimensions. To calculate the overall and any potential individual indirect effects of the independent variables on the dependent variables, we performed 5000 bootstrapping rounds at 95% confidence intervals (CIs). Since the assumption that the indirect effect is normally distributed is frequently broken, the advantage of this bootstrapping technique is that it does not impose distributional assumptions. In this process, the bootstrapped data are interpreted by determining if the 95% lower (LL) and upper (UL) confidence intervals contain zero (0) (Hayes 2013). In other words, if the CI does not include zero, then mediation is demonstrated and the indirect effect (a b) is significant. The next step is for researchers to decide if mediation is competitive, complimentary, or just indirect.

Otherwise, if the CI contains zero, the indirect impact is not significant and the mediation hypothesis is disproved (i.e., neither the direct effect nor the indirect effect exist) (Zhao et al. 2010). This indicates that there is direct-only non-mediation or no-effect non-mediation. Results of the mediation are shown in Table 5. Brand

trust was found to have favorable indirect effects on brand evangelism through all three CBE aspects (cognitive procession, affection, and activation), supporting H7a. This is due to the fact that none of the bootstrapped 95% CI results for the CBE dimensions' indirect effects of brand trust on brand evangelism contained zero. Additionally, according to Zhao et al. (2010), there was no statistically significant direct relationship between X (brand trust) and Y (brand evangelism) (b =.101, p >.10, CI.024 to.226). This suggests that there was only indirect (full) mediation. Next, H7b was confirmed, as it was discovered that brand pleasure positively influenced brand evangelism indirectly across all three CBE dimensions. Additionally, there was no discernible direct relationship between brand happiness and brand evangelism (b =.090, p >.10, CI.039 to.220), pointing to full indirect mediation. Finally, the findings confirmed H7c, according to which self-expressive brand has an indirect impact on brand evangelism through the CBE dimensions.

Conclusion:

Our study postulated and empirically tested the distinct effects of brand trust, brand satisfaction, and self-expressive brands on three CBE dimensions, which in turn influence brand evangelism and repurchase intention. These effects were based on the HOE framework. Our results are consistent with the idea that depending on how consumers perceive a brand, several paths might be taken to interact (cognitively, emotionally, or behaviorally) with it. Our results imply that brand trust increases affection and cognitive processing equally, but not activation, which is consistent with the literature on branding (e.g. Fournier and Alvarez 2012; Kervyn et al. 2012) and RM (e.g. Doney and Cannon 1997). Customers often cognitively memorize the focal brands' cues of reliability and grow fond of them; as a result, they psychologically engage with those brands. The results of this study suggest that brand satisfaction has the greatest influence on activation, followed by affection and then cognitive processing. This finding is consistent with the literature on brand satisfaction, which is shifting from portraying the idea as "a cold, cognitive, and meaning-deficient phenomenon" to one that is "technical and artful, cognitive and affective, purposeful and spontaneous, and interlaced with meanings of many kinds" (Fournier and Mick 1999, p. 15). Thus, brand happiness is essential if businesses want to influence their customers' psychology and behavior. Additionally, according to our findings, self-expression has the biggest influence on cognitive processing, followed by affection and activation.

These results are in line with research concentrating on the important how brands play a role in reflecting consumers' social and internal self-image such as Belk 1988. In turn, it is discovered that CBE dimensions totally mediate the connections between brand happiness and brand trust evangelism even though there is a clear and advantageous relationship between brand promotion and self-expressive branding. Alternatively, if customer connections are effectively handled, this will boost self-brand, brand satisfaction, and trust. Identification, which encourages consumers to buy more their behavioral, emotional, and cognitive relationships withthe main company. Given these ties and convictions, keeping in, clients who are intensely focused on the primary brand are more likely to become a brand and become more devoted to it. Evangelists.

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