



**“ANALYSIS OF BRAND RESONANCE AMONGST YOUNG
CONSUMERS WITH REFERENCE TO SELECT PRODUCT
CATEGORIES”**

By

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ABSTRACT

The relationship between consumers and brands has garnered considerable attention in the marketing and the consumer behavior literature. Branding literature state that brand resonance is the extent to which a consumer develops strong behavioral, psychological, and social bonds with the brands s/he consumes. The present investigation analyzes the relationship between young consumers and their preferred brand. To analyze this relationship we employ existing conceptual model of brand resonance. Research also states the objective to understand the impact demographic profile of consumers on their relationship with a brand. To achieve stated objectives of this research we exercise qualitative and quantitative research approach. The research design for this research divided into two phases in first phase we developed measures to measure brand resonance through pilot study and in second phase we performed final study with collection of final data and test hypotheses of present study. From qualitative research, researchers employ expert interviews and focus group discussion techniques while from a quantitative research use survey method. As researching the brand resonance literature we noticed that, there is no measurement scales available to measure a brand resonance, however branding literature provide the guideline for the development of brand resonance scale. Consider this as research gap we set an objective to an operationalization of brand resonance scale. The present study provides thirty-four empirically developed brand resonance measures; with this research we also ensure the validity and reliability of operationalized measures of brand resonance. Research findings showed that the brand resonance model act in experimentally too as explained in theoretically. The findings of this research present implication for the academicians and brand managers as well.

RESUMO

A relação entre os consumidores e as marcas tem atraído uma notável atenção no que diz respeito à literatura de marketing e comportamento do consumidor. Através da literatura é possível constatar que a ressonância da marca é uma extensão para a qual o consumidor desenvolve fortes laços comportamentais, psicológicos e sociais com as marcas que consome. A presente investigação analisa a relação entre os consumidores jovens e sua marca preferida. Para analisar esta relação utilizou-se um modelo conceptual de ressonância da marca já existente. A pesquisa também possui como objetivo compreender, o impacto do perfil demográfico dos consumidores na sua relação com a marca. Para alcançar os objetivos desta pesquisa foi utilizada uma abordagem de pesquisa qualitativa e quantitativa. O estudo foi dividido em duas fases: na primeira fase, desenvolveram-se medidas para avaliar a ressonância da marca, através de um estudo piloto, na segunda fase foi realizado o estudo final com recolha de dados e testes de hipóteses. Na pesquisa qualitativa, foram efetuadas entrevistas e focusgroup, na pesquisa quantitativa foi utilizado o método de inquéritos. Através da pesquisa efetuada na literatura ressonância da marca, percebeu-se que não existem escalas de medição disponíveis para medir uma ressonância de marca, no entanto, a literatura fornece orientação para o desenvolvimento de uma escala. Considerando a não existência de uma escala como um gap na literatura, definiu-se como objetivo a operacionalização de uma escala de ressonância da marca. Assim, o presente estudo fornece trinta e quatro medidas de ressonância da marca empiricamente desenvolvidas; com esta pesquisa foi possível garantir a validade e confiabilidade das medidas operacionalizadas da ressonância da marca. Os resultados da investigação mostraram também que o modelo da ressonância da marca atua também experimentalmente, tal como explicado teoricamente. Os resultados desta pesquisa apresentam implicações para os académicos assim como para os gestores da marca.

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| LIST OF ABBREVIATIONS | |
|------------------------------|----------------------------------|
| Acronym | Meaning |
| AGFI | Adjusted Goodness of Fit Index |
| AMA | American Marketing Association |
| ANOVA | Analysis of Variance |
| AVE | Average Variance Extraction |
| BA | Brand Awareness |
| BAT | Brand Attachment |
| BC | Brand Community |
| BE | Brand Engagement |
| BESC | Brand engagement in self-concept |
| BF | Brand Feelings |
| BI | Brand Image |
| BJ | Brand Judgment |
| BL | Brand Loyalty |
| BMW | Bayerische Motoren Werke |
| BP | Brand Performance |
| BR | Brand Resonance |
| BS | Brand Satisfaction |
| CBBE | Consumer-Based Brand Equity |
| CD-ROM | Compact Disc Read-Only Memory |
| CFA | Confirmatory Factor Analysis |
| CFI | Comparative Fit Index, |
| CMIN | Minimum of discrepancy function |
| CPG | Consumer-Packaged Goods |
| CR | Composite Reliability |
| C.R. | Critical Ratio |
| DF | Degree of Freedom |
| EFA | Exploratory Factor Analysis |
| FGD | Focus Group Discussion |

| | |
|----------|---|
| GFI | Goodness of fit index |
| HOELTER | Hoelter's Critical N |
| HOG | Harley Owners Groups |
| IFI | Incremental Fit Index |
| KMO | Kaiser–Meyer–Olkin |
| Lac | A lakh or lac, is a unit in the Indian Numbering System equal to one hundred thousand (100,000; Scientific notation: 10^5) |
| M | Mean |
| MI | Modification Indices |
| N | Sample Size |
| NFI | Normed fit index |
| PCA | Principal Component Analysis |
| PCFI | Parsimony-adjusted Comparative Fit Index |
| PCLOSE | PCLOSE is the alternative ways of assessing model, which gives a test of close fit while P gives a test of exact fit. |
| PGFI | Parsimony-adjusted Goodness of Fit |
| PNFI | Parsimony-adjusted Normed Fit Index |
| P-P Plot | Probability–Probability Plot |
| PRATIO | The parsimony ratio |
| PTI | Press Trust of India |
| r | Correlation |
| RFI | Relative Fit Index |
| RMSEA | Root Mean Square Error of Approximation |
| RMR | Root Mean Square Residual |
| Rupee | The rupee is the common name for the currencies of India |
| SAP | Systems, Applications & Products in Data Processing |
| SE | Standard Error |
| SEM | Structural Equation Modeling |
| Sig. | Significance |
| SPSS- | Statistical Package for Social Sciences |

| | |
|--------------|---------------------------|
| TOM | Top of Mind |
| TLI | Tucker-Lewis Index |
| TV | Television |
| USD | United States Dollar |
| VIF | Variance Inflation Factor |
| Y Generation | Young Generation |

CHAPTER 1: INTRODUCTION

Brands have debatably presented for thousands of years (Moore and Reid, 2008), however the modern idea of brands originated in the late 19th century with the introduction of trademarks and attractive packaging (Fullerton, 1998), which was actually developed as ‘a guarantee of authenticity’ (Feldwick, 1991). There has been a significant amount of work done in the field of consumer brand relationships in the past decade and it is still an emerging area of study of researchers (Fournier, 1998; Sahay and Sharma, 2010). More than the course of the decade, we have learned a many new things about the nature and functions of consumers’ relationships with brands, and the processes whereby they develop in the hands of consumers and marketers. In a broader sense, brand relationship research, grounded as it is in the notion of consumers as active meaning-makers, helped pave way for the paradigm of co-creation embraced in brand marketing today (Allen et al., 2008). Some authors consider brand as a partner in a dyadic relationship with the consumer (Aaker, 1995; Aaker et al., 2004). The relational approach may provide a better and broader understanding of the phenomena that arises between the customer and the brand. Investigating branding as a variable of consumer loyalty and customer retention may reduce influences resulting from symbolic consumption since loyalty may considered as a particular kind of a relationship (Chestnut, 1978). Knowing the brand relationship is nothing but to know how people make long-term commitments to inanimate objects that they buy and use, as well as help make, sell, and distribute (Kumar, 2006).

Investigating brand relationship metaphor is quite complex, as the brand relationship construct related to many different disciplines of social sciences, such as human psychology, anthropology, sociology and many others. The brand relationship concept represents the bonding or attachment between consumers and their brand. The development of brand relationship is not an easy task, as it influenced by different marketing as well as other than marketing factors, such as consumer demographics, consumer knowledge, and attitude, etc.

1.1. Theoretical Framework of the study:

A significant contribution to branding theory was that made by Kevin Keller (1993; 2001; 2003) with his introduction of the concept of customer-based brand equity (CBBE) or brand resonance (Keller, 2001) and the brand hierarchy (Keller, 1993). Brand equity, according to Keller, is the effect that brand knowledge has on consumer response to the marketing of a brand, with the effect occurring when the brand known and when the consumer possesses favorable, strong and unique brand associations (Keller, 1993). The Customer-Based Brand Equity model identifies four steps that denote questions asked by customers and represent a 'branding ladder', with each step dependent on achieving the previous one (Keller, 2001). These steps consist of six brand building blocks, with a number of sub-dimensions (Keller, 1993). To build a strong brand, the aim is to reach the pinnacle of the pyramid where a harmonious relationship exists between customers and brand.

The foundation for the conceptual model in this study is extract from brand resonance model, which was developed by Keller in 2001. The model divided into six distinct drivers: brand salience, brand performance, brand imagery, consumer judgments, consumer feelings, and consumer-brand resonance. The conceptualization of the six drivers based upon, brand resonance model that posits brand relationships built sequentially through the six drivers. A particular feature of Keller's pyramid is that one level must achieve before a consumer could experience or engage in the next. However, there are some fundamental differences in the conceptualization of this study and the original consumer-based brand equity pyramid that was posited by Keller (2001).

1.1.1. Keller's (2001) Brand Resonance Model: Customer-Brand Relationship Approach:

The consumer-based brand equity pyramid or brand resonance model provide chronological structure for building a strong brand and it includes four steps, each of which needs to be successfully accomplished to reach the next.

The first step in building a strong brand is creating brand saliency in the mind of the consumer. Brand salience refers to aspects of the awareness of a brand such as the top-of-mind awareness of the brand, retrievability of the brand, and the overall strength of awareness. A brand with high saliency can characterize as a great amount of depth and breadth of brand awareness. In most cases, brand awareness is not a sufficient condition for consumers to purchase. Instead, brand awareness acts as the launch point for building the meaning of the brand in the mind of the consumer.

The second step in the construction of a strong brand is the creation of a product that meets or exceeds the functional and psychological or social needs of the consumer. Brand performance and brand imagery are essential aspects of achieving this step in building a strong brand. The key aspect of achieving this goal is to build strong, favorable, and unique brand associations related to the functional and experiential aspects of the brand. Overall, greater amounts of brand knowledge will lead to a better understanding of a brand's meaning on behalf of consumers. The meaning of the brand is what elicits responses to the brand on the part of the consumer.

The third step in building a strong brand is eliciting consumer responses to the brand by means of brand judgments and brand feelings. Brand judgments refer to the cognitive evaluation of the overall superiority, quality, credibility, and consideration of the brand. This aspect of brand response evaluates the functional and symbolic aspects of the brand in reference to its competition to determine which product is superior. Another aspect of this step is the elicitation of an active response from the consumer. Brand feelings refer to evocation of feelings and emotions from consumers to themselves and others due to the brand. The judgments and feelings toward the brand on behalf of the consumer impact the relationship and level of identification that the consumer has the brand and fellow consumers.

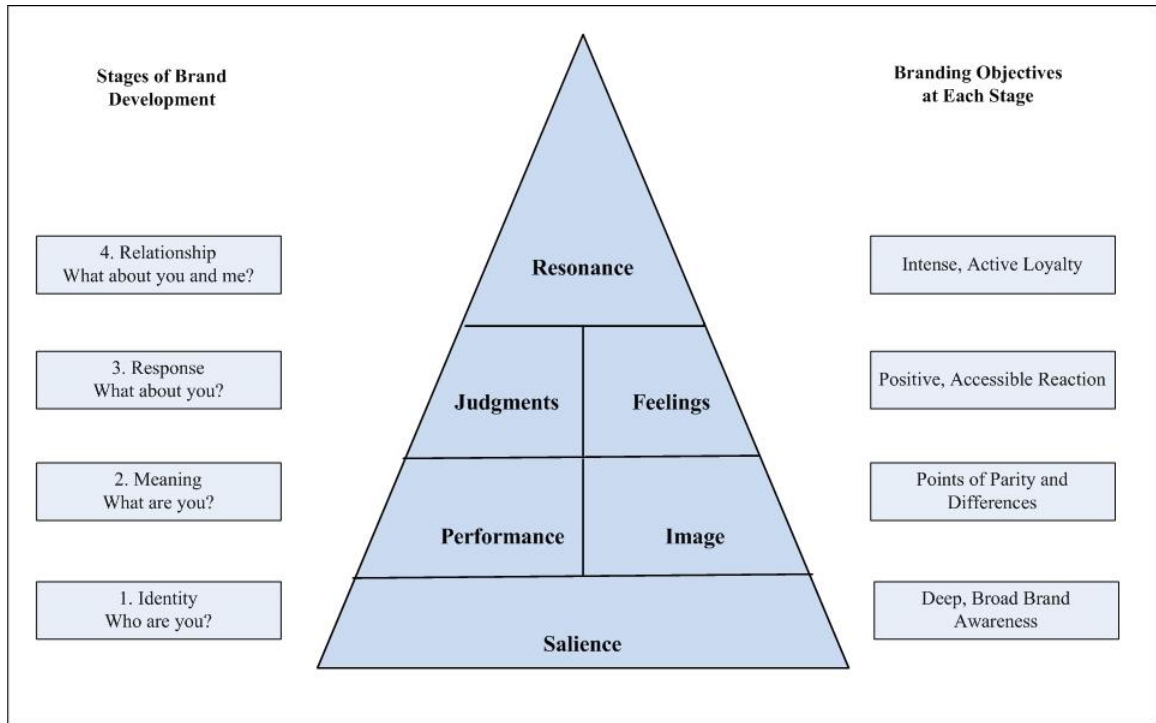


Figure-1: Customer-based Brand Equity Pyramid (Source: Keller, 2001)

The final step, brand resonance, refers to the characteristics of the relationship between the consumer and the brand and the level of time and effort spent on behalf of the consumer towards the consumption of the target brand. Brand resonance can be characterized by the bond the consumer shares with the brand as well as the amount of effort the consumer exerts to consume the brand. These Four dimensions have defined brand resonance; behavioral loyalty, attitudinal attachment, sense of community, and active engagement. Brand loyalty and brand attachment are characterized as the psychological bond the consumer shares with the brand as well as the intensity with which the consumer intends to consume the brand. Brand community refers to the level of connection or engagement that the focal consumer shares with other consumers of the brand. The engagement in these brand communities illustrates the affinity and level of effort the consumer is willing to engage in due to the brand. Finally, brand engagement refers to the resources consumers are willing to invest on behalf of the brand beyond purchase and consumption (Keller, 2001; Keller, 2008).

1.1.2. Brand Resonance:

In congruence with the views of several leading branding scholars (Aaker, 1995; Keller, 2008), it was recognized that brand resonance encompasses a range of brand-related activities and orientations from mere repeat purchase to deep emotional ties. This model treats brand equity as a development process of brand relationship. Strong brands have to achieve the final level of development called resonance that is the approach as loyalty. The advantage of “Brand resonance” lies in the duality of brand equity concept – consumer perceives brand equity on a basis of emotional and rational factors. It is important to mention that this model includes brand equity attributes, as well as their links. According to Keller Brand resonance is characterize in terms of intensity or the depth of the psychological bond that customers have with the brand as well as the level of activity engendered by this loyalty (Keller, 2001). The theoretical framework of this study is base on the consumer based brand equity model called the ‘brand resonance model’ developed by Keller (2001).

Following are the same definitions of brand resonance; some are operational definition written by authors for particular research in the branding area.

- *“Brand resonance refers to the nature of the relationship that customers have with the brand and the extent to which they feel that they are “in synch” with the brands” (Keller, 2008)*
- *“Brand resonance can be defined as how well you connect with your customer both formally and casually. Creating resonance with your brand means your message has to permeate consumers’ minds and lives” (Stratfold, 2012).*
- *Brand resonance is the extent to which a consumer develops strong behavioral, psychological, and social bonds with the brands s/he consumes (Rindfleisch et al., 2005).*
- *Brand Resonance refers to the nature of the relationship that the consumer has with the brand (Bourbab and Boukill, 2008).*

A number of concepts have also been put forth as fundamental indicators or consequences of the relationship a consumer forms with a brand. Brand engagement

(Brodie et al., 2001), brand attachment (Park et al., 2010), brand love (Batra et al., 2011); and soon have all been put forth as outcomes of a brand relationship with conceptual and empirical implications (Keller, 2001).

Brand resonance can usefully characterize in terms of two dimensions: intensity and activity. Intensity refers to the strength of the brand attachment to the brand and brand community with others. In other words, how deeply felt is brand loyalty? What is the depth of the psychological bond that customers have with the company behind the brand and other brand users? Activity refers to the behavioral changes engendered by this loyalty. How frequently do customers buy and use the brand? How often do customers engage in other activities not related to purchase or consumption? In other words, in how many different ways does brand loyalty manifest itself in day-to-day consumer behavior? For example, to what extent does the customer seek out brand information, events, and other loyal customers? Brand resonance is posited to result from the sequence of steps, a process in which each step is contingent on successfully achieving the previous step. All the steps involve accomplishing certain objectives with customers — both existing and potential. In short, brand resonance stresses the importance of understanding the cognitive, affective, and conative consequences of brand relationships — how consumers think, feel, and act — to guide research and planning for marketers. It also emphasizes a hierarchy in brand development and the importance of sequential steps in brand-building (Keller, 2012).

Initially brand resonance concept originated by Kevin Keller in 2001, according to Keller brand resonance refers to the nature of the relationship that customers have with the brand and the extent to which they feel that they are “in synch” with the brands”. With the consideration of the definition of brand resonance that was coined by Keller brand, resonance is the nature of relationship and level of identification the customer has with the brand. The meaning of brand resonance reveals that the brand resonance is nothing but the relationship between consumer and their preferred brand (Keller, 2001). Brand resonance plays a crucial role in customer relationship management and the development of sustainable brand equity between customers and the brand (Moore and Wurster, 2007). With true brand resonance, customers have a high degree of loyalty marked by a close

relationship with the brand such that customers actively seek means to interact with the brand and share their experiences with others. Examples of brands, which have had high resonance, include Harley-Davidson, Apple, and eBay. The importance of the brand resonance model is in the roadmap and guidance it provides for brand building. It offers a yardstick by which brands can assess their progress in their brand building efforts as well as a guide for marketing research initiatives (Keller, 2009). The above literature of brand resonance states that the brand resonance is nothing but the brand relationship and also it is a notable think that, many management researchers use brand resonance concept as a brand relationship (Keller, 2001; Moore and Wurster, 2007; Keller, 2008; Ruzeviciute and Ruzevicius, 2010; Aziz and Yasin, 2010; Pawar and Raut, 2012).

1.1.3. Dimensions of Brand Resonance:

a. Brand Loyalty: Once viewed as a distinct component of brand equity, (Aaker, 1991; Aaker, 1995) brand loyalty has repositioned as a potential consequence of brand equity. Keller (1993) did not include brand loyalty as a distinct component of brand knowledge. He believed that brand knowledge only composed of brand associations and brand awareness. Yoo et al., (2000) noted that brand loyalty may be more related to brand equity than some of the components of brand equity. By that, it was meant that loyalty represents a more holistic perspective and may, in fact, mediate the relationship between brand awareness, brand associations and brand equity.

b. Brand Attachment:

The pioneering work on attachment in the realm of parent-infant relationship defined an attachment as an emotion-laden-target-specific bond between a person and particular object. The bond varies in strength, with some individual exhibiting a weak bond with an attachment object and other exhibiting strong bond (Bowlby, 1982). The concept of “brand attachment” represents a particular kind of consumer-brand relationship. Brand attachment is the strength of the bond connecting the brand with the self (Park et al., 2010) attached to a brand means the consumer buys the same brand in a given product category almost exclusively (McQueen et al., 1993).

c. Brand Community: Brand communities are most likely to form around products that consumed publicly and had consumers who share a high level of commitment to the target brand (Muniz and Guinn, 2001). Additionally, brand communities are most likely to form around highly publicized brands that exist in highly competitive markets.

McAlexander et al., (2002) believed that brand communities function to strengthen the relationship between consumer and the brand. In addition, consumer's relationship and knowledge of the product itself will be changed once engaged in the community. The exchange of brand stories and the celebration of the brand's heritage should strengthen the connection between brand and consumer. As a result, brand communities may lead to the formation of favorable, strong brand associations due to this increase in knowledge regarding the brand and the development of social ties with other consumers. Finally, numerous authors have posited that there is a link between consumer loyalty and brand community (Oliver, 1999; Muniz and Guinn, 2001; McAlexander and Schouten, 2002). Brand loyalty is a holistic concept that is closely related to brand equity and may moderate the relationship between the dimensions of brand equity and outcome measures of brand equity. Therefore, it is plausible that the integration into brand community may affect brand loyalty thus impacting brand equity. Empirical evidence has shown that brand community may share a relationship with brand equity and its dimensions (Yoo et al., 2000).

d. Brand Engagement: According to Keller (2003), the strongest indication of brand loyalty is when consumers are willing to give up their time, effort, and money in pursuit of the consumption of the brand. These types of expenditures exceed the usual amount that it takes to consume the brand and indicate a willingness to give up aspects of personal performance in a dogged pursuit of the single target brand. This concept is similar to Oliver's (1999) description of an action loyalty. Action loyalty represented the highest stage of consumer loyalty toward a product and characterized by an intense oppositional brand loyalty. Actively loyal consumers have committed themselves to rebuy or repatronize a single brand and have the wherewithal to block the marketing communications of competitor brands. Furthermore, actively loyal consumers can "self-

isolate” themselves from the competitive marketplace due to the manner in which the brand resonates with them (Oliver, 1999; Keller, 2008).

1.2. Brand Relationship and Research on Brand Relationship:

The construct of a brand relationship is quite complex. Numerous types of brand relationships can identify, and each of them associated with different emotions and norms. Although marketers may be interested in developing profound and lasting relationships between consumers and their brands, not all relationships are regarded as “committed partnerships.” Some are like best friends, others like casual flings, codependences, or secret affairs. Brand relationships, much like committed partnerships, take many forms (Fournier, 1998). There is no single definition of brand relationship that will elucidate the exact meaning and interpretation of brand relationship, following the some conceptual definitions of brand relationship that was presented by management researchers.

Brand relationship defined as the relationship between the customer and brand, and it is related to personal identification of the customer with the brand (Jokanovic, 2005).

Brand relationship Brands may become an active relationship partner for the consumer and provide meanings in a psycho-socio-cultural context (Fournier, 1998).

The domain of brand relationships is extremely complex. There are numerous types of brand relationships and multiple dimensions that characterize them. They involve varying types and intensities of emotions and normative processes. They vary in the motivations that drive them, the strength of the connection bonding the consumer with the brand, and the role of various meaning makers in creating, establishing, and expanding the brand’s relationship to the self. Moreover, the psychological and behavioral outcomes of brand relationships are also numerous and complex. Our move toward a science of consumer-brand relationships presents many challenges. Many doubt that something so idiosyncratic can bring to the level of generalizability that science require. However, even though relationships may best be revealed by studying individual or collective

relationship instantiations, this does not mean that actionable relationship systems cannot result. Individuals and communities manifest relational principles that with dedication can be shown to be generalizable; we just need to apply ourselves to these goals. To have an impact, consumer-brand relationship theory must progress beyond thick description to the provisions of models that not only advance science, but prove to be actionable for firms (Aggarwal, 2004; MacInnis et al., 2009).

Susan Fournier (1998), a pioneer in the field of brand relationships, identifies three central tenets on the usefulness of brand relationships, their complexity, and their evolution. These tenets can help to guide research on brand relationships. First, brand relationships are purposive; they provide resources and meaning that help people live their lives. Acknowledging that research on personal and brand identity has contributed much to our understanding of brand relationships, Fournier (2009) cautions that a broader lens should be applied to understanding the functions of such relationships. In essence, brand relationships serve as means to higher-level goals (e.g., “getting by,” connecting with others, and emotional comfort); goals that include but also go beyond identity. The meaning of brands and brand relationships is thus informed by understanding how the brand “resonates” with those needs and goals. The second principle refers to the complexity of brand relationships, which are characterized by numerous dimensions and take various forms.

Fournier (2009) identifies over 50 such dimensions. Brand relationships can be characterized as cooperative or competitive, emotional or functional, deep or superficial. They can take forms that are active (committed partnerships, best friendships), neutral (casual acquaintances), or negative (enclaves). Fournier (2009) argues that a contractual lens on the relationship phenomenon can also provide insight into brand relationships since that lens affords a consideration of the rules and norms that guide the development, maintenance, and dissolution of relationships. This perspective leads to the third tenet, which describes the process of how relationships form and evolve. The evolving nature of brand relationships has been largely unexplored. Fournier concludes with an important point—if the work on brand relationships is to advance, we must move beyond mere descriptions of such relationships and offer insight for managers for measuring and

influencing these relationships. That insight, she argues, can be realized through the integration of discipline-based perspectives on relationships (Fournier, 2009).

Pankaj Aggarwal (2009) reviews his program of research on relationship norms. He argues that just as consumers have norms that guide human relationships, they also have norms that guide brand relationships. Two types of brand relationship norms can identify. Some brand relationships viewed from a transactional perspective. Such relationships dictate norms such as prompt repayment for specific benefits received, a desire to receive payments for benefits soon after their receipt, and tracking the input and output that relationship partners have traded over the course of the relationship. In contrast, other relationships are viewed from a communal perspective. Such relationships dictate norms such as rendering help when needed (with no expectation of monetary payment), less tracking of the relative inputs and outputs of relationship partners, and considerable leeway with regard to when repayments expected. Aggarwal's studies show that consumers' evaluations of brands are impacted by whether the brand's (marketer's) behavior is consistent or inconsistent with the norms that guide that type of relationship. Thus, consumers in transactional relationships are more sensitive to monetary repayment and repayment that is immediate (vs. delayed). Aggarwal shows that relationship norms not only impact consumers' reactions to norm violations, they also affect how consumers treat and interact with the brand and its representatives. Consumers in communal relationships are more sensitive to issues of procedural fairness, and that is, how these consumers treated as opposed to consumers in transactional, or exchange, relationships. In contrast, consumers in transactional relationships are more sensitive to issues of distributive justice; that is, how benefits allocated to consumers. Consumers in communal relationships also tend to process information about the brand on a more abstract level.

Reimann and Aron (2009) expand on Fournier's (2009) first tenet—the purposive nature of brand relationships. The authors suggest that brand relationships are fundamentally motivating because they help consumers fulfill their goals. Aron's self-expansion theory posits that people are (consciously or unconsciously) motivated to expand themselves by enhancing their ability to achieve various higher and lower order goals. Relationships with other people are important mechanisms by which individuals expand the self;

through a relationship with a partner, one comes to see the partner's resources, identities, and perspectives as one's own. Although empirical work using self-expansion theory in a brand relationship context is limited, Reimann and Aron posit that, like people, brands afford opportunities for consumers to expand their sense of self; hence the self-expansion construct may afford a useful mechanism for explaining why consumers become brand loyal. Moreover, consumers may value brands because the resources, identities, and perspectives the brand offers also seen as part of the self (perhaps fostering a brand-self connection). The authors hypothesize that new brand relationships can be emotionally intense and can create the strong potential for self-expansion (although this self-expansion potential may wane as the relationship evolves). This reduction in self-expansion may be particularly acute for low-involvement products.

Wegener et al., (2009), investigate the correlation between attitudes and behavior as suggested by research on the specificity of measuring attitudes and behaviors, the impact of social others (Theory of Reasoned Action), and the sense of personal control over behavioral enactment (Theory of Planned Behavior). The authors suggest that similar factors may involve in the relationship between consumers' attitudes toward a brand relationship and their willingness to have a sustained relationship with a brand. Literature on attitude strength reviewed, noting that strong attitudes based on thoughtful processing and that they better predict attitude-behavior linkages, and attitude resistance and persistence over time. Properties that go along with strong attitudes include the extent of knowledge about the attitude object, the attitude's accessibility, and the certainty with which the attitude held. The Elaboration Likelihood Model and the role of persuasion variables in attitude formation and change processes reviewed, about the level of elaboration (high vs. moderate vs. low) and whether processing is biased or unbiased. The authors assess the role of metacognition (thoughts about thoughts). With respect to attitudes (the primary cognition), consumers can have thoughts (metacognition) regarding the target of the thought, its origin, its valence, the amount of thought, and whether it is good or bad to hold such an attitude. Assessments of the confidence with which an attitude held can also considered as a form of metacognition. Certainty can be affected by direct experience with the attitude object, repeated expression of the attitude, ease of generating attitude-consistent thoughts, and consensual support for one's attitude. When

people believe they have resisted a persuasion attempt but realize that they have done so based on weak arguments, the confidence in their attitude can decrease. People's confidence can increase when they are asked to find fault with very strong counterarguments for why a brand is good.

1.3. Overview of the Chapters:

The subsequent content organized in the following manner. In Chapter 2, the conceptual background of brand resonance was presented based upon a thorough examination of previous literature. Research on the various components of brand relationship, brand loyalty, brand community, brand attachment, brand engagement, brand relationship with young consumers and brand measurement reviewed. Following the literature review, the conceptual and theoretical foundation for this study was present. In Chapter 3, a description of the research methodology that utilized to completion for this research presented. The chapter heading development of the scale to study brand resonance is the details of the development of measures to measure brand resonance nine constructs. Also, a description of how the research hypotheses were generated and tested was provided in research methodology and data analysis chapters.

CHAPTER 2: LITERATURE REVIEW

2.1. Introduction:

Consumers form relationships with brands, because they serve a purpose. One critical purpose is that they help consumers develop and communicate something about them: who they were, who they are, who they want to be, and who they do not want to be. The development of an individual's identity is only one motivation for forming brand relationships. Brands also provide utilitarian and emotional benefits to consumers. Brand relationships help consumers to solve problems, feel better, look better, act according to their values, and maintain harmonious relationships with others. In short, brands provide resources to consumers that meet their needs, help them to attain goals, and motivate them. The basic proposition of relationship marketing is that selling the organization should take a longer-term view of customers' relationship to ensure that those customers converted are also retained (Dibb and Simkin, 2008). The concept of brand resonance is not new for academician and marketers as it use increases not only in academics but also in practice. According to Rindfleisch et al., (2006), brand resonance is the extent to which a consumer develops strong behavioral, psychological, and social bonds with the brands s/he consumes, while Bourbab and Boukill (2008), state that brand resonance refers to the nature of the relationship that the consumer has with the brand.

2.2. Brand Resonance Model:

The Customer Based Brand Equity model designed to be comprehensive, cohesive, well grounded, up to date, and actionable. The premise of this model is that the power of a brand lies in what customers have learned, felt, seen, and heard about the brand over time. The power of a brand is what resides in the minds of customers. Marketers' continuing challenge in building a strong brand is to ensure customers have the right types of experiences with products and services and their accompanying marketing programs so the desired thoughts, feelings, images, perceptions, and attitudes become linked to the brand (Keller, 2001).

The first step in building a strong brand is creating brand saliency in the mind of the consumer. Brand salience refers to aspects of the awareness of a brand such as the top-of-mind awareness of the brand, retrievability of the brand, and the overall strength of awareness. A brand with high saliency can characterize as a great amount of depth and breadth of brand awareness. In most cases, brand awareness is not a sufficient condition for consumers to purchase. Instead, brand awareness acts as the launch point for building the meaning of the brand in the mind of the consumer (Keller, 2001). The second step in building a strong brand is the creation of a product that meets or exceeds the functional and psychological or social needs of the consumer. Brand performance and brand imagery are key aspects of achieving this step in building a strong brand. The key aspect of achieving this goal is to build strong, favorable, and unique brand associations related to the functional and experiential aspects of the brand. Overall, greater amounts of brand knowledge will lead to a better understanding of brands meaning on behalf of consumers. The meaning of the brand is what elicits responses to the brand on the part of the consumer (Keller, 2008). The third step in building a strong brand is eliciting consumer responses to the brand by means of brand judgments and brand feelings. Brand judgments refer to the cognitive evaluation of the overall superiority, quality, credibility, and consideration of the brand. This aspect of brand response evaluates the functional and symbolic aspects of the brand in reference to its competition to determine which product is superior. Another aspect of this step is the elicitation of an effective response from the consumer. The judgments and feelings toward the brand on behalf of the consumer influence the relationship and level of identification that the consumer has the brand. Brand feelings refer to evocation of feelings and emotions from consumers to themselves and others due to the brand.

The final step, brand resonance, refers to the characteristics of the relationship between the consumer and the brand and the level of time and effort spent on behalf of the consumer towards the consumption of the target brand. Brand resonance can be characterized by the bond the consumer shares with the brand as well as the amount of effort the consumer exerts to consume the brand. These Four dimensions have defined brand resonance: behavioral loyalty, attitudinal attachment, sense of community, and active engagement. Brand loyalty and brand attachment are distinguished as the

psychological bond the consumer shares with the brand as well as the intensity with which the consumer intends to consume the brand. Brand community refers to the level of connection or engagement that the focal consumer shares with other consumers of the brand. The engagement in these brand communities illustrates the affinity and level of effort the consumer is willing to engage in due to the brand. Finally, brand engagement refers to the resources consumers are willing to invest on behalf of the brand beyond purchase and consumption (Keller, 2001; Keller, 2008).

Building a strong brand, according to the CBBE model, can be thought of as a series of steps, where each step is contingent on successfully achieving the previous step. The first step is to ensure identification of the brand with customers and an association of the brand in customers' minds with a specific product class or customer need. The second step is to firmly establish the brand meaning in the minds of customers (i.e., by strategically linking a host of tangible and intangible brand associations). The third step is to elicit the proper customer responses to this brand identity and brand meaning. The final step is to convert brand response to create an intense, active loyalty relationship between customers and the brand.



Figure-2: Sub-dimension of brand resonance Pyramid (Source: Keller, 2008)

The steps in this "branding ladder" follow an order, from identity to meaning to responses to relationships. Meaning cannot establish without first creating identity; responses cannot occur unless companies develop the right brand meaning, and a relationship cannot be forging without getting the proper responses from customers (Keller, 2001).

Brand Relationship:

The final step focuses on the relationship and level of personal identification the customer has with the brand. Brand resonance refers to the nature of the relationship customers have with the brand and whether they feel coordinated with the brand. The depth of the psychological bond customers have with the brand as well as how much activity this loyalty engenders characterizes it. Brand resonance can be broken down into four categories Repeat purchases and the amount or shares of category volume attributed to the brand are the main attributes of behavioral loyalty. How often do customers purchase a brand and how much do they purchase? For bottom-line profit results, the brand must generate sufficient purchase frequencies and volumes. Some customers may buy out of necessity if the brand is the only product readily accessible or is the only one they can afford to buy. To create resonance, the brand must perceive as something special in a broader context. Identification with a brand community may help customers feel a kinship with other people associated with the brand. These connections may involve fellow brand users or customers or instead may be employees or representatives of the company. Perhaps the strongest affirmation of brand loyalty is when customers are willing to invest time, energy, money, or other resources into the brand beyond those expended in purchase or consumption (Keller, 2008).

Brand relationships involve two dimensions—intensity and activity. Intensity is the strength of the Brand attachment and sense of community. Activity refers to how frequently the consumer buys and uses the brand, as well as engages in other activities not related to purchase and consumption on a day-to-day basis. Examples of brands with high resonance include Harley-Davidson, Apple, and eBay.

Brand-Building Implications:

With the CBBE model, the strongest brands excel in all six of the brand-building blocks. The most valuable building block, brand resonance, occurs when all the other brand-building blocks are completely in synch with customers' needs, wants, and desires. Simply put, brand resonance reflects a completely harmonious relationship between customers and the brand. A brand with the right identity and meaning can result in a customer believing the brand is relevant to them. The strongest brands will be the ones to which those consumers become so attached that they, in effect, become evangelists and actively seek means to interact with the brand and share their experiences with others.

A carefully constructed and sequenced brand-building effort based on the CBBE model can help companies achieve brand resonance. Firms that can achieve resonance and affinity with their customers should reap a host of valuable benefits, such as greater price premiums and more efficient and effective marketing programs. Using the CBBE model, marketers can better assess how brand-building efforts are progressing and can create successful marketing research initiatives (Keller, 2001).

Brand Relationship Network:

The brand resonance network depicts four key relationships that profoundly influence the four dimensions of brand resonance. Although from a marketer's perspective, the most important relationship may be ultimately between the consumer and the brand, the fact is that it is increasingly the case that relationships among consumers, between consumers and the company and the company and the brand, strongly influence that consumer-brand relationship. Managing these relationships thus becomes of primary importance too. For each type of relationship, the focus is on the manner or form of the interaction involved. Here are just a few key considerations for each of the four types of relationships in the brand resonance network.

(1) Consumer-Company Relationship: What do consumers know and feel about the company behind the brand and how it treats consumers?

(2) Consumer–Consumer Relationship: How much interaction occurs among consumers on-line and off-line such that they can learn from and teach others, as well as express their loyalty and observe the loyalty of others?

(3) Company–Brand Relationship: Is the company viewed as a good brand steward and ensuring that the brand lives up to its promise, delivers on consumer expectations and exhibits the right brand values in the marketplace?

(4) Consumer–Brand Relationship: Finally, how much and how often do consumers use the brand, and how strongly do they feel attached to it? Different communication options can differentially affect these four types of relationships and connections. For example, a TV ad that is also placed by a company on its website – and that ends up being voluntarily passed along to many consumers on-line as a result – may actually help all four types of relationships. Strengthening each of these relationships and connections singularly or in combination increases customer loyalty and brand resonance (Keller, 2009).

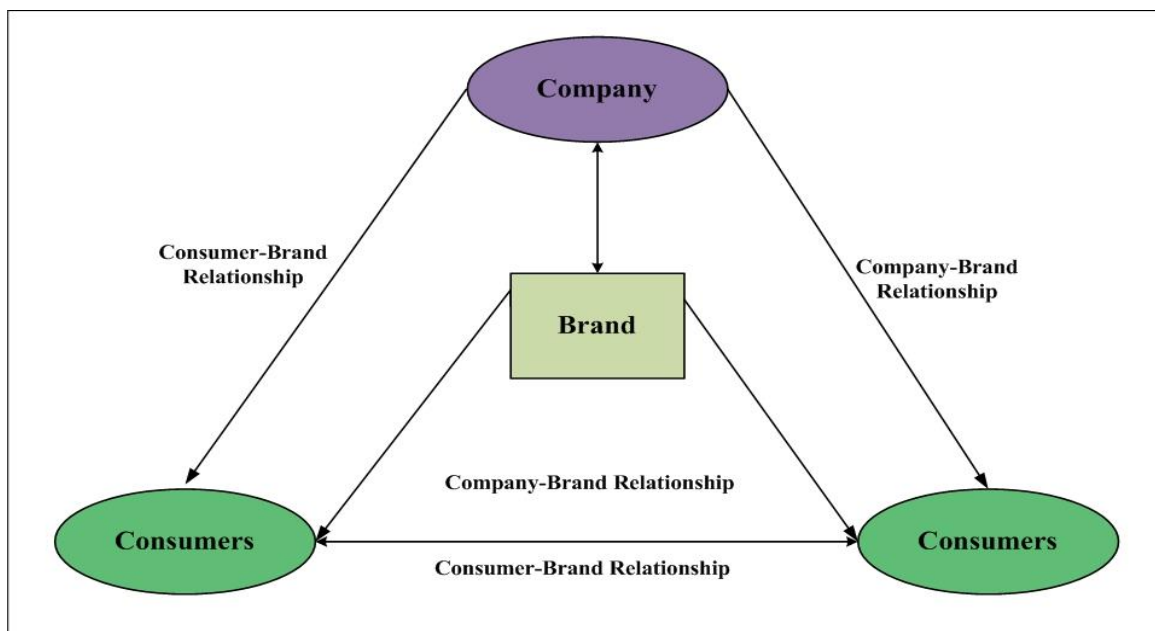


Figure-3: Brand Resonance Network (Source: Keller, 2009)

Fournier (1998), suggest that a brand can view as a relationship partner. One way to achieve this is by understanding “the ways in which brands animated, humanized, or

somehow personalized”. She mentions three brand-animating processes: through the spirit of a past or present other, by using brand-person associations, and through a complete anthropomorphization of the brand. Brand relationships happen “at the level of consumers’ lived experiences”. These relationships offer meanings to the consumer; some being functional and utilitarian while others are psychological or emotional. The relationships often provide consumers with a sense of structure, order, and predictability. In addition to these self-brand relationships, brands also appear capable of enhancing certainty by helping consumers establish meaningful connections with fellow brand users.

Brand is much more than a “recognition” factor, much more than a conveyor of additional information about unseen qualities of company products. Brand is a “feeling good” factor, resonating with customer emotion and serving as a source of meaning for customers. International is striving for a comprehensive approach to branding that generates a powerful customer-brand relationship, creating a strong “feeling good” factor. In time, the invigoration of International’s brand must lead to a change in customer behavior, creating demand for International’s products and services and ultimately business success (Boatwright et al., 2009). An intimate customer-brand relationship cannot be established without well-perceived quality of the brand. The familiarity with the brand quality may be more helpful to gaining brand resonance. The non-significant relationship between quality perception and repurchase intention indicates that quality perception alone is unable to induce customers to repurchase the product. A strong customer-brand relationship can also make customers more receptive to new products or extensions under the same brand. For global businesses, brand management can arguably be put forward as the most important element of the marketing mix. Gaining customer buy-in, establishing and maintaining brand relationships, fostering opportunities for repurchase and customer advocacy – such is the stuff of the brand manager’s job (Wang et al., 2008). It also implies that consumer awareness contributes to building the meaning of the brand, which will influence consumer responses towards the brand, which, in turn, will contribute to the establishment of consumer-brand relationship (Aziz and Yasin, 2010).

2.3. Brand Resonance: Relationship Approach

Building a strong brand has been shown to provide numerous financial rewards to firms, and has become a top priority for many organizations. Brand resonance, focused upon the ultimate relationship and level of identification that the customer has with the brand. Brand resonance model treats brand equity as a development process. Strong brands have to achieve the final level of development called resonance that is approached as loyalty. The advantage of “Brand resonance” lies in the duality of brand equity concept – consumer perceives brand equity on a basis of emotional and rational factors. It is important to mention that this model includes brand equity attributes, as well as their links (Keller, 1993). Brand resonance is characterized in terms of intensity or the depth of the psychological bond that customers have with the brand as well as the level of activity engendered by this loyalty (Keller, 2001).

Following are the same definitions of brand resonance; some are operational definition written by authors for particular research in the area branding.

“Brand resonance refers to the nature of the relationship that customers have with the brand and the extent to which they feel that they are “in synch” with the brands” (Keller, 2001; Keller, 2008).

“Brand resonance is the extent to which a consumer develops strong behavioral, psychological, and social bonds with the brands s/he consumes” (Rindfleisch et al., 2005).

“Brand Resonance refers to the nature of the relationship that the consumer has with the brand” (Bourbab and Boukill, 2008).

“Brand resonance can be defined as how well you connect with your customer both formally and casually. Creating resonance with your brand means your message has to permeate consumers’ minds and lives” (Stratfold, 2012).

The basic level of brand resonance described as brand loyalty and stronger level of brand resonance described as active engagement. With the interpretation of brand resonance model, the final step focuses on the relationship and level of personal identification that customer has with the brand. Brand resonance refers to the nature of the relationship customers have with the brand and whether they feel synchronized with the brand. The depth of the psychological bond customers have with the brand as well as how much activity this loyalty engenders characterizes it. Brand resonance can be broken down into four categories;

Brand loyalty represents the repeat purchases and the amount or shares of category volume attributed to the brand are the main attributes of behavioral loyalty. How often do customers purchase a brand and how much do they purchase? Brand loyalty can gauge in terms of repeat purchase and the amount or share of category volume attributed to the brand, that is, the “share of category requirement.” For bottom-line profit results, the brand must generate sufficient purchase frequencies and volumes.

Brand attachment is like some customers may buy out of necessity if the brand is the only product readily accessible or is the only one they can afford to buy. To create resonance, the brand must be perceived as something special in a broader context. Customer should go beyond having a positive attitude to viewing the brand as something special in a broader context. For example, customers with a great deal of brand attachment to a brand may state they "love" it and describe it as one of their favorite possessions or view it as a "little pleasure" they look forward to.

In *brand community* the brand may also take a border meaning to the customer by conveying a sense of community. Identification with the brand community may reflect an important social phenomenon in which the customer feels a kinship or affiliation with other people associated with the brand, whether fellow brand users or customers, employee or the representative of the company.

Brand engagement is the strongest affirmation of brand loyalty is when customers are willing to invest time, energy, money, or other resources into the brand beyond those expended for purchase or consumption. For example, customers may choose to join a

club centered on a brand or receive updates and exchange correspondence with other brand users or formal or informal representatives of the brand. They may visit brand-related Web sites or participate in chat rooms. In this case, customers themselves become brand evangelists and help to communicate about the brand and strengthen the brand ties of others. Strong Brand attachment and brand community are typically necessary for brand engagement with the brand to occur (Keller, 2001).

Keller (2001), proposed four main constructs, namely, brand identity, brand meaning, brand responses and brand relationships. These four constructs consist of six “brand building blocks”, which he assembled as a brand pyramid. The basic premise of the model is that the power of a brand lies in what customers learned, felt, saw and heard about the brand over time. The creation of brand equity involves reaching the top of the brand pyramid. According to Keller (2001), the six building blocks are: (1) Brand salience, which relates to how often the brand is evoked in purchasing and consumption situations, (2) Brand performance, the extent to which the product meets customers’ functional needs, (3) Brand imagery, which relates to the extrinsic properties of the product, (4) Brand judgments, which focus on customers’ personal opinions and evaluations, (5) Brand feelings that are customers’ emotional responses and reactions towards the brand, and (6) Brand resonance, which refers to the nature of the customer-brand relationship and the extent to which customers feel that they are “in sync” with the brand (Keller, 2001; Keller, 2008).

Brand resonance refers to the relationship between brand and its users including consumers’ willingness to purchase and to recommend to others. The power of a brand lies in the minds of consumers, in the effect of what they have experienced and learned about the brand on their responses to the brand over time (Keller, 2000). Brand resonance could help predict repurchase intention, future earnings and firm value in various markets (Aaker and Jacobson, 2001). Moreover, brand resonance, i.e. the interactive relationship between customers and brand, can lead to repeat purchase, which can help produce more profits by reducing the cost. A strong customer-brand relationship can also make customers more receptive to new products or extensions under the same brand. A pyramid is identified in which corporation ability association and brand awareness are in

the first level, quality perception is at the second level and brand resonance sits at the top of the pyramid in level three. It is a simple way to view the relationships and ascertain cause and effect for a given brand (Wang et al., 2008). In the brand resonance model, customers with true brand resonance, have a high degree of loyalty and actively seek means to interact with the brand and share their experiences with others (Atilgan et al., 2005). A strong brand should satisfy the customer. The most powerful block is brand resonance. Therefore, the strongest brands will be those to which customers become so attached that they, in effect, become evangelistic and actively seek means to interact with the brand and eagerly share their experiences with others (Keller, 1993).

The model, which was originated by Keller (2001), that is consumer based brand equity or brand resonance model, the model represents the phenomenon of brand equity. The above literature shows that the concept of brand resonance correlated with the brand equity by many management researchers. The concept of brand equity is defined ambiguously in the scientific literature. There are two major approaches to treating brand equity – financial approach and consumer-based approach. Brand equity treated by consumer-based perspective; analyze consumer perception and behavior models that have an influence on a final purchase decision.

As above literature shows that brand resonance has four dimensions, that captures a number of different aspects of brand loyalty such as;

(1) Brand loyalty – customers' repeat purchases and the amount or share of category volume attributed to the brand.

- How often do customers purchase the brand?
- How much do customers purchase of the brand?

(2) Brand attachment – when customers view the brand as being something special in a broader context.

- Do customers 'love' the brand?
- Do customers describe the brand as one of their favorite possessions?
- Do customers view the brand as a 'little pleasure' they look forward to?

(3) Brand community – when customers feel a kinship or affiliation with other people associated with the brand.

- Do customers interact with fellow brand users or employees or representatives of the company?
- Does this customer interaction occur on-line and off-line?

(4) Brand engagement – when customers are willing to invest personal resources in the brand – time, energy, money, etc. – beyond those resources expended for purchase or consumption of the brand.

- Do customers choose to join a club centered on a brand?
- Do customers receive updates, exchange correspondence with other brand users or formal or informal representatives of the brand itself?
- Do customers visit brand-related websites, participate in chat rooms and so on?

To create brand resonance, marketers must first create a foundation on which resonance can be built. According to the customer-based brand equity model, resonance is most likely to result when marketers are first able to create:

- Proper salience and breadth and depth of awareness;
- Firmly established points-of-parity and points-of-difference;
- Positive judgments and feelings that appeal to the head and the heart.

With a firm foundation in place, marketers can then optimize the four dimensions of brand resonance. There is a number of marketing communications activities that can be put into place to impact any one dimension of resonance. Any marketing communication may also affect more than one dimension of brand resonance. For example, when BMW created its on-line video series, the driver, featuring top film actors and directors, it arguably enhanced brand attachment, community, and engagement. In fact, there may be interactive effects such that, for example, higher levels of attachment lead to greater engagement. To maximize brand resonance, levels of both the intensity and activity of loyalty relationships must be increased (Keller, 2009).

On the basis of above literature it was found that the brand Resonance is nothing but the brand relationship (Keller, 2008; Bourbab and Boukill, 2008; Stratfold, 2012; Rindfleisch et al., 2005). Brand relationship is one of the component or element of brand equity as the model presented by different management researchers or experts. As brand resonance model, suggest that the brand resonance is nothing but the brand relationship between consumers and their preferred brand. The above literature of brand resonance indicates that there is a four kind of relationship that consumers has with brands such as brand loyalty (Behavioral Loyalty), brand community(Sense of Community), brand attachment(Attitudinal Attachment), and brand engagement(Active Engagement). As many management researchers define brand resonance as nature of the relationship that customers have with the brand (Keller, 2001; Keller, 2008), association between consumers and their brand (Stratfold, 2012), strong behavioral, psychological, and social bonds between consumers and their brands (Rindfleisch et al., 2005), and level of identification of the customer with a brand and nature of the relationship that the consumer has with the brand (Bourbab and Boukill, 2008).

2.4. Brief Discussion of Brand Resonance Dimensions:

- Brand Loyalty
- Brand Attachment
- Brand Community
- Band Engagement

2.4.1. Brand Loyalty:

Brand loyalty is “a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, causing repetitive same brand or same-brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1999).According to Aaker(1991) brand loyalty, reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or product features. Aaker also suggests that brand loyalty leads to brand equity, which leads to business profitability. Aaker divides brand

equity into five major asset categories: brand name awareness, perceived quality, brand associations, brand loyalty and other proprietary brand assets (Aaker, 1991). Researchers have done lots of research on the single dimension and two-dimensional approach of brand-loyalty. In two-dimensional approach, they divided brand loyalty into attitudinal brand loyalty and behavioral brand loyalty. Attitudinal brand loyalty means the consumers' psychological commitment to repurchasing the brand; whereas behavioral brand loyalty is concerned with the action of repurchase (Rundle and Bennett, 2001; Bandyopadhyay and Martell, 2007; DeWitt et al., 2008). Repeat customers are valued customers. In addition, much of consumer behavior is repetitive. Panel data investigations have identified periodic patterns in consumer purchase and consumption (Khare et al., 2006; Ehrenberg, 1991). For example, considerable inertia-like repeated purchases of the same brands are evident across different shopping episodes (Seetharaman, 2004). Self-report studies of the items consumers purchase revealed a similar pattern of repetition (Bettman, and Zins, 1977). By estimates from these studies, a substantial proportion of consumer purchases are repetitive.

The importance of understanding repeated patronage is illustrated by brand performance data. Market researchers have noted that repeated patronage has long-term financial and brand performance advantages, including increases in market share for a brand, customer lifetime value, and share of wallet (Ehrenberg et al., 1990; Baumann et al., 2005). These relationships between repeated purchasing and marketing outcomes highlight the importance of understanding the psychological factors that promote repeated purchasing. By understanding these psychological processes, marketers may leverage important brand outcomes (Wirtz et al., 2007). What is the psychology behind the repeated purchase or consumption of a particular brand? The traditional answer invokes brand loyalty or some other positive brand relationship. When people develop a fondness for particular brands and form attachments to them, these favorable evaluations lead to repeated purchase and consumption. Often, people repeatedly purchase and consume out of habit (Tam et al., 2009). Marketers are intensely concerned about brand loyalty, even though, the literature is confused about the importance, as well as the relative consequence, of loyalty as a brand relationship measure. The explosion of similar products makes it very difficult for customers to develop brand loyalty and has led to an overall decrease in the amount of

brand loyalty (Wielbacher, 1993). But regardless of whether the details are in dispute, the concept of brand loyalty is useful in that it still represents the best manifestation of a successful, enduring brand relationship. The theory behind brand loyalty is based on an acquisition- the retention continuum. Customer acquisition is focused on getting as many new customers as possible to try a brand. It is often the focus of programs that are driven by short- term, transactional objective resulting in one-time sales. At the other end of the continuum is customer retention, which is driven by an emphasis on creating and maintaining customer relationships over time by building high level of commitment and bonding. Thumb rule of brand loyalty is costs five to ten times as much to get a new customer as it costs to keep existing customers (Giep and Moriarty, 2009).

Many time marketers and researchers think on the questions is to what degree can brand loyal purchasing behavior be traced back to a customer's underlying commitment (bond or relationship), or does it happen out of sheer habit? In other words, to what degree is there a 'real 'brand loyalty? And to the degree that there is one, how durable is the behavioral components? How unfaltering are consumers in their loyalty to the brands?, and can brand loyalty behavior be predicted from brand attitude (Giep and Moriarty, 2009). With this concern the Baldinger and Rubinson (1996), found that there is a strong relationship between behavior and attitude, if the consumer with weak attitude then it's not truly loyal toward the brand and if the consumer with strong attitude then it's truly loyal toward the brand.

Brand Loyalty Research:

Much of the research on brand loyalty has been developed from the marketer's view and focused on the value of customer loyalty to the firm and how loyalty should be managed. Less work has been done on the consumer side asking why and how consumers become loyal and remain loyal to brands (Schultz and Bailey, 2000).The research done by W. T.Tucker (1964) shows that some consumers will become brand loyal even when there is no discriminate difference between brands other than the brand itself. The brand loyalty established under such conditions is not trivial, although it may be based on what are apparently trivial and superficial differences. Consumers vary greatly in their susceptibility to brand loyalty. Brand loyalty and preference for particular product

characteristics are quite different considerations that together makeup what is normally referred to as brand loyalty. While it is difficult to identify exploratory consumer behavior, it seems clear that some consumer selections are largely exploratory in nature and may indicate that a repeat purchase is highly unlikely. Brand loyalty is a relevant construct in the relationship marketing literature, which considers trust and commitment or loyalty to be "key mediating variables" in relational exchanges (Morgan and Hunt, 1994). Findings of brand loyalty research suggest that brand trust and brand affect are separate constructs that combine to determine two different types of brand loyalty—purchase loyalty and attitudinal loyalty—which in turn influence such outcome-related aspects of brand equity as market share and relative price, respectively (Chaudhuri and Holbrook, 2001).

The research done by Ioan (2009) suggests that, in order to create brand loyalty, a high-intensity level of distribution should be established and maintained, especially in the case of consumables. Brand loyalty depends upon the quality of the product/service. If it is as per the perception of the customer and it meets money value, which he/she expects, then it creates the loyalty towards the brand (Ahmed et al., 2011). A high level of brand satisfaction is not necessarily preconditioned by high levels of brand associations' favorability (perceived quality, brand prestige, brand popularity etc.). Instead, satisfaction is given by the conformity between user experience and expectations, expectations that can derive from a variety of personal, environmental and contextual factors. Still, brand satisfaction is strongly correlated with the intention to repurchase and recommend, and, therefore, it was found that brand satisfaction is an intrinsic dimension and a pre-requisite of both attitudinal and behavioral brand loyalty. Consequently, it was found that these two components constitute an extended part of brand loyalty (Moisescu and Allen, 2010).

2.4.2. Brand Attachment:

The pioneering work on attachment in the realm of parent-infant relationship defined an attachment as an emotion-laden-target-specific bond between a person and specific object. The bond varies in strength, with some individual exhibiting a weak bond with an

attachment object and other exhibiting strong bond (Bowlby, 1982). The concept of “brand attachment” represents a specific kind of consumer-brand relationship. Brand attachment is the strength of the bond connecting the brand with the self (Park et al., 2010) to be attached to a brand means the consumer buys the same brand in a given product category almost exclusively (McQueen et al., 1993). Research in psychology concentrate on individuals attachments to other individuals like infants, mothers, romantic mates (Weiss, 1988), extent research in marketing (Belk, 1998) suggest that attachment can extend beyond the persons- person relationship context. Research shows that consumers can develop attachment to gifts, place of residence, brands (Schouten and McAlexander, 1995) and other types of special or favorite objects (Richins, 1994).

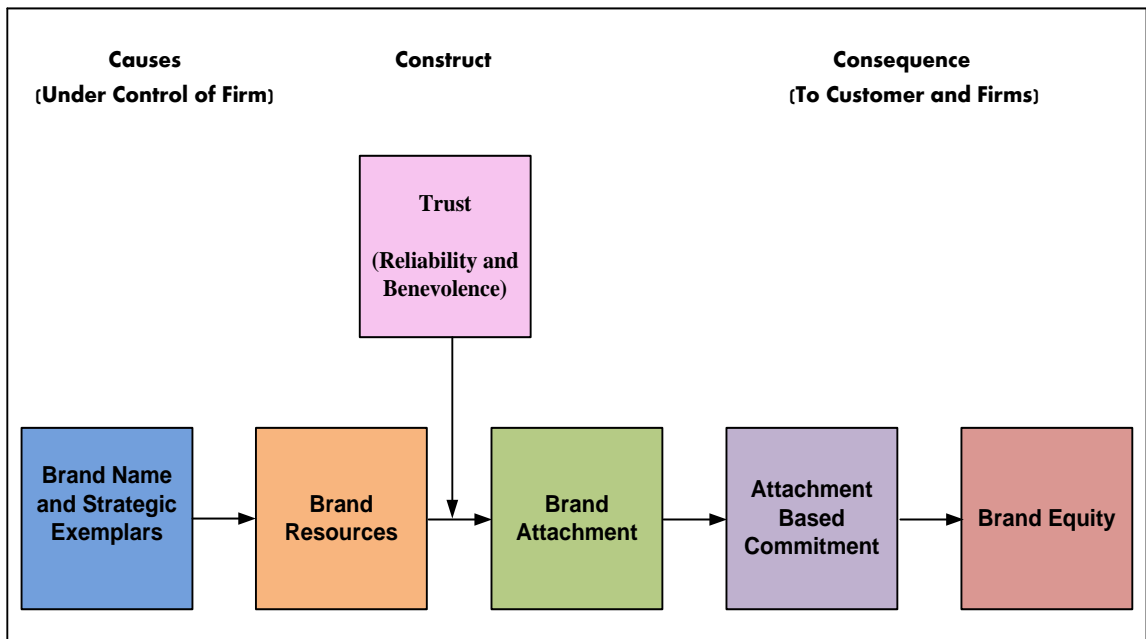


Figure-4: Brand Attachment: Construct, consequence and causes
 (Source: Park et al., 2008)

Past research on brand relationships has indirectly touched on the construct of brand attachment. Researchers in the field of management research define the brand attachment as, the strength of the cognitive and affective bond connecting the brand with self (Park et al., 2008). Attachment denotes psychological state of mind in which a strong cognitive

and affective bond connects a brand with an individual in such a way that brand is viewed as an extension of the self. Consistent with some prior literature, brand attachment is characterized by a strong linkage or connectedness between the brand and the self (Schultz et al., 1989). According to Park et al., (2008), brand attachment developed through branding strategies which used brand resources, such as name, sign, image, etc. branding resource developed customer trust which leads brand attachment. Brand attachment creates some commitment towards the brand in the mind of consumers which developed brand equity. The branding strategies and branding resource are in control of firm, while brand attachment, customer commitment and development of brand equity are in the control of customer.

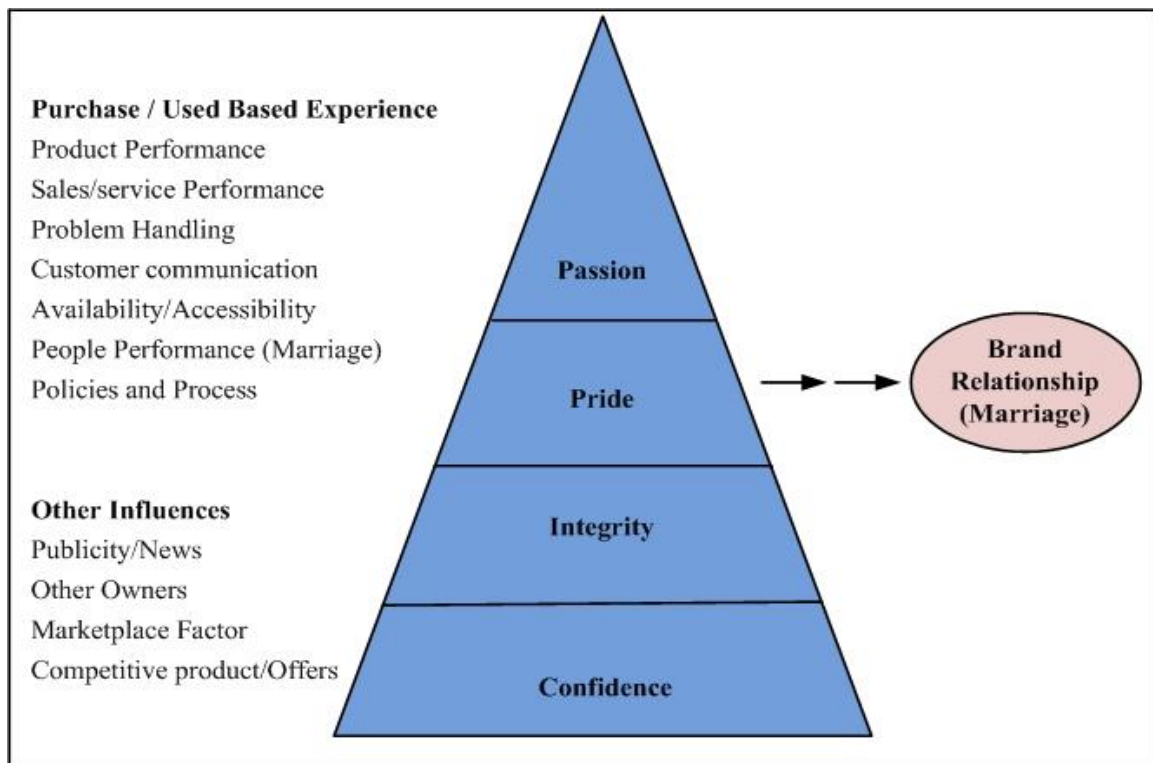


Figure-5: The Pyramid of Brand Attachment (Source: William, 2005)

William,(2005) developed the Pyramid of Brand Attachment, as the following pyramid reveals, emotional bonds consist of four related perceptual components that build to an overall emotional link that ties a customer to the brand. These four perceptual components are Confidence, Integrity, Pride, and Passion. Each is part of the overall

emotional link that is forged by and shaped by the customer's ongoing experience with a company's products and services. And each of these four components can be reliably measured by a simple pair of rating scale.

Confidence and integrity are the essential foundations for brand marriage. They represent consumer beliefs regarding a company's brand performance and its ability to keep its promise always, even when the going gets tough. There can be no real brand relationship if customers have doubts as to the brand's capacity or commitment to continue delivering on its promises. Confidence and integrity reflect consumer's beliefs about how a company treats buyers and users of its branded products and services. The next two levels of the "brand attachment" relationship hierarchy, Pride, and Passion, reflects something even more important: how that treatment makes these customers feel (McEwen, 2005).

Brand Attachment Research:

The past study reveals that the importance of brand personality in the formation of brand-consumer relationships. In particular, it empirically proves that consumers establish more intense brand commitment through the experiences of love, joy, and pride induced by the process of brand attachment or self-esteem (Kim et al., 2005). The feeling of joy is a starting point in forming an emotional bond with the brand and in developing more profound emotions such as love. Oliver (1999) refers to the commitment based on love as 'unfailing commitment,' emphasizing its qualitative difference from attitudinal loyalty based on other emotions (Oliver, 1999). Past research shows that more strongly a consumer's attachment to a brand, the more willing they are to forsake personal resources to maintain an ongoing relationship with the brand. They are willing to engage in difficult behaviors -- "those that require investments of time, money and energy, so as to maintain or deepen a brand relationship. Highly attached consumers are more motivated to devote their own resources to the process of self-expansion, including paying more, defending the brand, derogating alternatives, and devoting more time to the brand through brand communities and brand promotion through social media (Science Daily, 2010).

Study supports that brand-self connection and prominence both contribute to the measurement of brand attachment. It also supports a second-order representation of attachment (with brand-self connection and brand prominence as separate indicators), which in turn supports the notion that the two subscales are subsumed within the attachment construct. Finally, it supports conceptualization of attachment and brand attitude strength as related yet distinct constructs both from a measurement perspective and in terms of their ability to predict separation distress. The results of study corroborate the important role of brand attachment and strongly support the notion that brand attachment and brand attitude strength are different constructs that have different outcomes related to behavior, brand purchase share and need share (Park et al., 2010).

Attachment study has found, consumers have become so attached to brands that, if forced to buy a competing product, they suffer separation anxiety. Researchers at the University of Southern California surveyed users of prominent brands including the Apple iPod and found the emotional bond was so powerful consumers were willing to go to great lengths to keep their favorite name. They found the stronger a consumer's attachment to a product, the more willing they were to give up other personal items to keep the brand and the more motivated they were to waste time, money and energy to get more involved in the brand. According to the study, consumers who are highly attached to a brand are more likely to pay more, defend a brand, bag competitors and devote more time to the product, including bragging about it via social media. A consumer who is strongly attached to a brand of Soft Drinks is not only less likely to buy competing Soft Drinks, but also less likely to buy other beverages (e.g.- tea, coffee, water, juice). Likewise, a consumer who is attached to his/her I-Phone may not only be more likely to allocate more of his/her monetary resources to the I-Phone, but also more likely to use his/her I-Phone as a source of information and entertainment compared to competing need categories (e.g., Newspapers, TV, magazines) (Bervanakis, 2010).

2.4.3. Brand Community:

In recent years, academic treatments of consumption activities have begun to move away from a focus on the individual to considerations of the communal. We can sum up the social context by stating that people are born into a world that they experience as the world. However, the world as they experience it is only a social construct. Habits form this social reality passed on from one generation to another. Children internalize this social reality, so it becomes the reality from them. With the young people, this social influence can manifest itself in the diverse clothing styles that are experienced as proper by the different groups. Peer group have the tremendous impact on the brand choice of young people, particularly for trendy products, such as clothing, music, movies, and electronics. Such social influences can be death for a brand that is not favored by peer-dominated group such as teenagers, who use social consensus information to arrive at judgments and brand evaluation. Brand communities are a twentieth-century phenomenon that reflects the power of a social relationship to confirm the value of a brand (Giep and Moriarty, 2009). Harley-Davidson and its grassroots HOG (Harley Owners Groups) is one of the most well-known examples of brand community and the model for Lego's Lagnuts group. Less formalized groups are those loyal, almost cult-like owners of Apple computers and Saab and Volvo cars (Muniz and Guinn, 2001) have found three characteristics of these communities: consciousness of being connected not only to the brand but to other members of community; legitimacy, achieved through rituals and traditions that distinguish real members from marginal members; and oppositional brand loyalties (Giep and Moriarty, 2009).

A brand community defined by American Marketing Association "A community formed on the basis of attachment to a brand (product or service)" (AMA).

McAlexander and Schouten, (2002) define brand community as 'Communities whose primary basis of identification is either brands or consumption activities, that is, whose meaningfulness is negotiated through the symbolism of the marketplace. A brand community is a specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand. It is specialized because at its center is a branded good or service.'

Muniz and O'Guinn (2001) "define a brand community as a "specialized, non-geographically bound community, and based on a structured set of relationships among admirers or a brand" (Muniz and Guinn, 2001).

The social identity can also be a result of the perception of the typical users of a brand (the user's image) with which people identify or which they reject. In extreme cases, a brand community can come into being, defined by Carlson (2005) "as a perceived social bond that exists among a collective group of users of a brand. Such a brand-driven affiliation results from a congruency between beliefs, attitude and values held by an individual, those held by other users of the brand as a collective group, and those projected by the brand itself" (Carlson, 2005). Online communities have reshaped the way brands interact with their customers, as well as how customers interact with each other. Intel found out when challenges to its chip circulated online and overwhelmed the company's attempts to control or even respond to, these very public complaints (Giep and Moriarty, 2009).

Brand Community Research:

Brand communities offer a way to enmesh the customer in a network of relationships with the brand and fellow customers as opposed to the traditional brand loyalty — a one-to-one relationship between a brand and its customer. It is presumed that such an approach would strengthen the bonds with the customer in a much superior fashion. Recent studies have further succeeded in alerting marketers to the positive aspects of brand community participation and engagement that ultimately influence the behavior of a customer in the marketplace (Algesheimer et al., 2005). Past study suggests that the relationship between ethnicity and membership of a brand community is a strong one. The strength of this relationship indicates a variety of opportunities for marketers who wish to exploit this connection. While Asian Indians may not constitute a 'captive audience' for marketers, their strong sense of ethnicity undoubtedly will result in favorable outcomes for marketers who appeal to their sense of brand loyalty (Quinn and Devasagayam, 2005). More critical appreciation of the roles of brands in our lives points towards a brand community perspective that acknowledges the network of connections between a brand's various publics. This perspective also avoids the pitfall of stretching

the interpersonal relationship metaphor too far and provides a strong foundation upon which brand managers can build (Patterson and O'Malley, 2006). Fournier (1998), indicates that people buy brands because they have established loyal, long-term, committed, affect-laden relationships with particular brands. Consumers not only form relationships with their brands, but also they form relationships with other consumers that have similar brand preferences. This network of consumer relationships is called a brand community or consumption community (Fournier, 1998). Brand communities are networks of consumer relationships that situate around a commonly used brand. These communities create a sense of belonging among consumers and the brand becomes the central purpose and meaning for group interaction (Hollenbeck et al., 2006).

Adding to existing consumer culture theory in brand communities, findings reveal that a group of shared ideological distinctions- such as off-road capability versus environmental irresponsibility, positive attention versus selfish vanity, and social superiority versus excessive overconsumption-combined with knowledge about which side to favor forms the social foundation of the brand community. These distinctions rather than intrinsic communalities initially inspire brand community as well as protest community building. A brand community considerably depends on, alludes to, draws on, and interacts with its social environments. A brand community that builds on strong distinctions cannot escape social attention if the brand is publicly consumed (Luedicke, 2006). A brand community includes users of a brand who relate to each other in ways that include perceived similarity, tradition, patterns of consumption, and a sense of responsibility for the brand's welfare (Muniz and Guinn, 2001). Both ethnographic and quantitative empirical researchers (McAlexander and Schouten, 2002) demonstrate that, the strength of a brand community and an individual customer's integration therein lie in a web of relationships that customers perceive themselves to have with a brand, a company, its products, and it is other customers. Individual integration in a brand community constitutes a powerful form of customer loyalty with its entire attendant benefits to the marketer, including customer initiated marketing, repeat purchasing and trading up, receptivity to brand extensions, and higher tolerance for quality lapses. Participation in brand fests (marketer-facilitated consumption activities) strengthens each of the component customer relationships, increases individual customers' integration in a brand community, and

thereby strengthens the overall community. The impact of a brandfest is greatest for customers who have less experience with the brand and less commitment to it, making the brandfest a strategically powerful tool for building customer loyalty (Schouten et al., 2007).

The research done by Dholakia and Vianello(2011), explorethat many company-run brand communities fail because they target participants too narrowly, emphasize on product-related discussions, and exert too much control. In fact, the level of control over these communities by companies is often very high, with moderators that prevent consumers from posting comments if they do not meet rules that are too stringent. As a result, customers participate for selfish, functional reasons, without forming bonds or relationships. The community remains anemic and has high participant turnover. Customer enthusiast-run brand communities are more effective by: (1) welcoming a diverse consumer base, (2) allowing participants to express themselves freely, and (3) encouraging a broad range of activities beyond product discussions, such as networking and socializing. This leads to consumer participation for intrinsic, emotional, and social reasons, and the evolution of strong communities marked by consciousness of kind, a sense of obligation, and rituals and traditions, in other words, “real” communities.

2.4.4. Brand Engagement:

The engagement concept originates in disciplines including psychology, sociology and organizational behavior (Brodie et al., 2011). It is hard to find a clear definition of brand engagement since none of the agencies defines it, in the same way. For some, it is about strengthening a brand's image in the eyes of consumers. For others, it is about engaging your employees so that their behaviors are aligned with the brand promise. Either way, brand engagement seems to be the latest way to talk about building meaningful, enduring relationships. This is hardly new territory (Tipping, 2006). Brands have the power to change the world. This means they can also change the (smaller) world of each (Rauch, 2011).

According to American Marketing Association, brand engagement is the process by which a consumer develops an attachment to, or relationship with, a brand either through advertising or other means, such as years of reliable service. The attachment could be emotional, rational or both.

Brand engagement in self-concept (BESC) it means generalized tendency of a person to include brands as part of his or her self-concept (Spratt et al., 2009).

Millward Browns (2009) define the engagement as willingness to spend time with a brand, and then use the amount of time people spend as an engagement metric. However, this idea is deeply flawed. People can be devoted users of particular brands but still lack the desire to spend time interacting with either the brand or the product category. If willingness to spend time with a brand were an appropriate definition of engagement, it would tend to lead us toward particular channels and away from others. But the willingness to spend time with a brand is highly category-specific. The definition of brand engagement should not focus on time spent on a brand but rather on brand associations. A brand that has successfully engaged consumers has planted and sustained fresh, powerful brand associations in their minds. Those associations generate interest, curiosity and expectations about the product or service. One measure that takes both brand associations and category context into account is the Bonding level of the Brand Dynamics TM pyramid.

In calculating bonding, two factors come into play: the relationship between various brand associations and purchase intent, and the salience of the most important associations (in terms of loyalty in the category) for each brand. By drawing on the second factor, bonding takes account of the fact that a consumer may engage with more than one brand in a category while choosing to purchase only one (Brown, 2009).

As the marketing and communication, literature describes five contextual dimensions of engagement (consumer, customer, brand, advertising and media), the words and topics associated with engagement show that consumer brand engagement is seen as the only significant concept. The fact that concepts of customer/consumer engagement and brand engagement predominate in our empirical analysis reveals an orientation towards an

integrated concept of engagement linked not to any particular medium or advertising message, but to a comprehensive brand strategy (Gambetti and Graffigna, 2010).

Brand Engagement Research:

Brand engagement research has proven the importance of meaningful brand-consumer engagement and interaction. People don't just consume or interact with brands, they actually engage in relationships with them. With some brands, there are wild, short-term flings, while others stay last a lifetime - like family. Some brands offer strictly utilitarian relationships; they are in one's daily life, yet there is no emotional connection to them (Halloran, 2014).

Charlene Li (2009), analyzed that brand on not only their breadth of engagement across channels, but also their depth, such as whether they reply to comments made on blog posts. Charlene Li (2009) are not claiming a causal relationship — but there is clearly a correlation and connection. For example, a company mindset that allows a company to engage broadly with customers on the whole probably performs better because the company is more focused on companies than the competition. The time consumers spend interacting with online ads is the best indicator of their benefits to a brand, according to online measures of brand engagement.

The study also looks at the engagement best practices of four companies: Starbucks, Dell, SAP, and Toyota. Some of the key findings include:

- Emphasize quality, not just quantity.
- To scale engagement, make social media part of everyone's job
- Doing it all may not be for you — but you must do something.
- Find your sweet spot (Li, 2009).

New research from Microsoft Advertising proves a clear connection between the level of brand engagement a user has with an online ad and its subsequent impact on the brand. Online measures of brand engagement such as branded search term activity, visits to brand sites, and the number of pages viewed on those sites all increase significantly with

a user's brand engagement with online advertising. The findings suggest that the success of brand campaigns can be reliably evaluated through the dwell scores.

The Dwell on Branding study, collaboration with Eye Blaster and comScore, looked at the total dwell scores achieved by online brand advertising, which are calculated by combining the amount of time a user spends actively engaging with an ad and the proportion of ads they engage with. The study then compared the available online measures of brand engagement for campaigns with high and low total dwell scores. Ads with higher dwell scores consistently demonstrated a greater positive impact on brands. In proving that greater levels of online engagement lead to uplifts in measurable brand benefits, the study provides yet more evidence that click-through alone are an unsatisfactory means of measuring advertising performance for brand advertisers. The value of rich media advertising and the longer dwell times that rich media ads consistently deliver is particularly likely to be undervalued when effectiveness is solely measured in click-through. According to aggregated Eye Blaster data published in July 2009, consumers are 25 times more likely to spend meaningful time (an average of 53 seconds) with a rich media ad than to click on it (Omni channel retailing, 1970).

2.5. Factor influencing brand Resonance

Relationship is like a two hand clapping; there are factors that affect the management of the relationship, as well as factors that govern the perception of the relationship. Some of them overlap, and some are specific to the perceptive. Following the table shows these kinds of factors that affect brand relationship. The stuff of brand relationship includes the factors that create connection between people and inanimate objects such as brand and companies, such as these brand relationship drivers (Giep and Moriarty, 2009).

| Table-1: Relationship Drivers | |
|--|---|
| Company Prospective | Customer Prospective |
| Trust: Follow- through, deliver on promise | Trust: Belief and confidence in brand to deliver brand promise; familiarity, risk reduction |
| Interaction: The brand envisions | Interaction: Practical, emotional and social |

| | |
|---|---|
| communication as a dialog: it knows how and when to listen; it personalizes the experience | experience related to use ; willing to initiate the communication |
| Sincerity: Honest, integrity | Commitment: conviction, loyal, bonded to the brand, willing to advocate on behalf of brand |
| Intimacy (Psychological Closeness):The brand gives the feelings of being close to the consumers and in tune with needs | Intimacy(Love): moves beyond liking and generalized positive feelings; the emotional attachment that drives bonding |
| Involvement: Degree of attachment to product experience that create positive perception in the brand promotion and delivery | Involvement: degree of attachment to brand; self-identification; personal interest; saliency and relevance to consumers' life |
| Appreciation support: Recognition, reaction, appreciation of customers | Satisfaction: Evaluation of brand experience as positive fulfillment of want or need ; delight and surprise |
| | Excitement: Delivers energy, vitality or arousal leading to belief formation or action |

Source: (Giep & Moriarty, 2009)

Literature and branding research proves that some other factors influence the relationship between consumers and their brand such as brand awareness brand performance, brand image, brand judgment and brand feelings. Following the brief description of these factors that influence brand resonance

Brand Salience or Brand Awareness

Brand performance

Brand Image

Brand Judgment

Brand Feelings

Brand Awareness:

Product or brand awareness or brand salience is the propensity of the product or brand to be noticed or thought of in buying situations (Romaniuk and Sharp, 2004). Brand

salience is more than the traditional top-of-mind brand awareness measure. It covers the memory associations that a consumer will have for a product or a brand at one specific point in time, (preferably) during his/her buying situation. The challenge for many brands is to be thought of in as many situations and occasions as possible. In addition, the greater a brand is thought of (or, the greater the number of attributes that come to mind associated with a product), the greater is the chance for this brand to be chosen. Greater salience leads to a greater likelihood of retrieving the cue in a purchase situation (Romaniuk and Sharp, 2002). Salience is how many consumers regard it well, or “well enough,” or see it as “salient” (L’Aqua, 2012). The greater the salience of the brand, the greater the probability the brand will be thought of and the greater the chance for the brand to be purchased (Ehrenberg et al., 1997).

The need for brand resonance and social salience grows more acute. However, there are differing views on what salience is. Salience as 'brand prominence in buyer memory' has been well-documented. Moran (1990), positing that salience is the 'top of mind' ability to stand out in consumers' consideration sets. Indeed, Ehrenberg et al., (1997), refer to salience as "the common factor in how many people are aware of the brand (by any measure), have it in their consideration set, regard it as value-for-money, buy it or use it and so on." They emphasize that "by any measure" is key here, describing salience as not merely having primary recall in a consideration set, but "broader than any single measure of brand performance (Ehrenberg et al., 1997). This is repeated in Romaniuk and Sharp's (2004), claim that brand salience is "based on the presence of links to a wider range of attributes" not merely the strength of association as a product category cue. True, sustainable brand salience is consistently and systematically related to future customer retention through brand loyalty, and loyalty can only be built for long-term company/customer synergy and mutual trust. On the other hand, according to Arnett et al., (2003), the underlying strength of company/ consumer relationships is in the identity salience accruing from relationship inducing- factors (participation, reciprocity, prestige, satisfaction) together with non-relationship-inducing factors (such as income and perceived need). The above literature illustrates that brand salience and brand awareness are the similar concepts, which helps to enhance customer brand relationship.

Brand awareness is a marketing concept that measures consumers' knowledge of a brand's existence (Business Dictionary, 2011). Brand awareness reflects the strength of a brand's presence in a consumer's mind (Pappu et al., 2005) and is related to the strength of the brand node or trace in memory (Rossiter and Percy, 1987). Brand awareness can be demonstrated in the forms of brand recall and brand recognition (Keller, 1993). Brand recall occurs when the brand-name is evoked by the memory given a cue such as a product category name. Brand recognition refers to the consumer's ability to verify previous exposure to the brand when the brand given as a cue (Keller, 1993). About an individual consumer's recall and recognition of a brand, researchers have considered the recall as a higher level of memory performance than recognition (Aaker, 1991). In other words, if a consumer can recall a brand outside a store when given the product category as a cue, then the consumer can surely recognize the brand when exposed to it in a store (Keller, 1993). However, it is unclear whether this relationship between recall and recognition remains at the market level. That is; the question of whether the brands recalled by more consumers are also recognized by more consumers has not been addressed in the literature (Dew and Kwon, 2010).

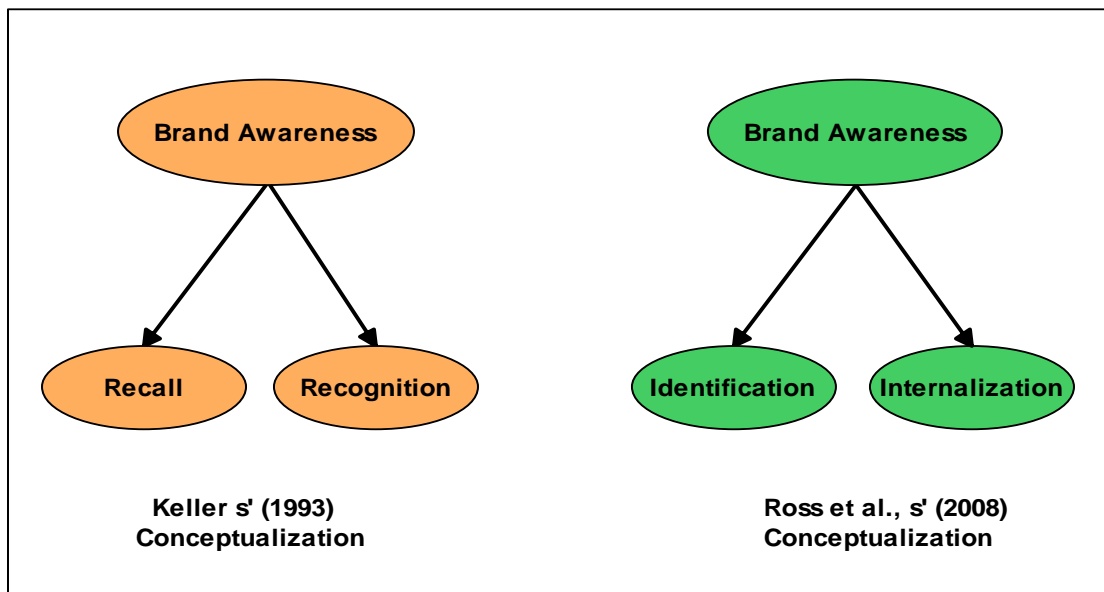


Figure-6: Dimensions of Brand Awareness (Source: Gordon, 2010)

Branding literature has considered brand awareness and brand associations separate, yet highly correlated entities (Aaker, 1991; Keller, 1993). For a consumer to form associations about a brand, first, a brand node (e.g., brand name, logo, or sign) must exist in the consumer's memory and should be retrieved when a cue is given, i.e., the consumer is "aware" of the brand (Washburn and Plank, 2002). However, little research has examined the effect of brand awareness on the favorability of brand associations. That is, whether brands with higher awareness in the market are associated with more attributes that are positive has not been directly addressed in research. Some indirect evidence for this speculation has found in a few studies that examined the relationship between brand associations and brand familiarity. Baker et al., (1986), argue that the amount of time spent by a consumer to process information about a brand positively influences the consumer's response to the brand. Positive associations about the brand may be formed because of increased familiarity with the brand. Consumers' brand awareness achieved when they became familiar with the brand through repeated direct or indirect experiences with it. Therefore, a positive relationship may also exist between brand awareness and favorability of brand associations.

Brand performance:

The product itself is at the heart of the brand equity, because it is the primary influence on what consumers experience with the brand, what they hear about the brand from others, and what the firm can tell customers about the brand in their communications. To create a brand loyalty and resonance, marketers must ensure that consumers experience with the products/ brands at least meet if not surpass, their expectations. Brand performance describes how well the product or services meet customers more functional needs. How well does brand rate on the objective assessment of quality? To what extent does the brand satisfy utilitarian, esthetic, and economic customers' needs and wants in the product or service category. Consumers may have associations with the product that go beyond it is functional aspects to more esthetic considerations such as it is the size, shape, materials, and color involved. Thus, performance may also depend on sensory

aspects such as how products look and feels and perhaps even, what it sounds or smell like (Keller, 2001; Keller, 2008).

The performance attributes and benefits making up functionality will vary by category. However, five important types of attributes and benefits often underlie brand performance:

1. Primary characteristics and supplementary features: Customers have beliefs about the levels at which the primary characteristics of the product operate (e.g., low, medium, high, or very high). They also may have beliefs as to special, perhaps even patented, features or secondary elements of a product that complement these primary characteristics.

2. Product reliability, durability, and serviceability: Reliability refers to the consistency of performance over time and from purchase to purchase. Durability is the expected economic life of the product. Serviceability refers to the ease of servicing the product if it needs repair. Thus, perceptions of product performance are affected by factors such as the speed, accuracy, and care of product delivery and installation; the promptness, courtesy, and helpfulness of customer service and training; and the quality of repair service and the time involved.

3. Service effectiveness, efficiency, and empathy: Customers have performance-related associations related to service interactions they have with brands. Service effectiveness refers to how completely the brand satisfies customers' service requirements. Service efficiency refers to how these services are delivered in terms of speed and responsiveness. Service empathy occurs when service providers are seen as trusting, caring, and with customer's interests in mind.

4. Style and design: Consumers may have associations with the product that go beyond its functional aspects to more aesthetic considerations such as its size, shape, materials, and color involved. Performance also may depend on sensory aspects such as how a *product looks, feels, and even how it sounds or smells.*

5. *Price*: The pricing policy for the brand can create associations in consumers' minds with the relevant price tier or level for the brand in the category {e.g., low, medium, or high priced) as well as with its corresponding price volatility or variance (e.g., frequently or infrequently discounted).

Brand performance transcends just the "ingredients" that make up the product or service to encompass aspects of the brand that augment these ingredients. Any of these different performance dimensions can help differentiate the brand. Often the strongest brand positioning involves performance advantages, and only rarely can a brand overcome severe deficiencies here (Keller, 1993).

Brand Image:

Brand image is described as the sum of all tangible and intangible perceptions, inferences and beliefs about a brand that consumers hold. Keller (1993) defines brand image “as perceptions about a brand reflected by the brand associations held in consumer memory” (Keller, 1993). Brand image formation is a subjective learning process and is the result of past total experiences. It consists of associations and attributes organized in some meaningful manner that are activated from memory when recalled (Aaker, 1991). Faircloth et al., (2001), found that positive brand image is more likely to be associated with preferred brands than non-preferred brands. Positive brand image translates into customer loyalty and develops favorable consumer-brand relationship. Brand image provides an opportunity for brand extensions by creating a sense of fit between the extended product and the parent brand. Other implications of brand image include (re-)positioning and (re-)designing of a brand (Kaul and Rao, 1995). Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market (Business Dictionary, 2012).

Brand Judgment:

Brand judgments focus on customers' personal opinions about the brand based on how they put together different performance and imagery associations (Keller, 1993; Keller, 2008). Customers may make all types of judgments with respect to a brand, but four types are particularly important judgments about the quality, credibility, consideration and superiority (Keller, 2008).

Brand Feelings:

Brand feelings are consumers' emotional responses and reaction to the brand. Brand feelings are also related to the social currency evoked by the brand. What feelings are evoked by the marketing program for the brand or the other means? How does the brand affect consumers' feelings about themselves and their relationship with others? These feelings can be mild or intense and can be positive or negative (Keller, 2008). The emotion evoked by the brand can become a strongly associated one that is accessible for product consumption or use.

Following are six important types of brand-building feelings;

Warmth: The brand evokes a soothing type of feelings and makes consumers feel a sense of calm or peacefulness. Consumers may feel sentimental, warmhearted, or affectionate about the brand.

Fun: Upbeat types of feelings make consumers feel assured, lighthearted, joyous, playful, cheerful, and so on.

Excitement: The brand makes consumers feel energized, and they are experiencing something special.

Security: The brand produces a feeling of safety, comfort, and self-assurance. Because of the brand, consumers do not experience worry or concern that they might have otherwise felt.

Social Approval: Consumers feel that others look favorably on their appearance, behavior, and so on. This approval may be a result of direct acknowledgment of the

consumers' use of the brand by others or may be less overt and result of attribution of product use to consumers.

Self-Respect: The brand makes consumers feel better about them; consumers feel a sense of pride, accomplishment, or fulfillment (Kahle et al., 1988).

2.6. The Role of Brand Trust and Brand Satisfaction in Building Brand Resonance:

The existing model of brand resonance not considers important factors such as brand trust and brand satisfaction even it associated with brand relationship. Branding literature reveal that these two factors affect brand relationship actively as compare two other brand relationship related factors. These two factors have an extract of many other factors such as brand satisfaction can prove the customer expectations from the brand. After studying extensive literature of branding researcher, think that brand trust and brand satisfaction should consider for study of brand relationship (Raut and Brito, 2014).

Brand Satisfaction:

Brand satisfaction is defined as “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceived after its consumption” (Tse and Wilton, 1988).

A high level of brand satisfaction is not necessarily preconditioned by high levels of brand associations' favorability (perceived quality, brand prestige, brand popularity etc.). Instead, satisfaction is given by the conformity between user experience and expectations, expectations that can derive from a variety of personal, environmental and contextual factors. Still, brand satisfaction is strongly correlated with the intention to repurchase and recommend, and, therefore, we might say that brand satisfaction is an intrinsic dimension and a pre-requisite of both attitudinal and behavioral brand loyalty. Even though necessary, a high level of satisfaction is not sufficient for an overall high level of brand loyalty mainly reflected by the behavioral intent to repurchase and promote the brand among others. We may say that brand satisfaction, same-context repurchase intention and the availability to recommend the brand to other, represent the essence of

brand loyalty (Moiescu and Allen, 2010). Brand satisfaction can be conceptualized as an overall, summary evaluation of the entire brand-use experience (Delgado and Munuera, 2001). The relationship between brand satisfaction and repurchase continues to be well researched, and there is general agreement that overall satisfaction-like evaluations are positively related to customer retention (Szymanski and Henard, 2001). Although the satisfaction is recognized as an important facet of marketing, there is no general agreement on how the concept should be defined (Rogers et al., 1992). Oliver (1997) defines satisfaction as the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, has provided (or is providing) a pleasurable level of consumption-related fulfillment. This lack of a concise definition further validates the supposition that satisfaction does not mean the same thing to everyone (Oliver, 1980).

Customer satisfaction/dissatisfaction requires experience with the product or service and is influenced by the perceived performance and the value of the products or services (Anderson and Sullivan, 1993). With respect to perceived performance/ disconfirmation, perceived performance indirectly affects satisfaction through disconfirmation (Wirtz, 1994), or influences it directly without parameters (Yi, 1993). Customer satisfaction is closely related to brand trust (Delgado and Munuera, 2001). In e-commerce, the dissatisfaction of customers leads to negative word of mouth regarding the inability of the service provider to meet consumer needs (Halstead et al., 1993). On the contrary, customer satisfaction is associated with positive word-of-mouth communications and increases brand trust (Athanasopoulos et al., 2001). More explicitly, such findings indicate that when customers experience a high level of satisfaction, they decide to stay with the existing brand/product/ service and overrule their negative behavioral intentions.

Brand Trust:

Trust means expectation from others on a specific task, and expectations vary between high and low. Variation of expectations is called a risk. For complete understanding of brand trust, a brand must be examined, assessed and checked as to how much it is related with brand loyalty (Lau and Lee, 1999). The academic community has not overlooked the importance of understanding brands, and specifically brand trust. Many micro issues have

been the focus of academic research. For example, there have been wide varieties of studies of the antecedents and consequences of trust or the impact of trust as a mediating variable in an exchange system (Aaker, 1991; Keller, 1993). Trust has to be considered as the cornerstone and as one of the most desirable qualities in the relationship both between a company and its customers and in the relationship between a brand and its consumers. The focus on brand trust is based on findings that there is a strong positive relationship between brand trust and brand loyalty (Chaudhuri and Holbrook, 2001).

The brand trust defined as the 'confident expectations of the brands reliability and intentions' (Delgado et al., 2003).

Although the importance of brand trust has been theoretically emphasized in the branding literature (Ambler, 1997), there has been little empirical research into it (Delgado et al., 2005). It can be assumed that the difficulty in conceptualizing and measuring the construct of brand trust is one of the reasons for the lack of empirical research. Synthesizing different definitions of trust across various research disciplines, it can be concluded that confident expectations or willingness to rely on as well as uncertainty and risk are critical components of most trust definitions. In the branding literature, the concept of brand trust is based on the idea of a brand-consumer relationship, which is seen as a substitute for human contact between the company and its customers (Sheth and Parvatiyar, 1995). Chaudhuri and Holbrook (2001), define brand trust as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function”. Across disciplines, there is also agreement that trust only exists in an uncertain and risky environment. Trust is only relevant in a risky situation, when the outcomes of a certain decision are uncertain and important for the individual (Matzler et al., 2006).

2.7. Young Generation and Brand Relationship:

Generation Y consumers are becoming a very important segment in today's market because of their large size, their current significant amount of spending power and their potential for huge amounts of future spending power (Wolburg and Pokrywczynski, 2001). The size of Generation Y is argued to be somewhere around 31-70 million people worldwide (Wolburg and Pokrywczynski, 2001; Cui et al., 2003). Choosing to ignore this segment could be risky for companies considering that they are the future dominating segment of the market (Neuborne and Kerwin, 1999).

Generation Y consumers have a unique attitude towards brands. They have been raised in a time where just about everything is branded and, therefore, they are more comfortable with brands than previous generations and respond to them differently (Merrill, 1990). Generation Y is the unique approach to brands and marketing stems from changes that affect a whole generation of consumers. Their marketing know-how and brand consciousness result from growing up in marketing and brand saturated environment (Heaney, 2007). In addition, generation Y consumers utilize brands as an extension of themselves unlike other generations, and this has implications for how they should be marketed to (Novak et al., 2006). Therefore, generational theory is a useful framework to determine the similar ways that this generational cohort responds to brands and marketing that allows marketers to develop more effective marketing efforts. However, the response of generation Y to brands and branding efforts has been under-researched (Phau and Cheong, 2009). The generation Y consumer may display Brand loyalty by purchasing the I-Pad Apple tablet computer when there are few alternatives available in the market but the attitudinal loyalty component will mean they will not buy an alternative brand if it is available or if the Apple I-Pad is not available. The attitudinal component is psychological and evaluative, and this is where the congruency and relationship with a brand will be considered in order to lead to the behavioral aspect of repeat purchase. It is the attitudinal loyalty that drives most loyalty behavior and will ensure loyalty over time not just with one purchase (Bandyopadhyay and Martell, 2007). Foscht et al., (2009), found that feelings of loyalty in generation Y consumers were greatly associated with repurchase intentions.

There is also research that shows that young consumers may change their loyalties towards a particular brand depending on the situation and the role they play. When they are independent, they also like to experiment with new brands whereas more serious and responsible roles may make them switch over to the brand used by their parents (Bravo et al., 2007). The younger age group is likely to be more emotionally involved with the brand. The younger age group loves their brands and is more passionate about them (Sahay and Sharma, 2010).

Developing a connection or relationship between the consumer and the brand is a critical factor in building brand loyalty (Blackston, 2000). If a generation Y consumer perceives the brand as congruent with their sense of self, they are more likely to develop a relationship with the brand. Emotional connections with brands are vital to generation Y consumers (Tsui and Hughes, 2001). When an emotional bond is created between the generation Y consumer and the brand this leads to competitive advantage (Novak et al., 2006). The generation Y consumer must feel appreciated and singled out by the organization. This relationship development and maintenance can also be achieved through the use of loyalty programs that distinguish the generation Y consumers from other consumers and make them feel special; appealing to their self-esteem needs (Gronbach, 2000). Loyalty programs can help to encourage and reward loyal patronage, which is essential for generation Y consumers to want to repurchase (Sullivan and Heitmeyer, 2008). The generation Y consumer should feel a connection with the brand to want repeat purchase and exhibit other brand loyalty behaviors such as positive word of mouth (Wood, 2004).

It was stated previously that generation Y consumers are innovators and trendsetters. This may be the motivation for these consumers to be disloyal as they jump from brand to brand depending on what is popular and new at the time (Morton, 2002). However, this can be overcome with the introduction of periodic innovations and different product lines within the one brand which will satisfy their novelty needs (Moore and Carpenter, 2008), as well as increase their congruency with the brand. This means that the brand must change with the consumer and constantly update itself. For example, Apple has successfully done this by constantly innovating and coming up with new fun products

that match the self-image of their generation Y consumers. If a relationship is established between the generation Y consumer and the brand this can overcome the typical disloyal nature of generation Y as long as the brand continues to meet the values and the identity of the generation Y consumer.

A sizeable amount of research has sought to examine the “relationship” between a brand and its customer as a source of meaning (Allen et al., 2008). The research has taken the form of qualitative inquiries in order to ascertain possible typologies of consumer-brand relationships (Fournier, 1998) or more quantitative research to ascribe a personality to a brand as relationship partner (Aaker, 1997) and examine the effects of brand relationships in an experimental setting (Aggarwal, 2004). It has also been used as part of an argument that interpersonal attachment theory is applicable to brands due to the interpersonal-like nature of the consumer-brand relationship (Park et al., 2008).

The young people in India are reaping the dividends of India's economic reforms. Gone are the days of slow growth, frugal lifestyles and unbranded products. Indeed, the rise of the young Indian urban consumer has been a feature of India's economic transformation over the past decade. In their mid-twenties, members of this segment do not think twice before spending on expensive global brands. They are comfortable buying on credit, have bought a house and a car, something their parents could never have dreamt of doing in their youth. The house is an investment for them and the car an indulgence. It is evident that being a young Indian in 2007 is hugely different from what it was in 1991. The past 15 years have changed the way young people live their lives. Thriving activity in the service sector has spawned a myriad of job opportunities in the cities. What the youth eat, wear, movies they watch and the gadgets they carry are a world apart from the choices available to their counterparts in the '90s Even kids in their teens are learning to augment their allowances, something that was rare in late 1980s and early 1990s. Possessing US\$ 400 mobile phones is no longer unthinkable for this segment. These developments are a direct result of the exponential growth of the Indian middle class, the backbone of the India market story. An increasingly industrialized economy is opening new doors every day for young people to embrace an affluent lifestyle. The large volume of young consumers in India is providing a new market for merchandisers stuck in a sluggish world

economy. The country has now emerged as the next stop for luxury brands such as Gucci, Christian Dior, and Versace. According to a Technopak report on “India's Luxury Trends 2006” the upscale, premium and luxury market together at US\$ 15.6 billion and high net worth individual households at 1.6 million, is growing at around 14-15 percent.

The study done by O’Cass and Lim (2002), argued that young consumers would hold different perceptions of brands from different cultural origins, proposing culture of origin as an important extrinsic cue in their evaluation of brands. Hence, the fact that brands of a country origin are perceived more favorably implies that culture of origin is an important factor in determining the favorability of the associations attached to brands. Interestingly, young consumers favorably perceived a brand on emotional value with a high awareness of the brand ultimately encouraging purchase intention. This implies that emotional value may be critical for young consumers when making brand choices. In addition, good quality brands can build emotional value and a prestigious image among young consumers, which can lead to increased purchase intentions. Accordingly, creating and maintaining brand images and relationships with young consumers requires appropriate advertising media with sensory elements (e.g., music, color) and distribution channels (e.g., upscale department stores) in the market (Kim et al., 2009). The young adults’ perception of celebrity endorsers has a positive influence on their product switching intentions, complaint intentions, positive word-of-mouth and brand loyalty. This suggests that celebrity endorsers have an impact on young adults’ decisions to switch brands, their tendency to talk about brands in a positive manner and their inclination to complain about products (Dix et al., 2010). Young consumers tend to be more involved with material possessions (Belk, 1998).

India alone is home to 1.136 billion people out of which an estimated 350 million are in the age bracket of 10-24 years. Their purchasing power has significantly increased, both, in terms of salary and pocket money. Salaries in India rose by 14.4 percent in 2006 and by 15.1 per cent in 2007 as surveyed by Hewitt Associates. An ASSOCHAM survey revealed that the average monthly allowance of urban children in the age group of 10-17 years had gone up from Rs 300 in 1998 to Rs 1,300 in 2008. This segment is very attractive due to its size, increasing spending power, and large exposure to media among

the existing studies, there is none in our knowledge that documents brand relationships with young consumers in an emerging economy. Finally, young consumers the world over are influenced by peers and family in their brand-related decisions (Singh et al., 2003). For marketers, it is important to understand the impact all factors on brand relationships and brand switching intentions amongst young consumers.

2.8. Relation between Brand Resonance and Consumer Demographics:

2.8.1. Role of Gender in Brand Relationship:

Gender differences have been marked across a wide variety of marketing practices. Marketers use gender as an important segmentation variable to classify a product or a brand for men or women. They also use brands to convey different gender images, either masculine or feminine. For example, Marlboro is considered a masculine brand while Chanel is regarded as a feminine brand. Furthermore, through factoring some gender-related cues into brands, marketers help consumers develop certain implicit symbolic meanings to associate the brands with their gender perceptions (Gainer, 1993; Eric and Mello, 2005). As such, gender and brand perceptions are related to consumer attitudes and behaviors. In fact, researchers have addressed gender and brand relationships in several different ways. Given the abundance of literature addressed gender and brand relationship, only selected literature that represents the major thoughts is reviewed. Following Table-2 identifies some representative research illuminating the influential role of gender in consumer research.

Gender is most commonly used as an important demographic variable to investigate male and female differences relative to brand perceptions and brand choices. Previous research suggested that gender difference plays an important role in the way consumers perceive and relate to brands (Sirgy, 1982; Monga, 2002). Males and females are different in processing brand information (Kempf et al., 1997), forming brand attitudes (Kasper, 1988), and building brand relationships (Putrevu, 2004). Though females may have stronger responses toward brands, variations among male and females are likely. How consumers perceive themselves and how they perceive brands under various usage

contexts may influence consumers' brand responses (Gainer, 1993; Dawar and Parker, 1994).

| Table-2: Selected Empirical Studies on Gender and Brand Relationship | | | |
|---|---|---|------------------|
| Study | Key Findings | Methodology | Product Category |
| (Vitz and Johnston, 1965) | Consumers tend to maintain consistent behavior with gendered self-image. There is a significant correlation between masculine role and masculine rated cigarette brand. | Survey T-Test | Cigarette |
| (Alreck et al., 1982) | Individuals view brands as distinctly masculine or feminine. Men report that masculine brand is more masculine and feminine brand more feminine than do women. | Survey Correlation | Soap |
| (Kasper, 1988) | Brand loyalty is a differentiating factor between male and female consumers. | Survey | Color TV |
| (Moutinho and Goode, 1995) | Males tend to be more brand loyal than female. | Survey Regression | Automobile |
| (Moutinho et al., 1996) | There is a clear difference in brand attitudes of male and female consumers. The major influences on female consumers' attitudes are rationality, expectations, and self-image while male consumers' attitudes are linked to price consciousness and confidence about products. | Neural Network (a psychology modeling approach) | Automobile |
| (Monga, 2002) | Both males and females distinguish between close and distinct brands. However, men may not view brand relationship as a dyadic interaction as much as women do. | MONOVA Experiment | N/A |
| (Luo, 2005) | The effect of store brand loyalty is stronger for female customers. | Survey Regression | Drugstore |
| (Heish et al., 2006) | Females' brand attitude has a stronger impact on others' brand attitude than that of males. | Survey Regression | N/A |

As semantic gender is derived from associative meanings, a brand's gender image may have an impact on how consumers evaluate the brand. For example, (Alreck et al., 1982), used soap as a neutral product with the name Tiger as a masculine brand and Rainbow as a feminine brand. The result indicated that individuals can view brands as distinctly masculine or feminine, and men and women respond differently to the masculine brand and feminine brand. Research suggested that individuals apply masculine or feminine associations with an object and transfer out the neutral residue of other associations. Accordingly, the linguistic gender marking with a brand can influence consumers' brand recalls and brand evaluations (Eric and Mello, 2005). A few other studies also suggested that gendered brand image leads to different brand perceptions, and men and women tend to respond differently to different gendered brand positioning (Stern, 1993).

By building strong gender and brand association, evoking consumers' sense of masculinity, and creating unique gendered brand relationship, the brand group has made Old Spice a popular choice (Krishnan, 1996). The case suggests that gender identity should be manifested in brand relationship management, and brand perception issues, including brand attitude, brand association, and brand relationship, should all be understood to provide diagnostics of brand potentials to brand managers (Ye, 2008).

2.8.2. Role of Income in Brand Relationship:

India is not new to luxury. In a relatively short time span of last two decade, India has moved from street markets to high-class malls, from frugal-minded consumers to those wanting it all, and from a population largely obsessed with celebrity gossip to one which desires to gain knowledge. India is taking wing. It is not simply because India is set to become the fastest growing major economy in the world. The combination of a large, young working population, rising income levels, overwhelming consumer optimism and increasingly developed lifestyles is driving consumption growth in India.

The market potential of the world's second-largest population has not gone unnoticed. International luxury brands have India on the radar. As developed markets continue to battle economic turmoil, India offers luxury brand owners unrivaled growth

opportunities. The Indian luxury market is projected to reach USD 14.72 billion in 2015 (Kearney, 2011). It may represent only 1–2 percent of the global luxury market, but its market growth rate of more than 20 per cent per annum promises positive returns for luxury players. A flow of international luxury brands, from Giorgio Armani to Ferrari to Sofitel Hotels, has entered the Indian market to claim a share of the luxury rupee. Many others are waiting, watching and preparing. This is not just about today's market but a key strategic market of the future (Atwal and Jain, 2012).

Research has found that the middle-income group tends to be involved and associate with brands that lead to the purchase decisions (Slama and Tashchian, 1985). The individuals' sensitivity to price is conditioned by a series of factors like market share, level of competition, activity in display, brand loyalty or other variables related to the consumer like his income (Lambin, 1991). Higher Income Groups are more brands loyal: This segment can afford more brand choices and hence base their behavior on their attitude. For their attitudinal loyalty is high (brand commitment is more) rather than price factors. This attitudinal loyalty also leads them to pay a higher relative price for the brand (Khan, 2011). While there was no significant difference between the income groups, the high-income segment was more brands loyal, had more brand awareness, and had greater perception of quality and with better brand association (Chen and Green, 2011). Branded products still account for the bulk of consumer-packaged goods (CPG) purchases across all income strata, and the variance among income levels is relatively minor (Marketing Charts, 2012). There is perception that low-income consumers are not brand conscious (Prahalad, 2006) other research findings suggest that brand is extremely important to low-income class of consumers (Kearney, 2007), yet there is perception that low primary concern of low-income class consumers is price.

2.9. Measurement Considerations for Brand Resonance

As suggested by above branding literature, four dimensions constructing brand resonance: brand loyalty, brand attachment, brand community, and brand engagement. As discussed by Oliver (1999) each dimension of the measure “builds” upon the other in

that brand engagement represents the highest or ultimate form of loyalty. Therefore, consumers may exhibit brand loyalty towards a preferred brand but that does not necessarily mean they will actively engaged with the product or other consumers. Most previous measures of the behavioral outcomes of brand equity only account for the items in the brand loyalty dimension of this measure. They do not capture the time and effort that consumers invest in building social relationships with other fans as well as actively following and consuming information regarding their favorite brand. This illustrates how this measure differs from previous attempts and exhibits its value in brand management research. The four dimensions brand resonance such as brand loyalty, brand attachment, brand community and brand engagement also considered in previous branding research by conceptually and empirically (Keller, 2001; Aziz and Yasin, 2010; Gordon, 2010; Pawar and Raut, 2012).

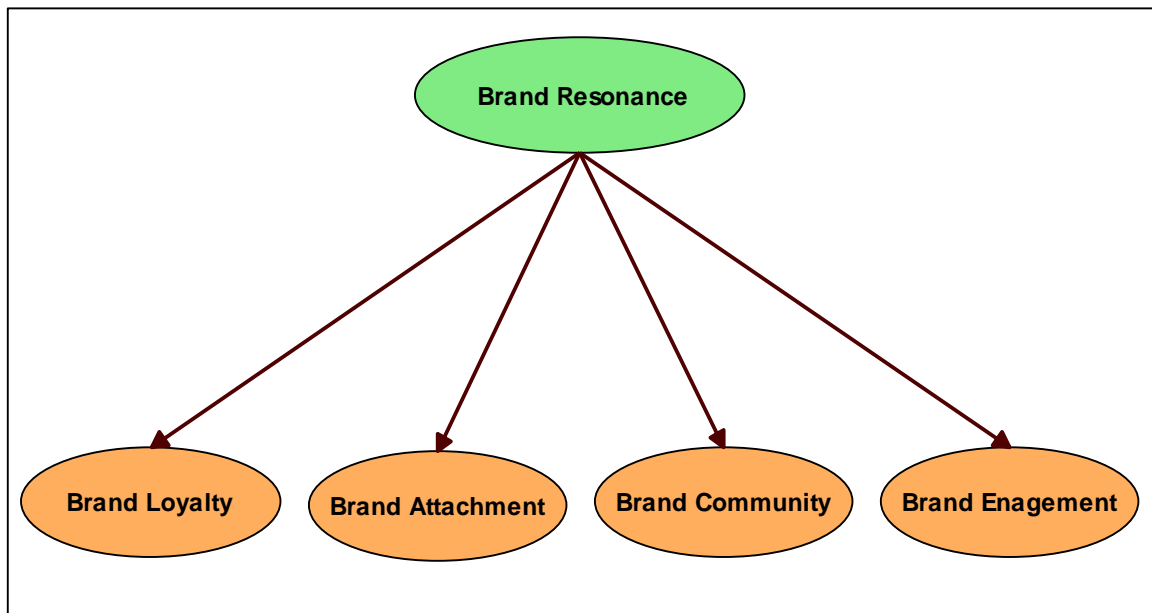


Figure-7: Measures of Brand Resonance

Concluding Remarks:

The previous section described the empirical and conceptual work that has conducted in regards to brand resonance. The present study will test new measures of brand resonance in an attempt to provide scholars and practitioners, some new reliable and valid measures of brand resonance. This study attempts to fill some considerable conceptual and theoretical gaps in the literature by testing existing, as well as a new model of brand resonance. The past studies address the lack of empirical evidence regarding, validation of brand resonance measures; consideration of young consumer with brand resonance construct and consideration of brand trust and brand satisfaction while evaluating brand resonance, this study will attempt to fill this gap. In addition, this study will address the call for further research regarding the role that the emotional component of a brand plays in consumer decision-making. The present study will also provide some important factors that responsible for brand resonance as well as affects brand resonance. Chapter three will detail the methods for this study, which implemented to achieve the objectives of this study.

CHAPTER 3: RESEARCH METHODOLOGY

3.1. Introduction:

The present study examine the relationship between young consumers and their brand, with this perception we use the existing brand resonance model, many time this model is treated as brand equity model, for this study we consider the dimension or elements of brand resonance model with the consideration of relationship perspective. The failure to consider the young consumers and their relationship with their preferred brand is a considerable gap in the literature. More specifically, theoretical consideration of the young consumers and their relationship with the brand is absent in previous literature. In Indian young consumers prospective past literature, not consider their relationship with the brand. Also, the past literature not found the impact of demographics characteristics of young consumers on brand relationship. The major concentration on this model is to analysis of brand resonance dimension such as brand loyalty, brand attachment, brand community and brand engagement. Furthermore, study analyzes the factors responsible for a brand relationship and its devolvement. This study also examines the role of demographic characteristics of young consumers in brand relationship. This study examined the relationship between several constructs related to brand relationship.

In regards to brand relationship, the researcher constructed a measure based on a direct elicitation of relationship from consumers with different product categories. Previous attempts to measure brand relationship have focused solely on conspicuous and service brands while ignoring other product categories. Therefore, as with the other measures in this study, the goal of this research was to construct a generalizable measure of brand relationship based upon the relationship derived from consumers for multiple product categories. The brand relationship measure represented a culmination of the thoughts that consumers hold for two different product categories.

3.2. Statement of the Problem

The relationship that consumers develop with brands has become a topic of increasing interest and attention in the marketing literature. This interest stems from general acceptance of relationship principles in product and service marketing, as well as practitioner acceptance of the evidence of relationship benefits (Aaker, 1995; Fournier, 1998). Several brand researchers have advanced ideas about how and why consumer-brand relationships develop (Aaker, 1997).

Current literature review does not reveal exploration of the area of consumer – brand relationships of young adults with specific product categories. No specific research in customer – brand relationships of young adults was track, despite the fact that in the many sectors young people are advanced users and trendsetters such as Cell Phone users (Antoine, 2004). Researchers claim that Generation Y has a unique attitude towards brands (Lazarevic and Petrovic-Lazarevic, 2007), which makes them interesting as a research target in the area of consumer – brand relationships (Jurisic et al., 2010). Branding literature also not provide the reliable and validated scale for measuring brand resonance and its elements.

Branding as a concept has been well established, but the generation Y consumer segment responds to brands in ways that are previously unseen (Bakewell and Mitchell, 2003). Brand loyalty has been extensively researched and shown to profit firms by saving them money and creating fringe benefits such as positive word of mouth (Liu, 2007; Wood, 2004). The literature to date fails to address how to increase the loyalty of the typically disloyal generation Y (Syrett and Lammiman, 2004). In other words, the literature does not identify what marketing tools influence how generation Y consumers perceive brands, develop a relationship with a brand and become loyal to brands. The study was done by Lazarevic (2012), highlight how existing marketing tools can be used in new ways to influence the brand loyalty of the generation Y consumers.

Considering increases in competition among organizations and slow growth new consumers, companies seek new ways to raise their selling abilities. The most popular trend is concentration on increasing purchases of existing customers through brand

relationship. In this way, companies must learn about customer performance, as this is important for in persuading customers to purchase companies brands, which leads to purchase repetition (Agarwal and Rao, 1996).

Estimate by the Census Bureau of India in 2008 India alone is home to 1.136 billion people out of which an estimated 350 million are in the age bracket of 10-24 years. Their purchasing power has significantly increased, both, in terms of salary and pocket money. Salaries in India rose by 14.4 percent in 2006 and 15.1 per cent in 2007 as surveyed by Hewitt Associates. This segment is very attractive due to its size, increasing spending power and large exposure to media

As brand relationship concept not tested with young consumers' perspective, there is a need to test the concept of brand relationship with concern of young consumers.

3.3. Significance of the study

The study intends to apply suitable conceptual model for brand resonance, based on previous studies, to analyze the brand resonance in select product categories, which will enhance the understanding of the phenomenon. Many brand relationship models presented by management researchers but the past models are not useful for different consumers' environment or different market environment as they are applicable for the tested area. The literature review of brand relationship also reveals that, work done in the developed countries on brand relationship is worthy of developed countries but in the developing countries marketers not study brand relationship as like as developed countries, so the phenomenon will differ if we consider different culture, demography and economy etc.

The brand resonance construct is the conglomerate of different relationship constructs such as brand loyalty, brand attachment, brand community and brand engagement. Even though achieving brand resonance amongst consumers is associated with different branding aspects, such as brand awareness, brand performance, brand image, brand judgments and brand feelings. As branding literature showed that there is no reliable and validated scale available for measuring this all construct with consideration of one model, with this view, present study will provide the reliable and validated measures of brand resonance.

The relationship theory shows that the development of the relationship is the long-term process. Many factors will affect the development of brand relationship process; there is the need to identify the factors responsible for and factors those affects the development of brand relationship. Once marketers know the factors responsible for the development of brand relationship or enhancement of brand relationship they can concentrate on these factors. With the above reasons, the study will identify the key factors responsible for the development of brand resonance amongst young consumers.

Brand resonance model shows that there are the different stages of devolvement of brand relationship. First stage is brand loyalty, if the consumers become a brand loyal the moves in to the brand attachment stage and then they attached with brand community of

their favorite brand, the last stage of formation of brand loyalty is brand engagement when consumers start to spend their time, energy on for their favorite brand. As mentioned above this present study will ascertain the brand resonance patterns amongst young consumers with reference to select product categories.

The present study also explains the impact and relationship of demographic characteristics of consumers with brand relationship. How the demographics characteristics of consumers helps to build a brand relationship. The study will analyze the whether there are associations between demographics of consumers and brand relationship.

As branding study shows that the role of brand relationship in specific product category, and the results and finding of this study limited to researched product category, but present study of brand relationship aim to extend the a finding and suggestion which will helpful to generalize the study findings through using different product categories for testing the brand relationship.

3.4. Purposes of the Study

The purpose of this study involved two aspects. First, a theoretical model of brand resonance established that related various aspects of brand equity to consumer behavioral intentions. More specifically, a model of brand resonance proposed that examined the relationship between consumers' awareness and associations held for the brand, their cognitive evaluation and effective response to the brand, and their subsequent time and effort put forth toward consuming the brand. Second, the constructs of brand resonance operationalize and to empirically examine the relationships among the dimensions of brand equity. The consumer-based brand equity model in this study was applicable to multiple product categories thus the models will test with data from multiple product categories and different consumer sets. As the branding literature revealed that there is no reliable and validate scale of brand resonance available with consideration of brand resonance model, while considering of this as a research gap the purpose of present study is to developed reliable and validated measures of brand resonance.

The purpose of this study is to look at the concept of brand relationship with the consideration of Indian consumers, more specifically to study the young Indian consumers with reference to brand resonance concept. The study aims to demonstrate and apply a conceptual model based on prior studies, to select product categories, which will enhance the understanding of brand resonance concept in the area of brand management.

The following model is the base on the concept of brand resonance, which was propounded by Kevin Lane Keller in 2001. This model shows the four kinds of brand resonance that customers' exhibit with a brand (Keller, 2001).

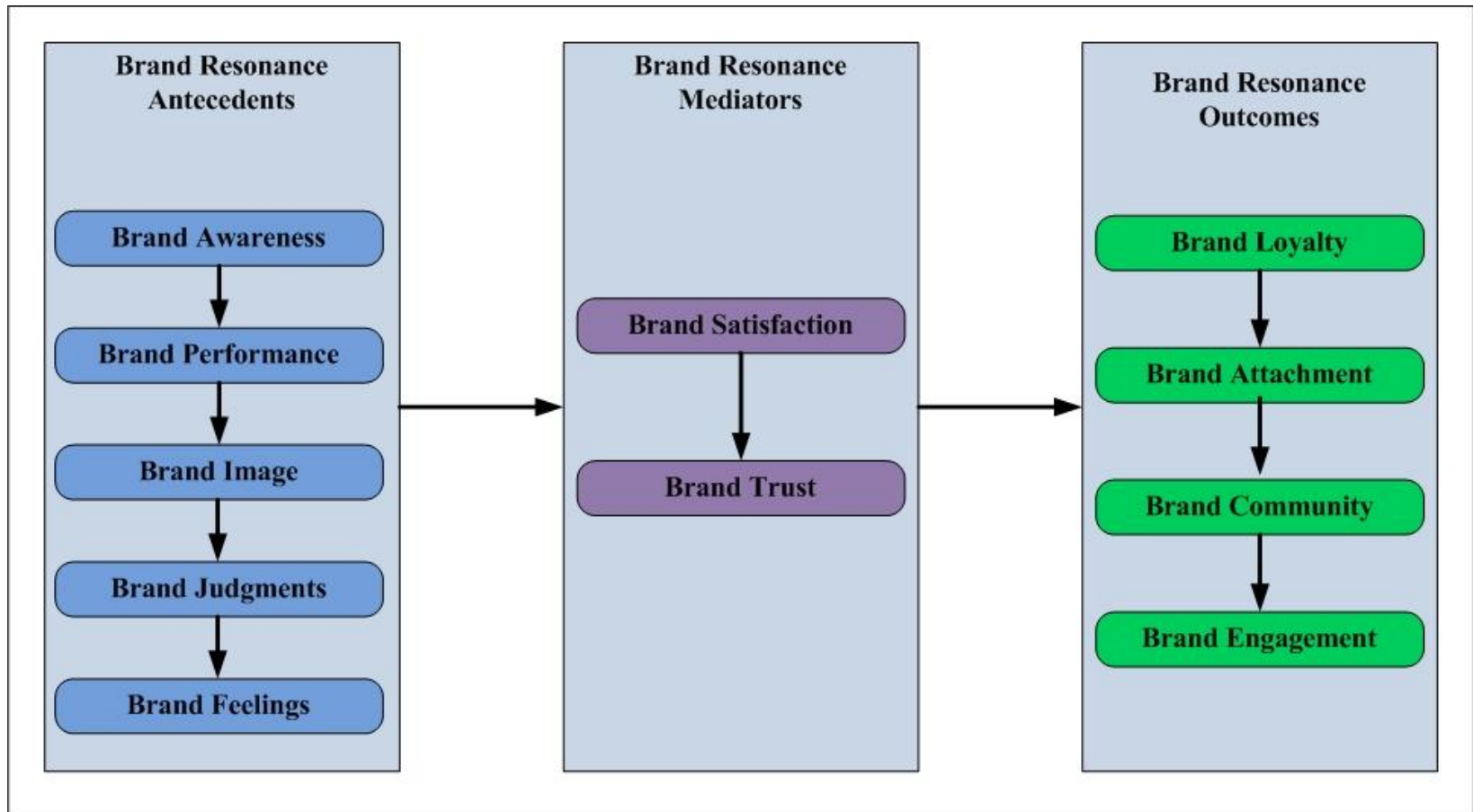


Figure-8: Conceptual Model of Brand Resonance for Present study

On the basis of this model, the category of resonance that customers have with brand(s) could be identified. The basic level of brand resonance is described as brand loyalty, and stronger level of brand resonance is described as brand engagement. This conceptual framework, though important, it appears from the contemporary literature review that has not yet been considered while analyzing brand relationship in practice. Further, many of the brand relationship concepts could not be made applicable to Indian consumers as they are. Therefore, it would be appropriate to modify existing conceptual framework if required, leading to an appropriate model for ascertaining the brand resonance in Indian consumers.

The intention of the study is to analyze the brand resonance amongst young consumers based on application of existing conceptual framework. To identify the key factors responsible for the development of brand resonance amongst young consumers. To ascertain the extent of brand resonance amongst young consumers and to generate leads for marketers for developing better branding strategies.

3.5. Research Questions

After an in-depth review of the literature, six research questions were generated for the general consumer context.

RQ1: Does the brand resonance measures measure what they intend to measure?

RQ2: Which factors influence the brand resonance, and it is the development amongst young consumers?

RQ3: What role-plays by demographics of young individual consumers in the development of brand resonance?

RQ4: What constitutes “brand resonance” from the perspective of the young individual consumer?

RQ5: Whether brand satisfaction and brand trust mediates the relationship between brand resonance and its antecedent or not?

RQ6: Are there brand resonances that can be generalized to different product categories?

3.6. Research Aims and Objectives

The study aims to develop the reliable and validated measures of brand resonance. Study also aims to demonstrate and apply a conceptual model based on prior studies, to select product categories, which will enhance the understanding of brand resonance concept in the area of brand management.

Objectives of the Study:

1. To develop the measures to measure the brand resonance and its dimension with the help of existing framework.
2. To verify the determinants of brand resonance amongst young consumers for different product categories.
3. To analyze the brand resonance amongst young consumers based on application of existing conceptual framework.
4. To analyze the relationship of brand satisfaction and brand trust with brand resonance (extension of existing model).
5. To analyze the role of consumer demographics in brand resonance.

3.7. Research Design:

The research design for this research actually divided into two phases, in first phase this research developed measures for brand resonance through qualitative and pilot study (Exploratory Factor Analysis), also in this phase researcher test reliability and validity of accepted measures for final study. In the second phase, we used quantitative approach and formulated well-structured questionnaire with the use of measures that validated in the pilot test, and we test tentative hypotheses of this study in statistical ground. Simply speaking research design is the outline, plan, or strategy used to answer a research question. Research design is a plan of what to gather, from whom, how and when to collect the data, and how to analyze the obtained; for valid results, the design must be appropriate to answer the question or hypothesis being studied. The research design is include type, purpose, period, scope, and the environment. The major elements of research design are data collection design, sampling design, instrument development and data collection and preparation (Cooper and Schindler, 2007).

Early in any research study, once faces the task of selecting the specific design to use. A number of different design approaches exist, but, unfortunately, no simple classification system defines all the variations that must be considered. Following table-3, classify research design using eight different descriptors (Cooper and Schindler, 2007) for the purpose of the present study.

| Table-3:Descriptor of research design | | |
|--|--|----------------------------|
| SN | Category | Type |
| 1 | The degree to which the research question has been crystallized | Formal |
| 2 | The method of data collection | Communication Study |
| 3 | The power of the researcher to produce effects in the variable under study | Ex Post Facto |
| 4 | The purpose of the study | Descriptive |
| 5 | The time dimension | Cross-Sectional |
| 6 | The topical scope-breadth and depth- of the study | Statistical Study |
| 7 | The research environment | Field Condition |
| 8 | The participant perceptions of research activity | Actual routine |
| | | |

Source: (Cooper & Schindler, 2007, p. 139)

A study viewed as exploratory or formal (Descriptive). The essential distinctions between these two options are the degree of structure and the immediate objective of the study. With this context, the present study is based on the formal study concept that is it, begins with a hypothesis and research questions and involves precise procedures and data source specification. The goal of the present research is to test the hypotheses and answer the research questions posed (Cooper and Schindler, 2007). The type of research design used for the present study is the descriptive research design, with the purpose of finding out who, what, where, when, or how much (research question part explained this).

3.7.1. Sampling Design:

For the present research purpose, researcher implements non-probability type that is Judgmental Sampling Method. The advantages of this type of sampling are the availability and the quickness with which data can be gathered (Cooper and Schindler, 2007).

Sample plan:

The steps involved in developing a sampling plan are;

Universe: Young Consumers (Age group between 16-30 years)

Sampling Unit: Young consumers who use Cell Phone and drink branded Soft Drinks.

Sampling Element: Cell Phone users and Soft Drink Consumers.

Sampling Method: Judgmental Sampling

Sample Size: 560 for each Product Category

As the following figure-9 shows that there is the need to select at least 384 sample if the population bigger than 300,000,000. Based on the presented table researcher collect data of more than indication of table samples for each product categories (The Research Advisors, 2006; Krejcie and Morgan, 1970)

For final data analysis, we consider 560 sample size. We collect data of 600 respondent consider for final analysis while, 40 responses were discarded due to incomplete information or visibly manipulative data. As proposed by (Hair et al., 2013), the minimum sample to have at least five times as many observations as there are variables to be analyzed, and the more acceptable size would be a ten-to-one ratio (Hair et al., 2013). Based on item scale, a sample size of 560 was deemed appropriate.

| Required Sample Size | | | | | | | | |
|----------------------|------------------|------|-------|-------|------------------|-------|-------|--------|
| Population Size | Confidence = 95% | | | | Confidence = 99% | | | |
| | Margin of error | | | | Margin of Error | | | |
| | 5.0% | 3.5% | 2.5% | 1.0% | 5.0% | 3.5% | 2.5% | 1.0% |
| 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| 20 | 19 | 20 | 20 | 20 | 19 | 20 | 20 | 20 |
| 30 | 28 | 29 | 29 | 30 | 29 | 29 | 30 | 30 |
| 50 | 44 | 47 | 48 | 50 | 47 | 48 | 49 | 50 |
| 75 | 63 | 69 | 72 | 74 | 67 | 71 | 73 | 75 |
| 100 | 80 | 89 | 94 | 99 | 87 | 93 | 96 | 99 |
| 150 | 108 | 126 | 137 | 148 | 122 | 135 | 142 | 149 |
| 200 | 132 | 160 | 177 | 196 | 154 | 174 | 186 | 198 |
| 250 | 152 | 190 | 215 | 244 | 182 | 211 | 229 | 246 |
| 300 | 169 | 217 | 251 | 291 | 207 | 246 | 270 | 295 |
| 400 | 146 | 265 | 318 | 384 | 250 | 309 | 348 | 391 |
| 500 | 217 | 306 | 377 | 475 | 285 | 365 | 421 | 485 |
| 600 | 234 | 340 | 432 | 565 | 315 | 416 | 490 | 579 |
| 700 | 248 | 370 | 481 | 653 | 341 | 462 | 554 | 672 |
| 800 | 260 | 396 | 526 | 739 | 363 | 503 | 615 | 763 |
| 1,000 | 278 | 440 | 606 | 906 | 399 | 575 | 727 | 943 |
| 1,200 | 291 | 474 | 674 | 1,067 | 427 | 636 | 827 | 1,119 |
| 1,500 | 306 | 515 | 759 | 1,297 | 460 | 712 | 959 | 1,376 |
| 2,000 | 322 | 563 | 869 | 1,655 | 498 | 808 | 1,141 | 1,785 |
| 2,500 | 333 | 597 | 952 | 1,984 | 524 | 879 | 1,288 | 2,173 |
| 3,500 | 346 | 641 | 1,068 | 2,565 | 558 | 977 | 1,510 | 2,890 |
| 5,000 | 357 | 678 | 1,176 | 3,288 | 586 | 1,066 | 1,734 | 3,842 |
| 7,500 | 365 | 710 | 1,275 | 4,211 | 610 | 1,147 | 1,960 | 5,165 |
| 10,000 | 370 | 727 | 1,332 | 4,899 | 622 | 1,193 | 2,098 | 6,239 |
| 25,000 | 378 | 760 | 1,448 | 6,939 | 646 | 1,285 | 2,399 | 9,972 |
| 50,000 | 381 | 772 | 1,491 | 8,056 | 655 | 1,318 | 2,520 | 12,455 |
| 75,000 | 382 | 776 | 1,506 | 8,514 | 658 | 1,330 | 2,563 | 13,583 |
| 100,000 | 383 | 778 | 1,513 | 8,762 | 659 | 1,336 | 2,585 | 14,227 |
| 250,000 | 384 | 782 | 1,527 | 9,248 | 662 | 1,347 | 2,626 | 15,555 |
| 500,000 | 384 | 783 | 1,532 | 9,423 | 663 | 1,350 | 2,640 | 16,055 |
| 1,000,000 | 384 | 783 | 1,534 | 9,512 | 663 | 1,352 | 2,647 | 16,317 |
| 2,500,000 | 384 | 783 | 1,536 | 9,567 | 663 | 1,353 | 2,651 | 16,478 |
| 10,000,000 | 384 | 784 | 1,536 | 9,594 | 663 | 1,354 | 2,653 | 16,560 |
| 100,000,000 | 384 | 784 | 1,537 | 9,603 | 663 | 1,354 | 2,654 | 16,584 |
| 300,000,000 | 384 | 784 | 1,537 | 9,603 | 663 | 1,354 | 2,654 | 16,586 |

Figure-9: Required Sample Size (Source: The Research Advisors, 2006)

3.7.2. Young Consumer Consideration:

Definition of youth

The National Youth Policy (NYP) document of 2003 covers the age group of 13-35 whereas the NYP 2012 aims to cover the age-bracket of 16-30 years. However, it needs to be recognized that all young person's within this age-group are unlikely to be a homogeneous group, sharing common concerns and needs and having different roles and responsibilities. It is, therefore, necessary to divide this broad age-bracket into three subgroups:

- The first sub-group of 16-21 years also covers adolescents whose needs and areas of concern are substantially different from youth under the other age groups.
- The second sub-group of 21-25 years includes that youth who are in the process of completing their education and getting into a career.
- The third sub-group of 25-30 years comprises of young women and men most of whom have completed their education, including professional, and are, more or less, settled in their job and in their personal life (National Youth Policy, Ministry of Youth Affairs and Sports, Government of India, 2012; Sawant, 2012; Sahay and Sharma, 2010).

3.7.3. Research Instrument Development:

An initial draft of the questionnaire was crafted with validated measurement scales from the pilot study. The questionnaire consisted of brand awareness, brand performance, brand Image, brand judgment, and brand feelings, brand satisfaction, brand trust, brand loyalty, brand attachment, brand community and brand engagement, and demographic information. All items were measured on a 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree). Demographic information included gender, age, education and profession of respondent.

3.7.4. Data Collection Design

Following is a summary of the data collection strategy

Data Collection Instrument: The questionnaire developed from the scales mentioned above was used as the instrument. The questionnaire covered the constructs proposed in the model and standard (and reliable) scales available were used for measuring each construct.

Data Collection Process: The respondents were explained the purpose of the study in brief and handed over the questionnaire. The researcher is also giving them enough time to understand the questions and respond properly. At the end of this time, the questionnaires were collected back.

3.8. Product Category Selection

Selection of product and product category is not an easy task as availability of large number of products within the product category. For the present study purpose, researcher selects two product categories and one product from each category. The first product category is Consumer Electronics and product selected from this category is Cell Phone. Second product category is Beverages, and the selected product is Soft Drink. The basis of the selection for these two-product category and product explained in this section. The product category as mentioned earlier has strong brands, particularly about the young consumers and the above product category used in previous branding research too.

Although academicians proposed various constructs of brand association, they did not reach any consensus (Chang and Chieng, 2006). Some academicians focused mainly on product associations (Keller, 1993), and others concentrated more on organization associations (Brown and Dacin, 1997). Product associations representing different meanings combine to describe brand associations (Aaker, 1995; Brown and Dacin, 1997; Chen, 2001). To measuring product relationship and organization, relationship is the sum up to measure the overall brand relationship (Chang and Chieng, 2006).

By building strong consumer–brand relationships based on trust and commitment, companies are able to differentiate their increasingly commoditized product offerings and to attract brand loyalty in a market that is increasingly “deal-loyal” (Donath, 1994). Despite the increase in relationship research, there have been few attempts to study relationships in the consumer product and service domain, particularly at the brand level.

Following are the basis of selection of product category

- Repeated purchase: The selected product should make a repeat purchase of the same product with considerable time span.
- Gender neutralized product: The selected product should be gender neutralized product, which is the product selection by young consumers should not affected by the gender perception.
- Affordable for the middle (Social and economic) class of the people: While selecting a product, the product should be affordable in monetary consideration for the middle class of the people.
- Presence of well-established online community: The selected product should have established online community.
- Easily available goods: The selected product should easily available in the market.
- Different brand available within same product category: The product from the product category should have different brand within the category.
- High variety of product available in the market.

| Table-4: Past research on brand relationship and selected product category | | | | |
|---|--|---------------|---|---|
| Sr. No | Title and Author | Year | Product | Findings |
| 1 | <p>“When Brand Personality Matters: The Moderating Role of Attachment Styles”</p> <ul style="list-style-type: none"> • Vanitha Swaminathan • Karen M. Stilley • Rohini Ahluwalia | April 2009 | shoes, clocks, and clothing | <p>Research reveals that individuals who have an anxious attachment style (negative view of self) are more likely to discriminate between brands based on their personality than those who are less anxious about relationships.</p> <p>Research shows that brand personality can be most useful for forging consumer brand connections in a domain where past literature in the interpersonal relationship context suggests brand attachments are most unlikely (high anxiety/high avoidance consumers).</p> |
| 2 | <p>My” Brand or “Our” Brand: The Effects of Brand Relationship Dimensions and Self- Construal on Brand Evaluations</p> <ul style="list-style-type: none"> • Vanitha Swaminathan • Karen L. Page • Zeynep Gurhan-Canli | May 2007 | Consumer Electronics (Televisions) | <p>The results indicate that brands are highly symbolic entities that are intricately woven into the fabric of consumers’ lives help shape and communicate their individual, as well as their group identities.</p> |
| 3 | <p>Building customer – brand relationships in the mobile communications market: The role of brand tribalism and brand reputation</p> <ul style="list-style-type: none"> • Brigita Jurisic • Antonio Azevedo | February 2010 | Consumer Electronics (Cell Phone) | <p>Telecommunication services are frequently cited within the field of marketing strategies. Once customers have been acquired and connect to the telecommunications network through a particular operator, their long-term links with their operator are of greater importance to the success of the company in such a competitive market than the links they may establish with other service providers or manufacturers in other sectors.</p> <p>The present research reveals differences between corporate brands of Portuguese mobile communication operators and demonstrates the power of brand tribalism, reputation and satisfaction in predicting the strength of customer – brand relationships.</p> |
| 4 | <p>Brand Relationships and Switching Behaviour for Highly Used Products in Young Consumers</p> <ul style="list-style-type: none"> • Arvind Sahay | March 2010 | Consumer Electronics | <p>Results suggest that young consumers develop relationships on all brand relationship dimensions – the first study to do so empirically. It is also interesting to note that, though young consumers develop relationships with the brand, there is a difference in the relationships that the younger age group develops as compared to the older age</p> |

| | | | | |
|----|---|----------------|---|---|
| | <ul style="list-style-type: none"> Nivedita Sharma | | | <p>group.</p> <p>Peer influence reduces brand-switching intentions; this relationship is moderated by the magnitude of price change suggesting that price can dominate peer influence.</p> <p>The results suggest that family influence is higher than peer influence; Indian youth still have a very strong bonding with the family, which makes them more likely to consume the brands under family influence.</p> |
| 5 | <p>Toward Understanding the Young Consumer's Brand Associations and Ethnocentrism in the Lion's Port</p> <ul style="list-style-type: none"> Aron O'Cass Kenny Lim | September 2002 | Apparel | <p>This study argued that young Singaporean consumers would hold different perceptions of brands from different cultural origins, proposing culture of origin as an important extrinsic cue in their evaluation of brands.</p> <p>Brand associations indicated that a particular brand association will result in a specific preference, intention to purchase via a consumer's ability to identify a brand under different conditions, and is related to the strength of the brand node or trace in memory.</p> |
| 6 | <p>Building Consumer-Brand Relationship: A Cross-Cultural Experiential View</p> <ul style="list-style-type: none"> Pao-Long Chang Ming-Hua Chieng | November 2006 | Coffee | <p>Individual and shared experiences were all found to be positive but with different influences on brand associative network. Specifically, the effect of shared experience in brand association was lower than that of individual experience.</p> <p>It was found that both brand association and brand personality significantly influenced brand attitude and brand image.</p> <p>This study also finds that brand association, brand personality, brand attitude, and brand image yield to different mediating effects between brand experience and consumer-brand relationship.</p> |
| 7. | <p>Brand Love</p> <ul style="list-style-type: none"> Rajeev Batra, Aaron Ahuvia, Richard P. Bagozzi | March 2012 | Consumer electronic product category (iPod and iPhone) | <p>Respondents of the research stated that although they genuinely loved some brands, this was a different form of love than interpersonal love.</p> <p>The noted difference in this research was that brand love was often described as a less important relationship than interpersonal love.</p> <p>Almost all (89%) respondents in Study 2 reported truly loving at least one brand.</p> |

3.9. Hypothesis Generation:

The following section will detail how the research hypotheses were developed and how they will be tested.

Gender and Brand resonance:

Through factoring some gender-related cues into brands, marketers help consumers develop certain implicit symbolic meanings to associate the brands with their gender perceptions (Gainer, 1993; Eric and Mello, 2005). Previous research suggested that gender difference plays an important role in the way consumers perceive and relate to brands (Monga, 2002; Sirgy, 1982). Males and females are different in processing brand information (Kempf et al., 1997), forming brand attitudes (Kasper, 1988), and building brand relationships (Putrevu, 2004). Though females may have stronger responses toward brands, variations among male and females are likely. How consumers perceive themselves and how they perceive brands under various usage contexts may influence consumers' brand responses (Gainer, 1993; Dawar and Parker, 1994). By building strong gender and brand association, evoking consumers' sense of masculinity, and creating unique gendered brand relationship, the brand group has made Old Spice a popular choice (Krishnan, 1996). The case suggests that gender identity should be manifested in brand relationship management, and brand perception issues, including brand attitude, brand association, and brand relationship, should all be understood to provide diagnostics of brand potentials to brand managers (Ye, 2008). Basis on above literature researcher state following propositions;

H-C1¹: There is no difference in the level of brand resonance amongst Cell Phone users according to their gender.

H-S1²: There is no difference in the level of brand resonance amongst Soft Drink consumers according to their gender.

¹ H-C: Hypothesis for Cell Phone Product

² H-S: Hypothesis for Soft Drink Product

Income and brand resonance:

Research has found that the middle-income group tends to be involved and associate with brands that lead to the purchase decisions (Slama and Tashchian, 1985). The individuals sensitivity to price is conditioned by a series of factors like market share, level of competition, activity in display, brand loyalty or other variables related to the consumer like his income (Lambin, 1991). Higher Income Groups are more brands loyal: This segment can afford more brand choices and hence base their behavior on their attitude. For their attitudinal loyalty is high (brand commitment is more) rather than price factors. This attitudinal loyalty also leads them to pay a higher relative price for the brand (Khan, 2011). While there was no significant difference between the income groups, the high-income segment was more brands loyal, had more brand awareness, and had greater perception of quality and with better brand association (Chen and Green, 2011). With consideration of above literature researcher state following propositions;

H-C2: There is no difference in the level of brand resonance amongst Cell Phone users according to their Income.

H-S2: There is no difference in the level of brand resonance amongst Soft Drink consumers according to their Income.

Relation of Brand resonance with Brand Satisfaction and Brand trust

Brand satisfaction can be conceptualized as an overall, summary evaluation of the entire brand-use experience (Delgado and Munuera, 2001). The relationship between brand satisfaction and repurchase continues to be well researched, and there is general agreement that overall satisfaction-like evaluations are positively related to customer retention (Szymanski and Henard, 2001). We may say that brand satisfaction, same-context repurchase intention and the availability to recommend the brand to other, represent the essence of brand loyalty (Moisescu and Allen, 2010).

The focus on brand trust is based on findings that there is a strong positive relationship between brand trust and brand loyalty (Chaudhuri and Holbrook, 2001). Although the importance of brand trust has been theoretically emphasized in the branding literature

(Ambler, 1997), there has been little empirical research into it (Delgado et al., 2005). The concept of brand trust is based on the idea of a brand-consumer relationship, which is seen as a substitute for human contact between the company and its customers (Sheth and Parvatiyar, 1995). Chaudhuri and Holbrook (2001), define brand trust as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function”. Across disciplines, there is also agreement that trust only exists in an uncertain and risky environment. Trust is only relevant in a risky situation, when the outcomes of a certain decision are uncertain and important for the individual (Matzler et al., 2006). Basis on above literature researcher state following propositions;

H-C3: There is no positive correlation between brand satisfaction and brand resonance amongst Cell Phone users.

H-C4: There is no positive correlation between brand trust and brand resonance amongst Cell Phone users.

H-S3: There is no positive correlation between brand satisfaction and brand resonance amongst Soft Drink consumers.

H-S4: There is no positive correlation between brand trust and brand resonance amongst Soft Drink consumers.

Brand Resonance and its Antecedents:

According to brand resonance model (Keller, 2001) the different construct shows the positive relationship between brand resonance, the construct such as brand awareness, brand performance, brand Image, brand judgment, and brand feelings. Keller suggests that these are the pillars of brand resonance; if you want to build brand resonance amongst your consumers then we need to think equality about every pillar, it like brand resonance stands on these pillars. In the process of development of brand resonance, these construct are associated with brand resonance at every stage (Keller, 2008). Researcher in the field of the branding state that the brands trust and brand satisfaction plays the key role in the development of brand resonance. Brand trust (Morgan and Hunt, 1994) and brand satisfaction (Moisescu and Allen, 2010) leads to

brand loyalty because trust and brand satisfaction creates exchange relationships that are highly valued (Chaudhuri and Holbrook, 2001). In the branding literature, the concept of brand trust is based on the idea of a brand-consumer relationship, which is seen as a substitute for human contact between the company and its customers (Sheth and Parvatiyar, 1995). Brand satisfaction is strongly correlated with the intention to repurchase and recommend, and, therefore, we might say that brand satisfaction is an intrinsic dimension and a pre-requisite of both attitudinal and behavioral brand loyalty (Moisescu and Allen, 2010). With consideration of above literature researcher state following propositions;

H-C5: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, are not strongly and positively associated with brand resonance amongst Cell Phone users.

H-S5: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, are not strongly and positively associated with brand resonance amongst Soft Drink consumers.

H-C6: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, brand satisfaction and brand trust are not strongly and positively associated with brand resonance amongst Cell Phone users.

H-S6: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, brand satisfaction and brand trust are not strongly and positively associated with brand resonance amongst Soft Drink consumers.

SEM-Path Model Building Hypothesis

Brand awareness, brand performance, brand Image, brand judgment, and brand feelings. To build brand resonance amongst consumers in that case there is need to think equality about every pillar. These construct are associated with brand resonance at every stage (Keller, 2008; Keller, 2001). According to Kim (2012), the dimensionality of the brand experience can be manipulated through the CBBE constructs, including brand awareness,

brand performance, brand imagery, customer judgment, customer feelings, and customer-brand resonance. Brand experiences also provide a hierarchical composition of customers' cognitive, affective, and behavioral dimensions according to the CBBE constructs. Findings of research by Choudhury and Kakati (2014), suggest that in testing of brand resonance model, brand loyalty and brand performance positively contribute towards brand resonance; also relationship exists between brand imagery and brand resonance.

Brand trust and brand satisfaction developed brand reliability, as trust and satisfaction responsible for relationship and to increase the value of relationship (Morgan and Hunt, 1994; Chaudhuri and Holbrook, 2001; Moisescu and Allen, 2010). Branding literature suggests that the idea of brand trust is based on the consumer-brand relationship (Sheth and Parvatiyar, 1995), and brand satisfaction also affect the brand relationship in quiet similar manner of brand trust loyalty (Moisescu and Allen, 2010). The relationship between brand satisfaction and repurchase continues to be well researched, and there is general agreement that overall satisfaction-like evaluations are positively related to customer retention (Szymanski and Henard, 2001). The focus on brand trust is based on findings that there is a strong positive relationship between brand trust and brand relationship (Chaudhuri and Holbrook, 2001). Across disciplines, there is also agreement that trust only exists in an uncertain and risky environment. Trust is only relevant in a risky situation, when the outcomes of a certain decision are uncertain and important for the individual (Matzler et al., 2006). The variation in brand resonance is explained by its antecedents to some extent, but there may be other factors which may be explaining brand resonance in the context of different goods and services (Gautam and Kumar, 2012). Its need to test, brand resonance model with present market setting, also we need to add more variables that are associated with brand relationship, such as brand satisfaction and brand trust (Raut and Brito, 2014).

According to literature from different field such as relationship marketing, branding, retail and many others, there is a significant relationship between satisfaction and trust (Johnson and Auh, 1998; Caceres and Pappas, 2007; Martinez and Del, 2013). The research findings of Garbarino and Johnson (1999), suggest that the satisfaction leads

trust in the different way in different products and services. If the consumers are satisfied with product or services, they will be likely to trust on that particular product or services (Ganesan 1994; Helfert and Gemuenden 1998; Geyskens et al., 1999). Research done by Selnes (1998) revealed that satisfaction has a significant effect on trust. With these findings of past research researcher formulate following prepositions;

H-C7: A Brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) does not have a positive effect on brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Cell Phone users.

H-S7: A Brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) does not have a positive effect on brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Soft Drink consumers.

H-C8: Brand satisfaction does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Cell Phone users.

H-S8: Brand satisfaction does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Soft Drink consumers.

H-C9: Brand trust does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, band community, and brand engagement) amongst Cell Phone users.

H-S9: Brand trust does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, band community, and brand engagement) amongst Soft Drink consumers.

H-C10: Brand satisfaction does not have the positive effect on brand trust amongst Cell Phone users.

H-S10: Brand satisfaction does not have the positive effect on brand trust amongst Soft Drink consumers.

Extent of brand resonance across different product category

Brand loyalty and preference for particular product characteristics are quite different considerations that together make up what is normally referred to as brand loyalty (Morgan and Hunt, 1994). According to Keller (2014), the comprehensive, detailed examination of customer brand relationship will improve our understanding of this complex topic. A strong customer-brand relationship can also make customers more receptive to new products or extensions under the same brand (Wang et al., 2008). Sometimes the strength of attachment depends on many external as well as internal factors in the market. Consumer perception, consumer feelings are the internal factors while product characteristics such as nature of product, quality, price, market name, promotion and so on (Chang, 2012), also decide the strength of attachment that build consumers with brand (Aaker, 1991). On the basis of this past findings researcher formulate following proposition;

H-CS³: There is no difference in the level of brand resonance amongst consumers according to different product categories.

Concluding Remark:

As in the methodology chapter we discuss in detailed tools and techniques that incorporate to achieve the stated objective of this research, and also briefly describe the basis of hypotheses generation. In next chapter under heading “Development of Scale to Study Brand Resonance” developed measurement scale to measure all construct of present study. For developing measurement scale test all item analysis with Exploratory

³ Hypothesis for Cell Phone and Soft Drink Product

Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). Present study also ensure validity and reliability of extracted measurement scale through Cronbach alpha, Item to Total Correlation, Composite Reliability, Average Variance Extraction (AVE) and Square Root of AVE Analysis. In the next chapter “Data Analysis” this study test the all described hypotheses in methodology. To test tentative preposition of this research present study used different statistical test such as Independent t-Test, Dependent t-Test, Person Correlation Coefficient, Analysis of Variance (ANOVA), Multiple Regression, Structural Equation –Second Order Path Model and Mediation Analysis.

CHAPTER 4: DEVELOPMENT OF SCALE TO STUDY BRAND RESONANCE

4.1. Introduction:

Many studies in the marketing literature devoted to developing a multi-item scale. The first papers appeared in the 1979s; in particular, two seminal works were published, to which almost all the later literature on the topic refers. Peter (1979) reviewed traditional reliability theory and measurement, discussing basic concepts and evaluating assessment procedures for use in marketing research. Peter also introduced generalizability theory, providing a unified conceptual and operational approach for addressing reliability issues. Lastly, the author applied reliability assessment to the area of marketing, specifically consumer behavior.

The basic proposition of relationship marketing is that selling the organization should take a longer-term view of customers' relationship to ensure that those customers converted are also retained (Dibb and Simkin, 2008). The concept of brand resonance is not new for academician and marketers as its use increases not only in academics but also in practice. According to Rindfleisch et al., (2006), brand resonance is the extent to which a consumer develops strong behavioral, psychological, and social bonds with the brands s/he consumes, while Bourbab and Boukill (2008), state that brand resonance refers to the nature of the relationship that the consumer has with the brand. The objective of this chapter is to analyze the existing construct and items that are in the process or model of brand resonance on the ground of scale development. With using existing construct of brand resonance and the conceptual items that provided by Keller (2008), researcher set objectives of this research is, to structuring, validation and reliability analysis of brand resonance measures on empirical ground. Methodically to achieve present objective of validating brand resonance scale researcher used (Churchill, 1979) approach that is largely relevant in the process of scale development.

Churchill (1979), proposed a framework, a kind of protocol, by which measures of constructs of interest to marketers having desirable reliability and validity properties could be developed. This framework is still followed in many studies published in the

relevant literature that propose new or refined instruments to measure marketing constructs and, for this reason, it deserves our attention. Churchill (1979), methodology of scale development already has been used in the development of different marketing and social sciences scale such as life style (Deborah and Lawrence, 1986) service quality scale (Ekiz and Bavik, 2008) motivational scale (Dwyer and Yongjae, 2011), memorable tourism experience (Kim et al., 2012), and many others.

4.2. Theory:

There is significant amount of work done, by the researchers in the field of brand relationship in past decade and still it is emerging area of the study (Fournier, 1998; Sahay& Sharma, 2010). Many different approaches defined by researcher for brand relation such as consumers as active meaning maker (Allen et al., 2008), dyadic relationship (Aaker, 1995; Aaker et al., 2004), and specific kind of loyalty (Chestnut, 1978). A various concept developed by branding research in terms of brand relationship, such as brand engagement (Brodie et al., 2001), brand attachment (Park et al., 2010), brand love (Batra et al., 2011). Brand resonance is the long term relationship that consumers build with brand (Kumar, 2006), it based on and affects by different brand related factors, such as brand awareness, brand performance, brand image, brand feelings, and brand judgment (Keller, 2001). High level of resonance would be desirable such that the brand is being cue by the various associations (Krishnan, 1996).The term relationship marketing was first proposed by Berry (1983), in the early 1980s, who defined it as attracting, maintaining and – in multi-service organization – enhancing customer relationships. In congruence with the views of several leading branding scholars (Aaker, 1995; Keller, 2008), brand resonance recognize as encompasses a range of brand-related activities and orientations from simple repeat purchase to deep emotional ties. Brand resonance plays a crucial role in customer relationship management and the development of sustainable brand equity between customers and the brand (Moore &Wurster, 2007).

According to Keller (2001), the initial stage of building a strong brand relationship is creating brand awareness in the mind of consumers. In seconds stage is the meets

consumers social and psychological needs, this needs cant satisfied by brand performance, once consumers feel satisfied with brand he create brand image in his mind. The third step is to consumers' response towards the brand, like he will judge the brand on the basis of brand performance and brand image that he development in his mind. Brand feelings refer to evocation of feelings and emotions from consumers to themselves and others due to the brand. The judgments and feelings toward the brand explain consumer impact on brand relationship and level of identification that the consumer has the brand and fellow consumers. The final stage is brand resonance that is brand relationship (Wang et al., 2008) which consumers developed through the successfully achievement of all earlier stages (Keller, 2001).

4.3. Steps to Developed Brand Resonance Measures:

There is not enough study available on measures of brand resonance model, with the consideration of this as a research gap for the present study, present study approached is to verify the structure, validity and reliability of the conceptual scale that provided by Keller (2008), to measure the brand resonance construct and its dimensions. It was found the direct measurement and analysis of many constructs is not possible like measurement of brand loyalty, brand Image, brand feelings, brand relationship and so on. For measuring this construct, many researchers developed a scale, through which we can measure this construct.

This research was split into two parts in the first part we used qualitative research with experts interviews and focus group discussion technique. In the second phase, researcher incorporate quantitative approach in which developed research instrument for final data collection, through which researcher collect pilot data for analysis of items that was already scrutinize through the first phase of research. In the first phase, researchers merely concentrate on reduction of data, which was not important and largely not related to construct of our study. Followings are the steps to developed brand resonance measures.

4.3.1. Specify the Construct Domain:

The first step in the suggested procedure for developing better measures involves specifying the domain of the construct. It is imperative, though, that researcher's consult the literature when conceptualizing constructs and specifying domains. Perhaps the older measures are inadequate. The researcher should make sure this is the case by conducting a thorough review of literature in which the variable is used and should present a detailed statement of the reasons and evidence as to why the new measure is better (Churchill, 1979). As we are using the existing structure of the construct, so we are not going to add or change in different construct of brand resonance model. The table-5 present the construct of the present study with its description based on existing literature (Keller, 2001). This research considered total nine constructs for refining the scale of brand resonance.

4.3.2. Generation of Items and Collection of Data:

The generated items that can capture the specified construct domain are the main objective of this stage. Those techniques that are typically productive in exploratory research, including literature searches, experience surveys, and insight stimulating examples, are productive here (Selltitz et al., 1976). The literature should indicate how the variable defined previously and how many dimensions or components it has (Churchill, 1979). According to Churchill researcher should search the existing literature to generate items that can measure specific construct, with the help of this view this study used items to measures construct from Keller (2001), articles as in the end of his article he provide format for generation of items, the structure of items is in the question format except the brand resonance construct (Keller, 2008) (brand loyalty, brand attachment, brand community and brand engagement), this study adapt the all nine construct questions format items into structured statement, finally study formulate total 72 items. For the collection of data and analysis of items, study implements qualitative and quantitative approach. As in the stage item generation, present study implements two qualitative approaches such as focus group discussion and experts interviews (4 academic experts and four industrial experts). For focus group study select three groups in each group there was three male and three female participants for control gender bias. In the structure of

focus group, respondent discusses each construct and as the observer researcher analyze which are the items are important of each construct. For pilot (quantitative study) total 160 respondent data used for analysis purpose. All items measured at seven points Likert Scale (1- Strongly Disagree to 7- Strongly Agree). In the process of data collection and measures purification instead of concentrating on respondent demographics present study more focus of items analysis.

Two-page questionnaire was used as the research instrument for final data collection. For assessing, the some measures (statements or items) of brand resonance used the 7- point Likert scale, as 7- point Likert scale used in many earlier studies for measurement of brand relationship aspects (Aziz and Yasin, 2010; Lin, 2010; Lee et al., 2011; Hwang and Kandampully, 2012). Targeting the dimensions of brand resonance discussed in the earlier part, a Likert scale based questionnaire based on standard research procedures (Churchill, 1979), was developed from previously validated scales, and adapted from (Keller, 1993). Apart from this for the final study, collect data from total 200 respondents for pilot analysis; the response rate for the survey method was 80 percent. We delete the case the one that had greater than 10 percent of missing data, the data actual used for analysis was (N) 160. In this study researcher run exploratory factor analysis to reduce the insignificant data.

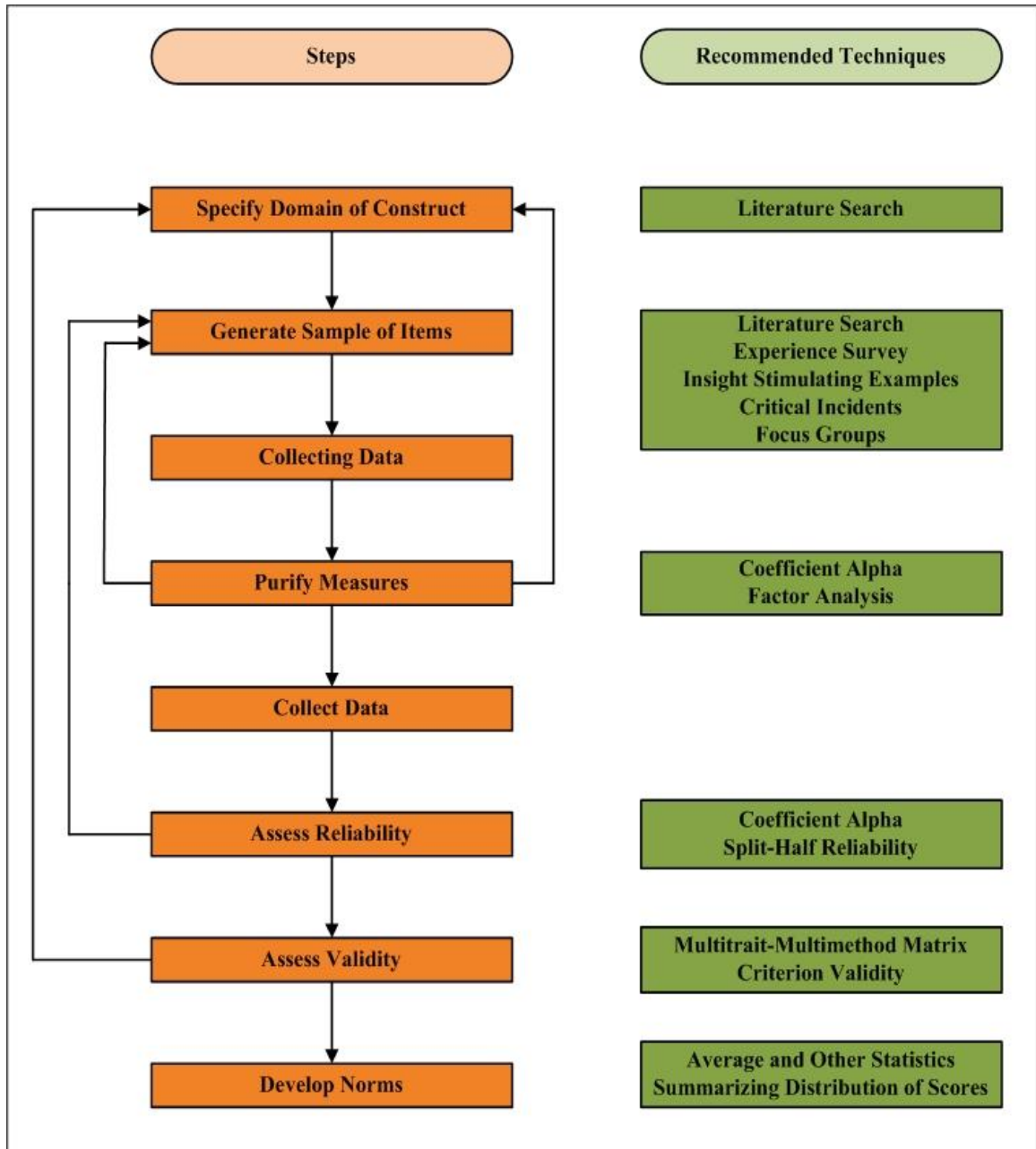


Figure-10: Scale Development Process (Source: Churchill, 1979)

Table-5: Specified Domain of Construct

| Sr. No. | Construct | Definitions |
|--|-------------------|---|
| 1 | Brand Awareness | Product or brand Awareness is the propensity of the product or brand to be noticed or thought of in buying situations. Brand Awareness is more than the traditional top-of-mind brand awareness measure. (Romaniuk and Sharp, 2004). |
| 2 | Brand Performance | Brand performance describes how well the product or services meets customer more functional needs (Keller, 2008). |
| 3 | Brand Image | Brand image is the perceptions about a brand reflected by the brand associations held in consumer memory (Keller, 1993). |
| 4 | Brand Judgment | Brand judgments focus on customers' personal opinions about the brand based on how they put together different performance and Image associations (Keller, 1993). |
| 5 | Brand Feelings | Brand feelings are consumers' emotional responses and reaction to the brand. (Keller, 2008). |
| 6 | Brand Loyalty | Brand loyalty is "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, causing repetitive same brand or same-brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999). |
| 7 | Brand attachment | The concept of "brand attachment" represents a particular kind of consumer-brand relationship. Brand attachment is the strength of the bond connecting the brand with the self (Park et al., 2010) be attached to a brand means the consumer buys the same brand in a given product category almost exclusively (McQueen et al., 1993). |
| 8 | Brand Community | Brand community is a "specialized, non-geographically bound community, and based on a structured set of relationships among admirers or a brand" (Muniz and Guinn, 2001). |
| 9 | Brand Engagement | 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 in brand interactions (Hollebeek, 2011). |
| The all above nine constructs are the part of brand resonance model "Brand resonance refers to the nature of the relationship that customers have with the brand and the extent to which they feel that they are "in synch" with the brands" (Keller, 2001; Keller, 2008). | | |

Table-6: Generation of Items

| Construct | Sr.No. | Question (Keller-2000, 2001, 2003) | Generated Items |
|-------------------|--------|--|---|
| Brand Awareness | 1. | What brands of product or service category can you think of? (Using increasingly specific product category cues). | This brand is very easy to recognize. |
| | 2. | Have you ever heard of these brands? | This brand is popular. |
| | 3. | Which brands might you be likely to use under the following situations. | I can use my brand in different situation. |
| | 4. | How frequently do you think of this brand? | I know where I can buy this brand. |
| Brand Performance | 5. | Compared with other brands in the category, how well does this brand provide the basic functions of the product or service category? | Compared with other brands in the product category, this brand satisfies basic function. |
| | 6. | Compared with other brands in the category, how well does this brand satisfy the basic needs of the product or service category? | Compared with other brands in the product category, this brand satisfies my basic needs. |
| | 7. | To what extent does this brand have special features? | This brand is a specialized brand for me. |
| | 8. | How reliable is this brand? | This brand is reliable for me. |
| | 9. | How durable is this brand? | This brand is durable for me. |
| | 10. | How easily serviced is this brand? | This brand is easily serviceable. |
| | 11. | How effective is this brand's service? Does it completely satisfy your requirements? | This brand provides satisfied service. |
| | 12. | How efficient is this brand's service in terms of speed, responsiveness, and so forth? | The service provide by this brand is efficient. |
| | 13. | How courteous and helpful are the providers of this brand's service? | Overall the service of this brand is good. |
| | 14. | How stylish do you find this brand? | This brand is stylish brand for me. |
| | 15. | How much do you like the look, feel, and other design aspects of this brand? | I like the look, feel and other design aspects of this brand. |
| | 16. | Compared with other brands in the category with which it competes, are this brand's prices generally higher, lower, or about the same? | Compared with other brands in the category with which it competes, this brand prices satisfactory for me. |

| | | | |
|-----------------|-----|--|---|
| | 17. | Compared with other brands in the category with which it competes, do this brand's prices change more frequently, less frequently, or about the same amount? | Compared with other brands in the category with which it competes, this brand prices provide price guarantee? |
| Brand Image | 18. | To what extent do people you admire and respect use this brand? | I give respect to the people who use this brand. |
| | 19. | How much do you like people who use this brand? | I like the people who use this brand. |
| | 20. | How well do the following words describe this brand: down-to-earth, honest, daring, up-to-date, reliable, successful, upper class, charming, outdoorsy? | This brand is sign of successfulness, sign of honesty, sign of upper class and so many good things. |
| | 21. | What places are appropriate to buy this brand? | I know where I can buy this brand. |
| | 22. | How appropriate are the following situations to use this brand? | I know, in which situation I have to use this brand. |
| | 23. | Can you buy this brand in a lot of places? | I can buy this brand where I want. |
| | 24. | Is this a brand that you can use in a lot of different situations? | This is the only brand that, I can use in many situations. |
| | 25. | To what extent does thinking of the brand bring back pleasant memories? | I think that this brand bring back pleasant memories. |
| | 26. | To what extent do you feel you grew up with the brand? | I feel that I grew up with this brand. |
| Brand Judgments | 27. | What is your overall opinion of this brand? | In my overall opinion this brand is good brand. |
| | 28. | What is your assessment of the product quality of this brand? | This brand providing good quality products. |
| | 29. | To what extent does this brand fully satisfy your product needs? | This brand satisfies my product needs. |
| | 30. | How good a value is this brand? | This is the good value brand. |
| | 31. | How knowledgeable are the makers of this brand? | This brand knows what his consumers want. |
| | 32. | How innovative are the makers of this brand? | This is very innovative brand. |
| | 33. | How much do you trust the makers of this brand? | This is trustable brand. |
| | 34. | To what extent do the makers of this brand understand your needs? | This brand knows what the needs of his consumers are. |

| | | | |
|----------------|-----|--|--|
| | 35. | To what extent do the makers of this brand care about your opinions? | This brand always takes care of their consumers' opinion. |
| | 36. | To what extent do the makers of this brand have your interests in mind? | This brand maker knows the interest of his consumers. |
| | 37. | How much do you like this brand? | I like this brand very much. |
| | 38. | How much do you admire this brand? | I admire this brand. |
| | 39. | How much do you respect this brand? | I respect this brand. |
| | 40. | How likely would you be to recommend this brand to others? | I always recommend this brand to other. |
| | 41. | Which are your favorite products in this brand category? | This brand produces my favorite products. |
| | 42. | How personally relevant is this brand to you? | This brand is relevant for me. |
| | 43. | How unique is this brand? | This is unique brand. |
| | 44. | To what extent does this brand offer advantages that other brands cannot? | This is more advantageous brand than compare to other brand. |
| | 45. | How superior is this brand to others in the category? | This is superior brand as compared to other brands in the product category. |
| Brand Feelings | 46. | Does this brand give you a feeling of warmth? | This brand gives me a feeling of warmth. |
| | 47. | Does this brand give you a feeling of fun? | This brand gives me a feeling of fun. |
| | 48. | Does this brand give you a feeling of excitement? | This brand gives me a feeling of excitement. |
| | 49. | Does this brand give you a feeling of security? | This brand gives me a feeling of security. |
| | 50. | Does this brand give you a feeling of social approval? | This brand gives me a feeling of social approval. |
| | 51. | Does this brand give you a feeling of self-respect? | This brand gives me a feeling of self respect. |
| Brand Loyalty | 52. | I consider myself loyal to this brand. | I consider myself loyal to this brand. |
| | 53. | I buy this brand whenever I can. | I buy this brand whenever I can. |
| | 54. | I buy as much of this brand as I can. | I buy as much of this brand as I can. |
| | 55. | I feel this is the only brand of this product I need. | I feel that I need only this brand product. |
| | 56. | This is the one brand I would prefer to buy/use. | This is the one brand I would prefer to buy. |
| | 57. | If this brand were not available, it would make little difference to me if I had to use another brand. | If this brand were not available, it would make little difference to me if I had to use another brand. |
| | 58. | I would go out of my way to use this brand | I would go out of my way to use this brand. |

| | | | |
|------------------|-----|--|--|
| Brand Attachment | 59. | I really love this brand. | I really love this brand. |
| | 60. | I would really miss this brand if it went away. | I would really miss this brand if it went away. |
| | 61. | This brand is special to me. | This brand is special to me. |
| | 62. | This brand is more than a product to me. | This brand is more than a product to me. |
| Brand Community | 63. | I really identify with people who use this brand. | I really identify with people who use this brand. |
| | 64. | I feel as if I almost belong to a club with other users of this brand. | I feel as if I almost belong to a club with other users of this brand. |
| | 65. | This is a brand used by people like me. | This is a brand used by people like me. |
| | 66. | I feel a deep connection with others who use this brand | I feel a deep connection with others who use this brand. |
| Brand Engagement | 67. | I really like to talk about this brand to others. | I really like to talk about this brand to others. |
| | 68. | I am always interested in learning more about this brand. | I am always interested in learning more about this brand. |
| | 69. | I would be interested in merchandise with this brand's name on it. | I would be interested in merchandise with this brand's name on it. |
| | 70. | I am proud to have others know I use this brand. | I am proud to have others know I use this brand. |
| | 71. | I like to visit the Web site for this brand. | I like to visit the Web site for this brand. |
| | 72. | Compared with other people, I follow news about this brand closely. | Compared with other people, I follow news about this brand closely. |

4.3.3. Purification of Scale

For the purification of measures, researcher used expert interview and focus group discussion (FGD) techniques from a qualitative approach while from the quantitative approach we used survey method. We used communalities, factor loadings, Item-to-Total correlation in the same construct, correlation of the item with different construct items, and Cronbach's α to assess the goodness of measures, validity, and reliability of measures.

a. Qualitative study:

As the guideline of qualitative research about use of expert interviews tools that study can developed our survey based on ethnographic field of research, or we can use already existing instrument, scale, or other measures in the a new setting. As instruments based on ethnographic field of research can be discussed with local expert to clarify correct use of language, address translation issues, and ensuring comprehension way to test such instruments is to use focus groups to determine whether people understand the questions (Krueger, 1988).

In this phase, researcher implemented two qualitative approaches such as focus group discussion and expert interview; in expert interview we interviewed four academic experts and four industrial experts (Schensul et al., 1999). For focus group discussion we selected three groups in each group there were six participants (Bloor, Frankland, et al., 2001). In the structure of focus group, a respondent discusses each construct and as an observer researcher analyze which are the items are important of each construct according to focus group discussion (Stewart and Shamdasani, 1990). When select experts for interview, researcher merely consider the criteria such as their knowledge about branding area, on this ground we select brand manager from industrial space and from academician who teaching or doing research in the field of brand management.

In the qualitative approach, study used all 72 items that were developed through Keller's guideline. After confirming the result from the expert advice (Kim et al., 2012), through interview and focus group study, researcher drop 20 items on the ground of same meanings, creating confusion in the mind of respondent, not suited because of technical

wording (Devellis, 2003). After deleting 20 items the remaining 52 items used for the pilot study.

b. Pilot Study:

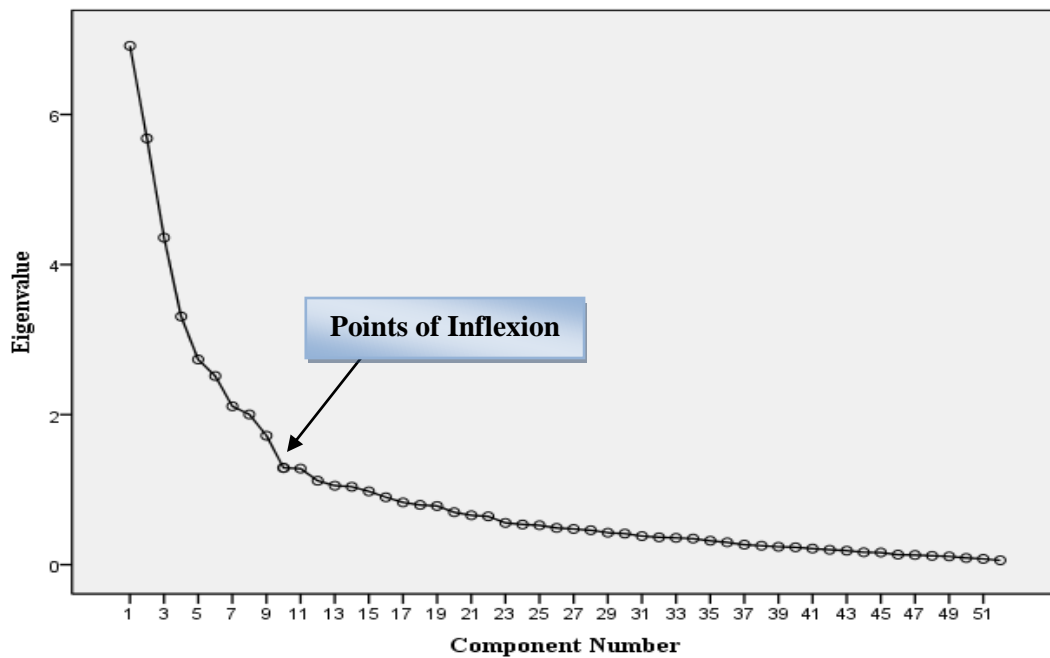
The pilot study conducted in two phase in pre-pilot test, questionnaire was tested with a convenience sample of 30 respondents. This phase researcher asked the respondent to provide comments on the relevance and wording of the questionnaire items, length of the survey, and time taken to complete it. Based on the response received, the questionnaire was modified, and the wording of some of the questions was changed to improve clarity in the further study. In the second phase study used data of 160 respondents for the pilot study; response rate of pilot was 64 percent. The sample size selected with consideration the rule of exploratory factor analysis (MacCallum, et al., 1999).

c. Exploratory Factor Analysis (EFA):

The purpose of the initial EFA is to use of the important items based on their relative factor loadings scores in further analysis. After applying EFA in pilot study data, it gives the solution to drop 17 on the basis of its communities (less than .6) and factor loadings (less than .6). The norms set by dropping items in the pilot study through EFA are less than .6 values of communalities and less than .6 values for factor loadings (Guadagnoli and Velicer, 1988). The inter-correlation between items under same construct was high while inter-correlation between items under different construct was low (Nunnally, 1978). The number of latent variables, number of observed variables and sample size is appropriate for EFA and CFA analysis (Kass and Tinsley, 1979; Comrey and Lee, 1992; Tabachnick and Fidell, 2007). For EFA researcher consider correlation matrix between items less than 0.8 (Rockwell, 1975) KMO and Bartlett's Test greater than 0.6 (Kaiser, 1974), and communalities above 0.6 (MacCallum et al., 1999), and cut-off point for factor lodging more than 0.6, the values of factor lodging are based on an alpha level of .01 with two-tailed (Stevens, 2002). Factor analysis is an exploratory tool and so it should be used to guide the researcher to make various decisions such as, one important decision is the number of factors to extract (Field, 2009); as pre-defined in the present study with consideration of brand resonance model need nine factors, as present study have nine

constructs and also evidence of the Scree Plot support to extraction of nine factors at point of inflexion (Cattell, 1966; Stevens, 2002), clearly showed the extraction of nine factors.

A principal component analysis (PCA) was conducted on the 52 items with orthogonal rotation (varimax). An initial analysis was run to obtain nine factors in the data. The Kaiser–Meyer–Olkin measure verified the sampling adequacy for the analysis, KMO = .712 ('Good' according to Kaiser, 1974; Field, 2009), and Bartlett's test of sphericity $\chi^2(160) = 4721.393$, $p < .000$, and $DF = 1326$, indicated that correlations between items were sufficiently large for PCA. Nine factors had eigenvalues over Kaiser's criterion of 1 and in combination explained almost 71% of the variance. The rotated component matrix for 17 variables showed value less than 0.6 amongst 52 items, with these facts 17 items fit in our item rejection criteria (Guadagnoli and Velicer, 1988; Stevens, 2002; Field, 2009), researcher eliminated seventeen and retained 35 items for further study.



Graph-1: Scree Plot to confirm number of Factors

| Table-7: Brand Resonance Measures Analysis Qualitative study and EFA | | | | | | | | |
|--|---|---|------|---|---|-------------------------------------|-----------------|-------------------|
| | | | | Qualitative Approach | | Quantitative Approach (Pilot Study) | | |
| | | | | | | EFA | | |
| Construct | Sr. No | Generated Items | Code | Expert Interview and Focus Group Discussion | | Communalities | Factor Loadings | Cronch Bach Alpha |
| Awareness | 1 | This brand is very easy to recognize. | BA1 | ✓ | ✓ | .742 | .833 | .870 |
| | 2 | This brand is popular. | BA2 | ✓ | ✓ | .754 | .773 | |
| | 3 | I can use my brand in different situation. | x | x | x | x | x | |
| | 4 | I know where I can buy this brand. | BA3 | ✓ | ✓ | .724 | .799 | |
| Performance | 5 | Compared with other brands in the product category, this brand satisfies basic function. | x | x | x | x | x | .846 |
| | 6 | Compared with other brands in the product category, this brand satisfies my basic needs. | BP1 | ✓ | ✓ | .692 | .813 | |
| | 7 | This brand is a specialized brand for me. | x | x | x | x | x | |
| | 8 | This brand is reliable for me. | BP2 | ✓ | ✓ | .690 | .821 | |
| | 9 | This brand is durable for me. | x | x | x | x | x | |
| | 10 | This brand is easily serviceable. | BP3 | x | x | .323 | .330 | |
| | 11 | This brand provides satisfied service. | x | x | x | x | x | |
| | 12 | The service provide by this brand is efficient. | x | x | x | x | x | |
| | 13 | Overall the service of this brand is good. | BP4 | ✓ | ✓ | .569 | .540 | |
| | 14 | This brand is stylish brand for me. | BP5 | ✓ | ✓ | .419 | .557 | |
| | 15 | I like the look, feel and other design aspects of this brand. | BP6 | ✓ | ✓ | .712 | .812 | |
| | 16 | Compared with other brands in the category with which it competes, this brand prices satisfactory for me. | x | x | x | x | x | |
| 17 | Compared with other brands in the category with which it competes, this brand prices provide price guarantee. | x | x | x | x | x | | |
| Image | 18 | I give respect to the people who use this brand. | BI1 | ✓ | ✓ | .683 | .790 | .851 |
| | 19 | I like the people who use this brand. | BI2 | ✓ | ✓ | .778 | .799 | |
| | 20 | This brand is sign of successfulness, sign of honesty, sign of | BI3 | ✓ | ✓ | .481 | .566 | |

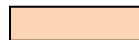
| | | | | | | | | |
|-----------|----|---|-------------|---|---|------|------|------|
| | | upper class and so many good things. | | | | | | |
| | 21 | I know where Can I buy this brand. | x | x | x | x | x | |
| | 22 | I know, in which situation I have to use this brand. | x | x | x | x | x | |
| | 23 | I can buy this brand where I want. | x | x | x | x | x | |
| | 24 | This is the only brand that, I can use in many situations. | x | x | x | x | x | |
| | 25 | I think that this brand bring back pleasant memories. | BI4 | ✓ | ✓ | .342 | .545 | |
| | 26 | I feel that I grew up with this brand. | BI5 | ✓ | ✓ | .650 | .725 | |
| Judgments | 27 | In my overall opinion this brand is good brand. | BJ1 | ✓ | ✓ | .602 | .480 | .843 |
| | 28 | This brand providing good quality products. | x | x | x | x | x | |
| | 29 | This brand satisfies my product needs. | x | x | x | x | x | |
| | 30 | This is the good value brand. | BJ2 | ✓ | ✓ | .565 | .738 | |
| | 31 | This brand knows what his consumers want. | BJ3 | ✓ | ✓ | .514 | .560 | |
| | 32 | This is very innovative brand. | BJ4 | ✓ | ✓ | .580 | .744 | |
| | 33 | This is trustable brand. | BJ5 | ✓ | ✓ | .500 | .571 | |
| | 34 | This brand knows what the needs of his consumers are. | x | x | x | x | x | |
| | 35 | This brand always takes care of their consumers' opinion. | BJ6 | ✓ | ✓ | .475 | .568 | |
| | 36 | This brand maker knows the interest of his consumers. | x | x | x | x | x | |
| | 37 | I like this brand very much. | BJ7 | ✓ | ✓ | .126 | .244 | |
| | 38 | I admire this brand. | x | x | x | x | x | |
| | 39 | I respect this brand. | BJ8 | ✓ | ✓ | .468 | .473 | |
| | 40 | I always recommend this brand to other. | x | x | x | x | x | |
| | 41 | This brand produces my favorite products. | x | x | x | x | x | |
| | 42 | This brand is relevant for me. | BJ9 | ✓ | ✓ | .619 | .698 | |
| | 43 | This is unique brand. | BJ10 | ✓ | ✓ | .674 | .780 | |
| | 44 | This is more advantageous brand than compare to other brand. | x | x | x | x | x | |
| | 45 | This is superior brand as compared to other brands in the product category. | BJ11 | ✓ | ✓ | .593 | .757 | |
| Feelings | 46 | This brand gives me a feeling of warmth. | BF1 | ✓ | ✓ | .424 | .533 | .828 |
| | 47 | This brand gives me a feeling of fun. | BF2 | ✓ | ✓ | .523 | .639 | |
| | 48 | This brand gives me a feeling of excitement. | BF3 | ✓ | ✓ | .623 | .518 | |
| | 49 | This brand gives me a feeling of security. | BF4 | ✓ | ✓ | .710 | .751 | |
| | 50 | This brand gives me a feeling of social approval. | BF5 | ✓ | ✓ | .756 | .759 | |
| | 51 | This brand gives me a feeling of self respect. | BF6 | ✓ | ✓ | .619 | .608 | |

| | | | | | | | | |
|----------------|----|--|-------------|---|---|------|------|------|
| Loyalty | 52 | I consider myself loyal to this brand. | BL1 | ✓ | ✓ | .790 | .833 | .863 |
| | 53 | I buy this brand whenever I can. | BL2 | ✓ | ✓ | .697 | .801 | |
| | 54 | I buy as much of this brand as I can. | BL3 | ✓ | ✓ | .430 | .424 | |
| | 55 | I feel that I need only this brand product. | BL4 | ✓ | ✓ | .477 | .456 | |
| | 56 | This is the one brand I would prefer to buy. | BL5 | ✓ | ✓ | .699 | .812 | |
| | 57 | If this brand were not available, it would make little difference to me if I had to use another brand. | BL6 | ✓ | ✓ | .681 | .718 | |
| | 58 | I would go out of my way to use this brand. | BL7 | ✓ | ✓ | .424 | .573 | |
| Attachm ent | 59 | I really love this brand. | BAT1 | ✓ | ✓ | .746 | .825 | .904 |
| | 60 | I would really miss this brand if it went away. | BAT2 | ✓ | ✓ | .730 | .817 | |
| | 61 | This brand is special to me. | BAT3 | ✓ | ✓ | .774 | .827 | |
| | 62 | This brand is more than a product to me. | BAT4 | ✓ | ✓ | .684 | .770 | |
| Commun ity | 63 | I really identify with people who use this brand. | BC1 | ✓ | ✓ | .729 | .653 | .838 |
| | 64 | I feel as if I almost belong to a club with other users of this brand. | BC2 | ✓ | ✓ | .786 | .834 | |
| | 65 | This is a brand used by people like me. | BC3 | ✓ | ✓ | .618 | .654 | |
| | 66 | I feel a deep connection with others who use this brand. | BC4 | ✓ | ✓ | .803 | .854 | |
| Engagem ent | 67 | I really like to talk about this brand to others. | BE1 | ✓ | ✓ | .603 | .680 | .817 |
| | 68 | I am always interested in learning more about this brand. | BE2 | ✓ | ✓ | .678 | .752 | |
| | 69 | I would be interested in merchandise with this brand's name on it. | BE3 | ✓ | ✓ | .393 | .568 | |
| | 70 | I am proud to have others know I use this brand. | BE4 | ✓ | ✓ | .583 | .705 | |
| | 71 | I like to visit the Web site for this brand. | BE5 | ✓ | ✓ | .518 | .659 | |
| | 72 | Compared with other people, I follow news about this brand closely. | BE6 | ✓ | ✓ | .573 | .692 | |

* Sample Size (N) = 160 *Kaiser-Meyer-Olkin Measure of Sampling Adequacy= .712

*Bartlett's Test of Sphericity shows Approx. Chi-Square = 4721.393, DF = 1326 and Sig = .000 *Extraction Method: Principal Component Analysis.

*Rotation Method: Varimax with Kaiser Normalization. *9- components extracted. *Rotation converged in 9 iterations.



Items Drop through Qualitative Study Items Drop through pilot study Items for Further Study

d. Confirmatory Factor Analysis:

Final data collected with the help of extracted 35 items through the pilot study (qualitative and quantitative approach) by using convenience sample technique. Total 560 samples used for this analysis, collect data from 700 respondents and out of we delete 140 cases, due to missing of more than twenty percent data. Finally, we used 560 samples. The testing of the measurement model is the crucial stage in the development and analysis measures. With the importance of measurement model testing present study test brand resonance measurement model with existing construct of brand resonance model namely brand awareness, brand performance, brand image, brand judgment, brand feelings, brand loyalty, brand attachment, brand community and brand engagement.

e. Assessment of Normality:

First present study checked the absolute value of Skewness and kurtosis, as observed not single variables showing the absolute value of skew greater than 3 and kurtosis greater than 10, so there is no concern regarding the normality (Kline, 2005).

| Table-8: Descriptive Statistics for Assessment of Normality | | | | | |
|--|---------------------|--------|--------|---------------|---------------|
| Sr. No. | Items | Mean | Median | Skewness (SE) | Kurtosis (SE) |
| 1. | Brand Awareness-1 | 5.8321 | 6.00 | -1.699 (.103) | 2.323 (.206) |
| 2. | Brand Awareness-2 | 5.9625 | 6.00 | -1.725 (.103) | 2.827 (.206) |
| 3. | Brand Awareness-3 | 5.9196 | 6.00 | -1.669 (.103) | 2.616 (.206) |
| 4. | Brand Performance-1 | 5.6982 | 6.00 | -1.326 (.103) | 1.693 (.206) |
| 5. | Brand Performance-2 | 5.7036 | 6.00 | -1.269 (.103) | 1.450 (.206) |
| 6. | Brand Performance-3 | 5.5375 | 5.00 | -1.096 (.103) | .708 (.206) |
| 7. | Brand Image-1 | 4.7304 | 5.00 | -.569 (.103) | -.722 (.206) |
| 8. | Brand Image-2 | 4.6125 | 5.00 | -.512 (.103) | -.627 (.206) |
| 9. | Brand Image-3 | 4.4107 | 6.00 | -.376 (.103) | -1.040 (.206) |
| 10. | Brand Judgment-1 | 5.1964 | 6.00 | -.901 (.103) | .231 (.206) |
| 11. | Brand Judgment-2 | 5.5000 | 6.00 | -1.147 (.103) | 1.018 (.206) |
| 12. | Brand Judgment-3 | 5.4571 | 5.00 | -1.003 (.103) | .735 (.206) |
| 13. | Brand Judgment-4 | 5.0071 | 6.00 | -.793 (.103) | -.234 (.206) |
| 14. | Brand Judgment-5 | 5.1161 | 5.00 | -.877 (.103) | -.018 (.206) |
| 15. | Brand Feelings-1 | 4.6750 | 6.00 | -.569 (.103) | -.625 (.206) |
| 16. | Brand Feelings-2 | 5.1500 | 5.00 | -.913 (.103) | .165 (.206) |
| 17. | Brand Feelings-3 | 5.0107 | 5.00 | -.830 (.103) | -.044 (.206) |
| 18. | Brand Feelings-4 | 5.1143 | 5.00 | -.803 (.103) | .002 (.206) |

| | | | | | |
|------------------------|--------------------|--------|------|--------------|---------------|
| 19. | brand loyalty-1 | 4.9089 | 5.00 | -.822 (.103) | -.112 (.206) |
| 20. | brand loyalty-2 | 4.8143 | 5.00 | -.661 (.103) | -.456 (.206) |
| 21. | brand loyalty-3 | 5.0089 | 5.00 | -.873 (.103) | .079 (.206) |
| 22. | brand loyalty-4 | 4.7286 | 5.00 | -.505 (.103) | -.653 (.206) |
| 23. | Brand Attachment-1 | 5.1375 | 5.00 | -.900 (.103) | .286 (.206) |
| 24. | Brand Attachment-2 | 4.9357 | 5.00 | -.660 (.103) | -.552 (.206) |
| 25. | Brand Attachment-3 | 4.9714 | 5.00 | -.761 (.103) | -.240 (.206) |
| 26. | Brand Attachment-4 | 4.7732 | 5.00 | -.539 (.103) | -.627 (.206) |
| 27. | Brand Community-1 | 4.6696 | 5.00 | -.505 (.103) | -.863 (.206) |
| 28. | Brand Community-2 | 4.5304 | 5.00 | -.413 (.103) | -.853 (.206) |
| 29. | Brand Community-3 | 4.6214 | 5.00 | -.565 (.103) | -.700 (.206) |
| 30. | Brand Community-4 | 4.3339 | 5.00 | -.339 (.103) | -1.065 (.206) |
| 31. | Brand Engagement-1 | 4.7750 | 5.00 | -.653 (.103) | -.572 (.206) |
| 32. | Brand Engagement-2 | 5.2214 | 6.00 | -.991 (.103) | .352 (.206) |
| 33. | Brand Engagement-3 | 4.9036 | 5.00 | -.753 (.103) | -.223 (.206) |
| 34. | Brand Engagement-4 | 4.9964 | 5.00 | -.777 (.103) | -.225 (.206) |
| 35. | Brand Engagement-5 | 4.9714 | 5.00 | -.732 (.103) | -.472 (.206) |
| Valid Sample (N) = 560 | | | | | |

f. Brand Resonance Measurement Model

The first form of brand resonance measurement model showed the correlation between all latent variables ranges from (BC \leftrightarrow BA) .186 to (BAT \leftrightarrow BE) .834, these correlations suggest that latent variables are associated and still it's fit in the rule of discriminant validity as no correlation value between two different construct values reached above .85 (Brown, 2006). The loadings for all thirty-five observed variables ranges from (BI3) .659 to (BI2) .901, except (BL4) .439, its indicator that to this study need to drop this item as the factor loading for BL4 is less than .5 and the value .439 is poor. All loadings and correlations between latent variables are significant ($p < 0.05$). Using the norms (Tabachnick and Fidell, 2007), all factor loadings are considered very well to excellent, and all indicators variables significantly load on the expected latent variables. In the first form of brand resonance measurement model test, researcher achieved model fit indices such as CMIN/DF= 2.86, CFI = .928, NFI= .894, IFI= .929 TLI= .918, and RMSEA = .058. With consideration of all these values the model is an acceptable fit, but still there is a scope to enhance the model fit indices (Hair et al., 2013).

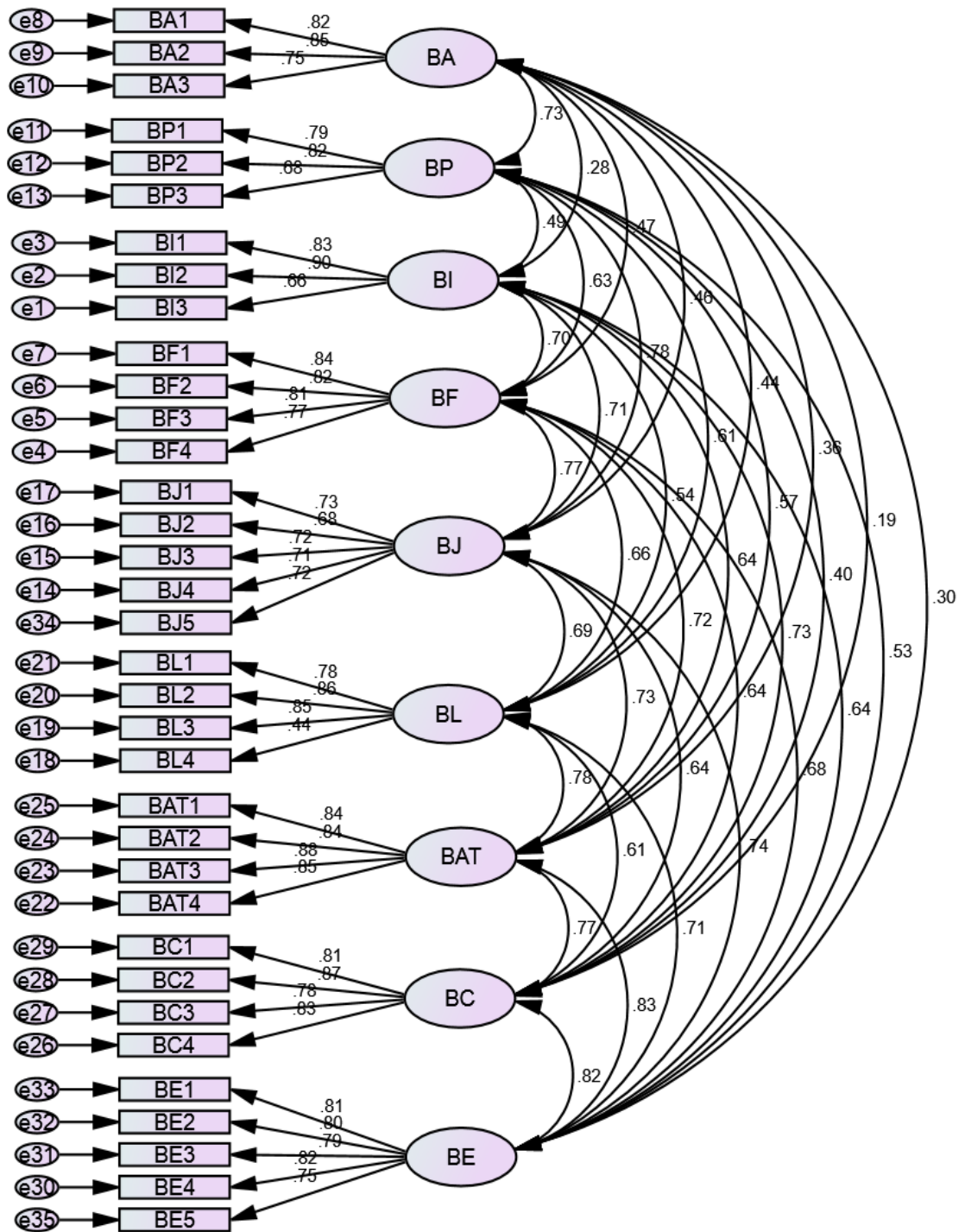


Figure-11: Initial Form of Brand Resonance Measurement Model

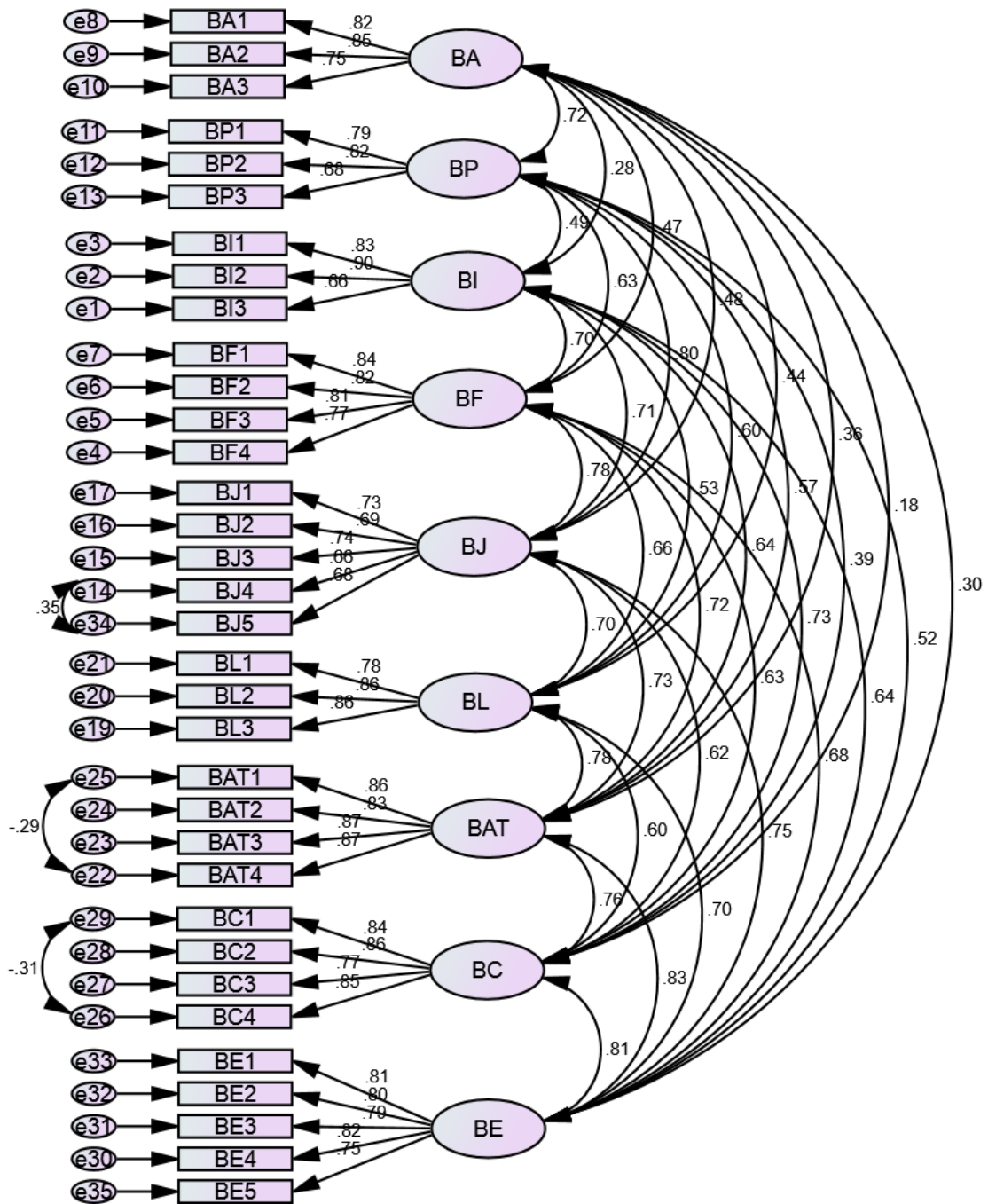


Figure-12: Accepted Brand Resonance Measurement Model

After testing initial form of brand resonance measurement model the modification indices (MI) showed there is space for improvement of measurement model as MI estimates suggest some changes in the model and stepwise this study implement all the changes that can improve the measurement model, and researcher retest the model after implementing the one to one modification parameter. As largest MI values suggest adding a covariance between the errors for BJ4 and BJ5 (MI 52.731), which allows the model to include as estimation of the amount of relationship between these two errors. Secondly MI value suggests to adding the covariance between the errors for BC1 and BC4 (MI 15.767). MI value also suggests to adding the covariance between the errors for BAT1 and BAT4 (MI 14.780). Lastly as the testing series of measurement model, there is no change in the factor loading of BL4 (.439), as it indicates poor factor loading this study exclude the BL4, from our further confirmatory factor analysis.

After testing concluding brand resonance measurement model, present study achieved the fairly good model fit indices. The correlation between all latent variables ranges from (BA<-->BC) .175 to (BAT<-->BE) .829, these correlations suggest that latent variables are associated and still it's fit in the norms of discriminant validity (Brown, 2006). The loadings for all thirty-five observed variables ranges from (BJ4) .664 to (BI2) .899. All loadings and correlations between latent variables are significant ($p < 0.05$). With the standard (Tabachnick and Fidell, 2007), all factor loadings are considered very good to excellent, and all indicators variables significantly load on the expected latent variables. In the final measurement model this study achieved good model fit indices such as CMIN/DF= 2.71, CFI = .938, NFI= .906, IFI= .938 TLI= .929 and RMSEA = .055, considering Kline (2005) and Hair et al., (2013), recommendation for assessing acceptable model fit criteria; it can state that the present brand resonance model is well acceptable fit.

4.3.4. Assessment of Reliability and Validity:

Assessment of Reliability:

Initially, researcher analyzes the Cronbach's in EFA. We compute Cronbach's alpha for assessing reliability (Churchill, 1979), as it shows measures of brand resonance has high-reliability values for all construct is greater than 0.8. To determine the reliability of the constructs in confirmatory factor analysis, the composite reliability, and average variance extracted (AVE) values were calculated. Reliability is acceptable as composite reliability value exceeds 0.70 and AVE not less than 0.50 (Fornell and Larcker, 1981). As reported all constructs showed acceptable values of composite reliability and AVE.

Assessment of Validity:

Validity is the set of how well an instrument that is developed measures to the particular concept, it is intended to measures. In other words, the validity is concerned with whether we measure the right concept (Sekaran and Bougie, 2009). The scale has high face validity as all the measurement items have been developed on the basis of careful review of available literature (Hair et al., 2013). The content validity of the measures and questionnaire assessed through examination by experts in the area. Primary changes were made to clarify or delete some statements according to recommendations or comments of the experts (Kidader and Judd, 1986). This study test construct validity with the help of convergent and divergent validation, for convergent validation researcher analyze Item-to-Total Correlations between same construct, it shows high correlations (greater than .8) between same construct items while verify divergent validation through correlation between different construct items, it shows low correlation (less than .6) between different construct items (Bagozzi et al., 1991) also convergent validity is acceptable as the all item loading exceeds 0.60 (Hair et al., 2013). The scale showing discriminate validity as the latent variables shows value of correlation coefficient amongst all latent is less than .85 (Harrington, 2009) and also it verify through correlation between different construct items (less than .6). To examine discriminant validity, this study also compared the shared variances between constructs with the AVE values of the individual reflective constructs. As shown in Table-10 label as "Correlation matrix and discriminant validity

assessment”, the diagonal contains the square root of the AVE values of our constructs. All of the AVE values exceeded those of the off-diagonal elements in the corresponding rows and columns, satisfying discriminant validity, in other way we can say that Square root of AVE greater than inter-construct correlations (Hair et al., 2013).

Table-9: Brand Resonance Items for Final Study

| Construct | Generated Items | Code | Std Regression wt. | CR | AVE |
|-------------------|--|-------------|---------------------------|-----------|------------|
| Brand Awareness | This brand is very easy to recognize. | BA1 | .819 | 0.849 | 0.653 |
| | This brand is popular. | BA2 | .855 | | |
| | I know where I can buy this brand. | BA3 | .746 | | |
| Brand Performance | Compared with other brands in the product category, this brand satisfies my basic needs. | BP1 | .786 | 0.807 | 0.682 |
| | This brand is reliable for me | BP2 | .824 | | |
| | I like the look, feel and other design aspects of this brand | BP3 | .675 | | |
| Brand Image | I give respect to the people who use this brand | BI1 | .831 | 0.843 | 0.645 |
| | I like the people who use this brand | BI2 | .899 | | |
| | I feel that I grew up with this brand | BI3 | .661 | | |
| Brand Judgment | This is the good value brand | BJ1 | .733 | 0.859 | 0.659 |
| | This is very innovative brand | BJ2 | .687 | | |
| | Personally this brand is relevant for me | BJ3 | .736 | | |
| | This is unique brand | BJ4 | .664 | | |
| | This is superior brand as compared to other brands in the product category | BJ5 | .682 | | |
| Brand Feelings | This brand gives me a feeling of fun | BF1 | .836 | 0.884 | 0.656 |
| | This brand gives me a feeling of security | BF2 | .819 | | |
| | This brand gives me a feeling of social approval | BF3 | .812 | | |
| | This brand gives me a feeling of self-respect | BF4 | .771 | | |
| Brand loyalty | I consider myself loyal to this brand. | BL1 | .783 | 0.873 | 0.697 |
| | I buy this brand whenever I can. | BL2 | .864 | | |
| | This is the one brand I would prefer to buy. | BL3 | .855 | | |
| Brand Attachment | I really love this brand. | BAT1 | .860 | 0.918 | 0.736 |
| | I would really miss this brand if it went away. | BAT2 | .831 | | |
| | This brand is special to me. | BAT3 | .867 | | |
| | This brand is more than a product to me. | BAT4 | .873 | | |
| Brand Community | I really identify with people who use this brand. | BC1 | .835 | 0.899 | 0.690 |
| | I feel as if I almost belong to a club with other users of this brand. | BC2 | .859 | | |
| | This is a brand used by people like me. | BC3 | .772 | | |
| | I feel a deep connection with others who use this brand. | BC4 | .853 | | |
| Brand Engagement | I really like to talk about this brand to others. | BE1 | .807 | 0.894 | 0.702 |
| | I am always interested in learning more about this brand. | BE2 | .795 | | |
| | I am proud to have others know I use this brand. | BE3 | .789 | | |
| | I like to visit the Web site for this brand. | BE4 | .820 | | |
| | Compared with other people, I follow news about this brand closely. | BE5 | .750 | | |

CR= Composite Reliability, AVE= Average Variance Extracted

| Table-10: Correlation Matrix and Discriminant Validity Assessment | | | | | | | | | | |
|--|-------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | AVE | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| BP | 0.682 | 0.826 | | | | | | | | |
| BI | 0.645 | 0.489 | 0.803 | | | | | | | |
| BF | 0.656 | 0.626 | 0.696 | 0.810 | | | | | | |
| BJ | 0.659 | 0.803 | 0.712 | 0.777 | 0.812 | | | | | |
| BL | 0.697 | 0.601 | 0.533 | 0.659 | 0.702 | 0.835 | | | | |
| BAT | 0.736 | 0.569 | 0.638 | 0.716 | 0.733 | 0.776 | 0.858 | | | |
| BC | 0.690 | 0.386 | 0.729 | 0.632 | 0.615 | 0.598 | 0.759 | 0.830 | | |
| BE | 0.702 | 0.525 | 0.639 | 0.682 | 0.748 | 0.703 | 0.829 | 0.806 | 0.838 | |
| BA | 0.653 | 0.725 | 0.284 | 0.474 | 0.482 | 0.436 | 0.360 | 0.175 | 0.302 | 0.808 |

4.4. Concluding Remark:

Structural equation modeling has become an established component of the methodological repertoire of marketing and consumer behavior researchers (Baumgartner and Homburg, 1996). Measurement scales are an always crucial research instrument in social science research for measuring latent variables. Many examples are available of latent variables in marketing though, such as brand loyalty (Jacoby and Kyner 1973; Dick and Basu, 1994; Oliver, 1999), customer satisfaction (Oliver, 1980; Oliver 1997; Szymanski and Henard, 2001), brand involvement (Yih and Lisa, 2013) and many others. Marketing research used multi-items scale (Churchill, 1979) as well as single item scale, but individual items typically have considerable measurement error and, many constructs of marketing research are multidimensional and it's not directly observable (Bergkvist and Rossiter, 2009). In using, evaluating or developing multi-item scales, a number of guidelines and procedures are recommended, to ensure that the measure is psychometrically as sound as possible. In previous studies the Churchill (1979), approach to marketing measures, development has been used extensively.

Following Churchill's (1979), suggestions for scale development, this study utilized multiple approaches to constructing and test the psychometric properties of the measures. Reduction of data (Items) is the main objective of factor analysis. As one of the rules of exploratory factor analysis is that, many decision as researcher we have to take such as

how many factors we actually think as a researcher. There are many guideline for setting the criteria for dropping items through EFA with the help of their relative values of communalities and factor loadings, but most of the past studied consider less than .6 for communalities and factor loadings the consideration of this values for dropping items is based on sample size of the study also. As researcher start present study analysis, with 72 observed variable, and finally researcher reach to statically acceptable measurement with 34 observed variables to measure nine different constructs. Present study formulate total 34 observed variable for the measurement of total nine constructs or latent variables that constructs brand resonance model. For confirmatory factor analysis present study consider Kline (2005), criteria and all values, such as factor loadings, CMIN/DF, CFI, NFI, IFI, TLI, and RMSEA, suggest that brand resonance measurement model, test for the present study is acceptable fit model. The retained 34 factors, we also test on the ground of validity and reliability, statistical testing confirms its validity and reliability.

CHAPTER 5: DATA ANALYSIS AND HYPOTHESES TESTING

5.1. Introduction

Based on the results of the scale purification in earlier stage, present study dropped the response of respondent for one item of brand loyalty (If this brand were not available, it would make little difference to me if I had to use another brand), as the factor loading for this item was very less and meet the criteria of dropping items. Unlike the pilot test where separate survey questionnaires were constructed for the goods, the survey questionnaire for the main study contained a section of goods-related brand measures. Additionally, respondents were provided with a focal goods brand (Cell Phone brand and Soft Drink brands). In the study, respondents were allowed to choose their goods brand in a particular product category form Cell Phone and Soft Drink. A judgmental sample of 700 respondents completed the survey questionnaire. Trained surveyors collected the data from local community members. Of the 700 questionnaires, 560 were deemed usable for analysis that constitutes 80% response rate. For testing all tentative set of hypotheses, this study used sample size of 560 respondents.

Sample characteristics there were a total of 560 respondents utilized for this study, of this number, 415 (74%) respondents were female while 145 (26%) respondents were male. The following section will detail the procedures and results from both samples. According the income group there were 22 (4%) shows they have Less than 1 Lac annual income, 162 (29%) 1 Lac to 3 Lac, 253 (45%) 3 Lac to 6 Lac, 92 (16%) 6 Lac to 10 Lac and 31(6%) respondent earning more than 10 Lacs per annum.

For testing tentative set of hypotheses, researcher used Statistical Package for Social Science (SPSS-21) and AMOS-20. Researcher runs different statistical tests such as Independent t-test, Dependent t-test, Carl Pearson Correlation Coefficient, Analysis of variance (One-Way ANOVA), Multiple Regression Analysis and Mediation Analysis.

Sample Characteristics:

| Table-11: Select Characteristics of Survey Sample for Cell Phone and Soft Drink | | | |
|--|-----------------------------------|------------------|----------------|
| Characteristics | Value | Frequency | Percent |
| Gender | Male | 415 | 74.1 |
| | Female | 145 | 25.9 |
| | | | |
| Age Group | Above 16 years and up to 21 years | 188 | 33.6 |
| | Above 21 years and up to 25 years | 234 | 41.8 |
| | Above 25 years and up to 30 years | 138 | 24.6 |
| | | | |
| Education | Below Graduation | 294 | 52.5 |
| | Graduate | 152 | 27.1 |
| | Post-graduation and above | 114 | 20.4 |
| | | | |
| Occupation | Private Employee | 81 | 14.5 |
| | Govt. Employee | 55 | 9.8 |
| | Businessman | 19 | 3.4 |
| | Student | 405 | 72.3 |
| | Other (Please specify) | 0 | 0 |
| | | | |
| Income Class | Less than 1 Lac | 22 | 3.9 |
| | 1 Lac to 3 Lac | 162 | 28.9 |
| | 3 Lac to 6 Lac | 253 | 45.2 |
| | 6 Lac to 10 Lac | 92 | 16.4 |
| | More than 10 Lac | 31 | 5.5 |
| | | | |
| Marital Status | Married | 35 | 6.3 |
| | Unmarried | 521 | 93.0 |
| | Divorced | 4 | .7 |

Hypothesis Testing: For Cell Phone Product Category

Hypothesis Number-1

H-C1: There is no difference in the level of brand resonance amongst Cell Phone users according to their gender.

Above state hypothesis test through independent sample t-test in SPSS-21 following is the brief description of test statistics.

| Table-12: Group Statistics | | | | | |
|-----------------------------------|--------|-----|--------|----------------|-----------------|
| Brand Resonance | Gender | N | Mean | Std. Deviation | Std. Error Mean |
| | Male | 415 | 4.6611 | 1.29004 | .06333 |
| | Female | 145 | 5.3841 | 1.29601 | .10763 |

In the Group Statistics table-12, the mean for male respondent category according to their brand relationship is 4.6611. The mean for female respondent category according to their brand relationship is 5.3841. The standard deviation for male respondent category is 1.29004 and female respondent category is 1.29601. The numbers of participants are (male) 415 and (Female) 145.

| Table-13: Independent Sample Test | | | | | | | | | | |
|--|-----------------------------|---|-------|------------------------------|---------|------|---------|-----------------|-----------------|-----------------------|
| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| | | Lower | Upper | | | | | | | |
| Brand Resonance | Equal variances assumed | .011 | .916 | -5.802 | 558 | .000 | -.72291 | .12460 | -.96764 | -.47817 |
| | Equal variances not assumed | | | -5.789 | 250.517 | .000 | -.72291 | .12488 | -.96817 | -.47617 |

| | | | | | | | | | | |
|-----|-----------------------|--|--|--|--|--|--|--|----|----|
| nce | variances not assumed | | | | | | | | 85 | 97 |
|-----|-----------------------|--|--|--|--|--|--|--|----|----|

A value of Levene's Test for Equality of Variances is $F = .011$, $p > .05$ (.916) means that the variability in two categories is the same. Put scientifically, it means that the variability in the two categories is significantly same, or we can say that assumption of homogeneity of variance is tenable with this data. On the basis of Independent Samples t-Test statistics, the female respondent shows strong brand resonance ($M = 5.3841$, $SE = .10763$) than male respondent ($M = 4.6611$, $SE = .06333$), $t(560) = -5.802$, $p < .05$ ($DF = 558$). Also it was calculated 'effect size' i.e. $r = 0.23$, this represent a medium effect, therefore as well being statistically significant, this effect is medium and represents substantive findings.

As 'p' value is .000, so we reject the null that is 'There is no difference in level of brand resonance amongst Cell Phone consumers according to their gender'. The test statistics reveal that gender of consumers significantly influences the level of brand resonance amongst young consumers.

Hypothesis Number-2

H-C2: There is no difference in the level of brand resonance amongst Cell Phone users according to their Income.

Above state hypothesis test through one-way ANOVA, result and the brief description of the test are as follows

| Brand Resonance | | | | | | | | |
|------------------------|-----|--------|----------------|------------|----------------------------------|-------------|---------|---------|
| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| | | | | | Lower Bound | Upper Bound | | |
| Less than 1 Lac | 22 | 4.2585 | 1.04214 | .22218 | 3.7965 | 4.7206 | 2.13 | 5.50 |
| 1 Lac to 3 Lac | 162 | 4.5961 | 1.32923 | .10443 | 4.3898 | 4.8023 | 1.06 | 7.00 |
| 3 Lac to 6 Lac | 253 | 5.1606 | 1.27398 | .08009 | 5.0028 | 5.3183 | 1.00 | 7.00 |
| 6 Lac to 9 Lac | 92 | 4.7425 | 1.23667 | .12893 | 4.4864 | 4.9986 | 1.56 | 7.00 |
| More than 10 Lac | 31 | 4.3508 | 1.63536 | .29372 | 3.7510 | 4.9507 | 1.00 | 7.00 |
| Total | 560 | 4.8483 | 1.32878 | .05615 | 4.7380 | 4.9586 | 1.00 | 7.00 |

Descriptive statistics shows the Mean, standard deviation, standard error, confidence Interval, and sample distribution according to income group. If we look at the mean of brand resonance amongst different income categories we can observe that the level of brand resonance is low on the low-level and high-level income class as compared to middle-level income class, but these result interpret on the basis of descriptive (primary) statistics, these are not final test result. For analyzing test result, we move to other test statics.

| Levene Statistic | df1 | df2 | Sig. |
|------------------|-----|-----|------|
| 1.761 | 4 | 555 | .135 |

As the ANOVA is the parametric test, because of this we need to consider assumption of homogeneity of variance, the table-15 Test of Homogeneity of Variances show the with

this data the assumption of homogeneity of variance is tenable as values of levens statistics is 1.761 at 0.135 significance level. With the significance of levens statistics, we not need to go for robust test of equality of means. We can find the difference on the basis of ANOVA statistics.

| Table-16:ANOVA | | | | | |
|-----------------------|----------------|-----|-------------|-------|------|
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 51.332 | 4 | 12.833 | 7.612 | .000 |
| Within Groups | 935.672 | 555 | 1.686 | | |
| Total | 987.004 | 559 | | | |

The table-16 of ANOVA shows F-ratio is 7.612 at 0.000 level of significance, on the basis of this values, we reject null hypotheses that is “there is no difference in level of brand resonance amongst Cell Phone consumers according to their Income” and it was found that there is a difference in level of brand resonance amongst Cell Phone consumers according to their Income.

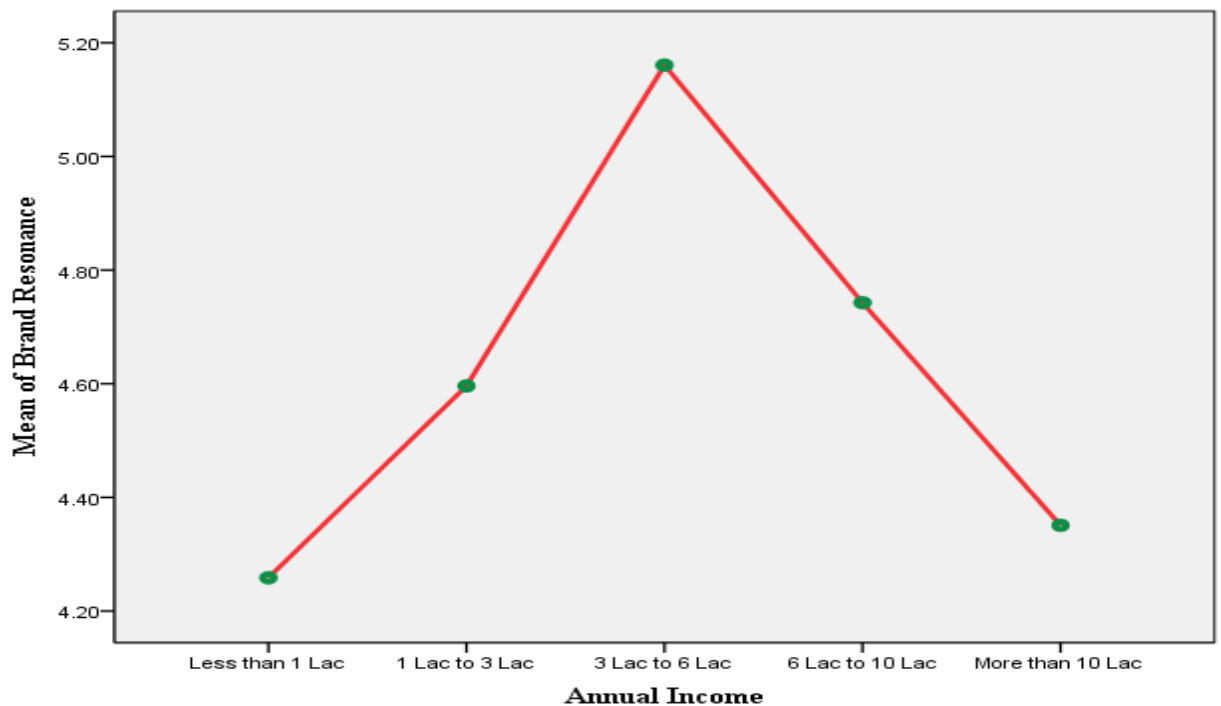
For the analysis of multiple comparisons between all income categories researcher run Post Hoc Tests, as an assumption of homogeneity of variance is tenable we select Bonferroni and Hochberg GT2 procedures. The advantage of Bonferroni is it control Type –I error rate very well, and Hochberg GT2 is very useful test for our data because this study used very different sample size amongst different income groups. If we observed Post Hoc Tests, the Bonferroni test and Hochberg GT2 reveals that the 3 Lac to 6 Lac and 6 Lac to 9 Lac, income group are similar to each other but different than less than 1 Lac, 1 Lac to 3 Lac, and More than 10 Lac, income group. This finding also proves that the level of brand resonance amongst middles income group of consumer is very different as compared to all other income groups of consumers. One more interesting interpretation on the basis of this test it was found that, the level of brand resonance in middle-income group is high as compared to all other income groups.

Table17: Multiple Comparisons

| Dependent Variable: Brand Resonance | | | | | | | |
|-------------------------------------|-------------------|-------------------|-----------------------|------------|-------|-------------------------|-------------|
| | (I) Annual Income | (J) Annual Income | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | | Lower Bound | Upper Bound |
| Bonferroni | Less than 1 Lac | 1 Lac to 3 Lac | -.33754 | .29502 | 1.000 | -1.1690 | .4939 |
| | | 3 Lac to 6 Lac | -.90205* | .28861 | .019 | -1.7154 | -.0887 |
| | | 6 Lac to 10 Lac | -.48400 | .30815 | 1.000 | -1.3525 | .3845 |
| | | More than 10 Lac | -.09228 | .36196 | 1.000 | -1.1124 | .9278 |
| | 1 Lac to 3 Lac | Less than 1 Lac | .33754 | .29502 | 1.000 | -.4939 | 1.1690 |
| | | 3 Lac to 6 Lac | -.56451* | .13065 | .000 | -.9327 | -.1963 |
| | | 6 Lac to 10 Lac | -.14646 | .16950 | 1.000 | -.6242 | .3313 |
| | | More than 10 Lac | .24526 | .25454 | 1.000 | -.4721 | .9626 |
| | 3 Lac to 6 Lac | Less than 1 Lac | .90205* | .28861 | .019 | .0887 | 1.7154 |
| | | 1 Lac to 3 Lac | .56451* | .13065 | .000 | .1963 | .9327 |
| | | 6 Lac to 10 Lac | .41805 | .15808 | .084 | -.0275 | .8636 |
| | | More than 10 Lac | .80977* | .24708 | .011 | .1134 | 1.5061 |
| | 6 Lac to 10 Lac | Less than 1 Lac | .48400 | .30815 | 1.000 | -.3845 | 1.3525 |
| | | 1 Lac to 3 Lac | .14646 | .16950 | 1.000 | -.3313 | .6242 |
| | | 3 Lac to 6 Lac | -.41805 | .15808 | .084 | -.8636 | .0275 |
| | | More than 10 Lac | .39172 | .26965 | 1.000 | -.3682 | 1.1517 |
| | More than 10 Lac | Less than 1 Lac | .09228 | .36196 | 1.000 | -.9278 | 1.1124 |
| | | 1 Lac to 3 Lac | -.24526 | .25454 | 1.000 | -.9626 | .4721 |
| | | 3 Lac to 6 Lac | -.80977* | .24708 | .011 | -1.5061 | -.1134 |
| | | 6 Lac to 10 Lac | -.39172 | .26965 | 1.000 | -1.1517 | .3682 |
| Hochberg | Less than 1 Lac | 1 Lac to 3 Lac | -.33754 | .29502 | .945 | -1.1666 | .4916 |
| | | 3 Lac to 6 Lac | -.90205* | .28861 | .019 | -1.7131 | -.0910 |
| | | 6 Lac to 10 Lac | -.48400 | .30815 | .709 | -1.3500 | .3820 |
| | | More than 10 Lac | -.09228 | .36196 | 1.000 | -1.1095 | .9249 |
| | 1 Lac to 3 Lac | Less than 1 Lac | .33754 | .29502 | .945 | -.4916 | 1.1666 |
| | | 3 Lac to 6 Lac | -.56451* | .13065 | .000 | -.9317 | -.1973 |
| | | 6 Lac to 10 Lac | -.14646 | .16950 | .992 | -.6228 | .3299 |
| | | More than 10 Lac | .24526 | .25454 | .983 | -.4701 | .9606 |
| | 3 Lac to 6 Lac | Less than 1 Lac | .90205* | .28861 | .019 | .0910 | 1.7131 |
| | | 1 Lac to 3 Lac | .56451* | .13065 | .000 | .1973 | .9317 |
| | | 6 Lac to 10 Lac | .41805 | .15808 | .081 | -.0262 | .8623 |
| | | More than 10 Lac | .80977* | .24708 | .011 | .1154 | 1.5041 |

| | | Lac | | | | | |
|------------------|------------------|----------|--------|-------|---------|--------|--|
| 6 Lac to 10 Lac | Less than 1 Lac | .48400 | .30815 | .709 | -.3820 | 1.3500 | |
| | 1 Lac to 3 Lac | .14646 | .16950 | .992 | -.3299 | .6228 | |
| | 3 Lac to 6 Lac | -.41805 | .15808 | .081 | -.8623 | .0262 | |
| | More than 10 Lac | .39172 | .26965 | .794 | -.3661 | 1.1495 | |
| More than 10 Lac | Less than 1 Lac | .09228 | .36196 | 1.000 | -.9249 | 1.1095 | |
| | 1 Lac to 3 Lac | -.24526 | .25454 | .983 | -.9606 | .4701 | |
| | 3 Lac to 6 Lac | -.80977* | .24708 | .011 | -1.5041 | -.1154 | |
| | 6 Lac to 10 Lac | -.39172 | .26965 | .794 | -1.1495 | .3661 | |

*. The mean difference is significant at the 0.05 level.



Graph-2: Mean Plot of Brand Resonance

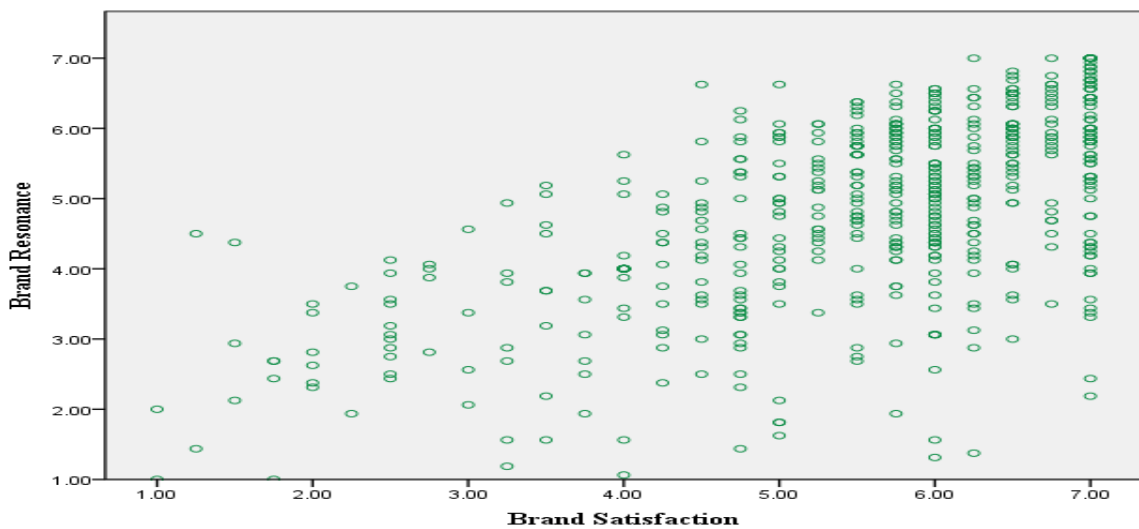
Above graph are the graph of mean of brand resonance amongst different income groups, its graphical presentation of difference of level of brand resonance amongst different income groups, and this graph also demonstrated, how mean of brand resonance increases in between middle-income group and suddenly slop down for high-income groups. The calculated effect size for this test is $r = .22$ and $w = .20$, Using the benchmark of effect size (r) this represent small effect (less than 0.5), but the difference of level of brand resonance amongst different income groups is a substantive finding of this study.

Hypothesis Number-3 and 4

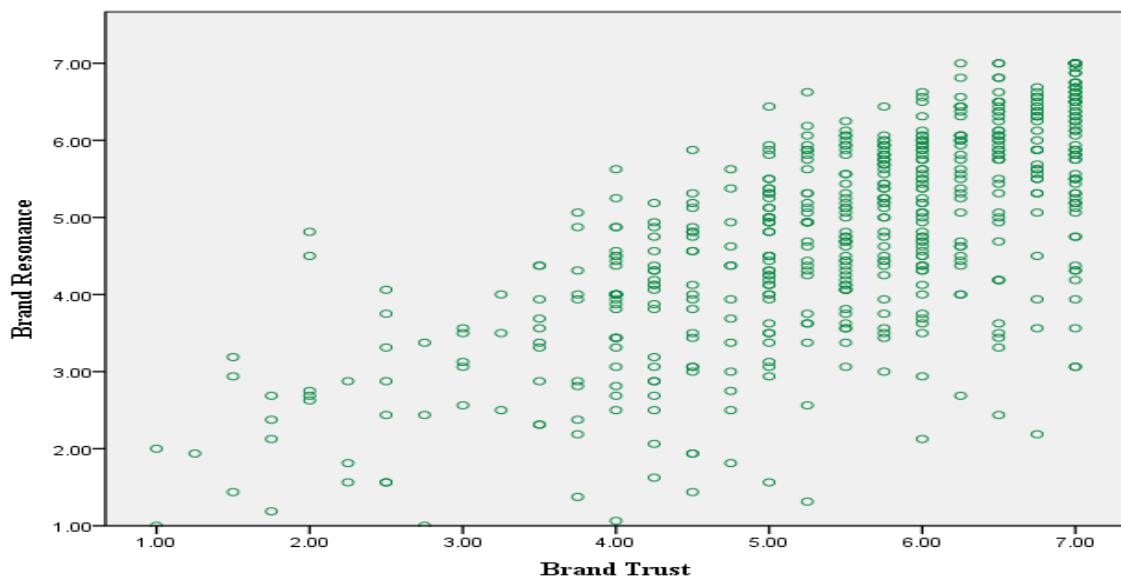
H-C3: There is no positive correlation between brand satisfaction and brand resonance amongst Cell Phone users.

H-C4: There is no positive correlation between brand trust and brand resonance amongst Cell Phone users.

Above state hypotheses test through Pearson correlation coefficient, the result are as follows



Graph-3: Scatter Plot between Brand Resonance and Satisfaction



Graph-4: Scatter Plot between Brand Resonance and Satisfaction

Above graph 3 and 4 are the scatter plot between brand satisfaction, brand trust and brand resonance amongst young consumers with reference to Cell Phone, scatter plot is the best graphical measures to know the relationship between two variables. If we closely observe the scatter plot, it reveals that there is a positive correlation between these two variables. As scatter plot show significant clustering, so it was found that there is probably positive correlation between brand satisfaction, brand trust and brand resonance amongst young consumers with reference to Cell Phone users.

| Table-18: Pearson Correlation Coefficient | | | | |
|--|---------------------|-----------------|--------------------|-------------|
| | | Brand Resonance | Brand Satisfaction | Brand Trust |
| Brand Resonance | Pearson Correlation | 1 | .362** | .405** |
| | Sig. (1-tailed) | | .000 | .000 |
| | N | 560 | 560 | 560 |
| Brand Satisfaction | Pearson Correlation | .362** | 1 | .750** |
| | Sig. (1-tailed) | .000 | | .000 |
| | N | 560 | 560 | 560 |
| Brand Trust | Pearson Correlation | .405** | .750** | 1 |
| | Sig. (1-tailed) | .000 | .000 | |
| | N | 560 | 560 | 560 |
| **. Correlation is significant at the 0.01 level (1-tailed). | | | | |

Table-18 shows the value of person correlation coefficient is 0.362 between brand satisfaction and brand resonance, that means $r = 0.362$, $p < 0.01$ (one-tailed), and person correlation coefficient is 0.405 between brand trust and brand resonance, that means $r = 0.405$, $p < 0.01$ (one-tailed) $N = 560$. Due to directional hypothesis, researcher run one-tailed person correlation coefficient, as literature rendering that, there is a positive correlation between brand satisfaction, brand trust and brand resonance that means, here this study reject null and accept alternative hypothesis that is 'Brand resonance has positive correlation with brand satisfaction and brand trust amongst Cell Phone user', at significance level 0.01 (1-tailed). One interesting thing it was noticed is that the correlation between brand satisfaction and brand trust are also high and positive enough as $r = .750$, $p < 0.01$, (1-tailed).

Hypothesis Number-5 and 6

H-C5: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, are not strongly and positively associated with brand resonance amongst Cell Phone users.

H-C6: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, brand satisfaction and brand trust are not strongly and positively associated with brand resonance amongst Cell Phone users.

For testing Existing and conceptual model, we formulate above two hypotheses. To test regression model, the items for each variable were summed and averaged. With first statement of hypothesis the present study testing existing model, in this model-1 present research study trying to test the role of five different antecedents of brand resonance such as brand awareness, brand performance, brand Image, brand judgment, and brand feelings on brand resonance, these antecedents are explained by existing model in the literature. With second statement of hypothesis researcher testing conceptual model, in this model-2 researcher add two more antecedents with the antecedents of existing model of brand resonance such as brand satisfaction and brand trust with reference to extensive literature. To test these two models of brand resonance researcher run multiple regression (Enter Method) analysis, the statistical detail and comparison between these two models are followed.

All values of Pearson correlation coefficient demonstrate that there is positive correlation between all antecedents, but there is no sign of multicollinearity between antecedents, as there is no substantial correlation ($r < .8$) between all antecedents.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|---------|------|------|---------------|---------------|
| | | | | | R Square Change | F | df 1 | df 2 | Sig. F Change | |
| 1 | .790 ^a | .625 | .621 | .81753 | .625 | 184.552 | 5 | 554 | .000 | 1.986 |

| | | | | | | | | | | |
|---|-------------------|------|------|--------|------|--------|----|-----|------|--|
| 2 | .819 ^b | .671 | .667 | .76701 | .046 | 38.693 | 23 | 552 | .000 | |
| a. Antecedents: (Constant), Brand Awareness, Brand Performance, Brand Image, Brand Judgments, Brand Feelings, b. Antecedents: (Constant), Brand Awareness, Brand Performance, Brand Image, Brand Judgments, Brand Feelings, Brand Satisfaction, Brand Trust. c. Dependent Variable: Brand Resonance | | | | | | | | | | |

Model-1 shows correlation between all antecedents and outcome it counts R= .790 and for Model-2 is R= .819, it shows the strong correlation between all antecedents and outcome in Model-2 as compare to Model-1. The Model-1 accounted 62.5% (R²=.625) variability in the outcome by antecedents, while in Model-2 it count 67.1% (R²=.671) of variability of outcome by antecedents, it means the Model-2 accounted much large variability of outcome with the help of antecedents. It was found that if Model-1 accounts 62.5 of variability in the outcome, the brand satisfaction and brand trust accounted additional almost 4.6% of variability in the outcome, that is the inclusion of the two new antecedents has explained quite good amount of variation in the brand resonance. The adjusted R² for Model -1 and Model-2 is .621 and .671, if calculate the difference between R² and adjusted R² it comes .004 for Model-1 and Model-2, it also indicates the cross-validity of Model-2 is more significant than Model-1. The change statistics demonstrate the changes of R square and changes in F because of adding two new antecedents, it counts F change from 184.552 to 38.693 with degree of freedom 554 to 552 at .000 level of significance. The value of Durbin-Watson indicates that the assumption of multiple regressions that is ‘independent errors’ is tenable, as the value of Durbin-Watson (1.986) come very close to 2.

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|----------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 616.734 | 5 | 123.347 | 184.552 | .000 ^b |
| | Residual | 370.270 | 554 | .668 | | |
| | Total | 987.004 | 559 | | | |
| 2 | Regression | 662.261 | 7 | 94.609 | 160.816 | .000 ^c |
| | Residual | 324.743 | 552 | .588 | | |
| | Total | 987.004 | 559 | | | |

- a. Dependent Variable: Brand Resonance
- b. Antecedents: (Constant), Brand Awareness, Brand Performance, Brand Image, Brand Judgments ,Brand Feelings,
- c. Antecedents: (Constant), Brand Awareness, Brand Performance, Brand Image, Brand Judgments, Brand Feelings, Brand Satisfaction, Brand Trust

The above table-20 of ANOVA represents sum of square of the model, F-ratio and significance level of F-ratio, as Model-1 count sum of square of the model is 616.734 and for Model-2 is 662.261. The F-ratio changes from 184.552 to 160.816 for Model-1 to Model-2 with 0.000 level of significance. We can interpret these results as, the initial Model-1 significantly improved our ability to predict the outcome variable, but the Model-2 is even better as compare to Model-1.

| Table-21: Coefficients^a | | | | | | |
|---|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .522 | .194 | | 2.693 | .007 |
| | Brand Awareness | .047 | .035 | .045 | 1.355 | .037 |
| | Brand Performance | .107 | .045 | .095 | 2.358 | .019 |
| | Brand Image | .243 | .030 | .293 | 8.166 | .000 |
| | Brand Judgments | .290 | .045 | .268 | 6.403 | .000 |
| | Brand Feelings | .274 | .036 | .296 | 7.707 | .000 |
| 2 | (Constant) | .306 | .184 | | 1.662 | .020 |
| | Brand Awareness | .104 | .034 | .098 | 3.095 | .002 |
| | Brand Performance | .021 | .045 | .018 | 1.454 | .041 |
| | Brand Image | .256 | .029 | .308 | 8.953 | .000 |
| | Brand Judgments | .185 | .044 | .171 | 4.186 | .000 |
| | Brand Feelings | .169 | .035 | .183 | 4.767 | .000 |
| | Brand Satisfaction | .110 | .049 | .108 | 2.254 | .025 |
| | Brand Trust | .265 | .048 | .253 | 5.511 | .000 |

a. Dependent Variable: Brand Resonance

On the basis of values of coefficients it was found that there is positive relationship between all antecedents and outcome. With the regression analysis it was found that brand awareness, brand performance, brand Image, brand judgment, and brand feelings,

brand satisfaction and brand trust are strongly and positively associated with brand resonance amongst Cell Phone consumers. The value of t-test for its level of significance represents that all antecedents were making significant contribution in the model. The Column labeled as ‘standardized beta’ tell us the number of standard deviation that the outcome will change as a result of one standard deviation change in the antecedent.

The important values of Tolerance and Variance Inflation Factor (VIF) provides the Collinearity Statistics of the model as all values of Tolerance are greater than .2 and no values of VIF is greater than 10, so it confirms that our present model is not caused by the multicollinearity. In other word, it was found that the multicollinearity does not exist in our brand resonance model.

The table-21 of ‘Coefficients’ represents the model parameters, as it provides the value of all antecedents related to outcome. As we know that in multiple regressions the model takes the form of equation. On the basis of above table-21, researcher formulate following two equations for Model-1 and Model-2.

Model-1

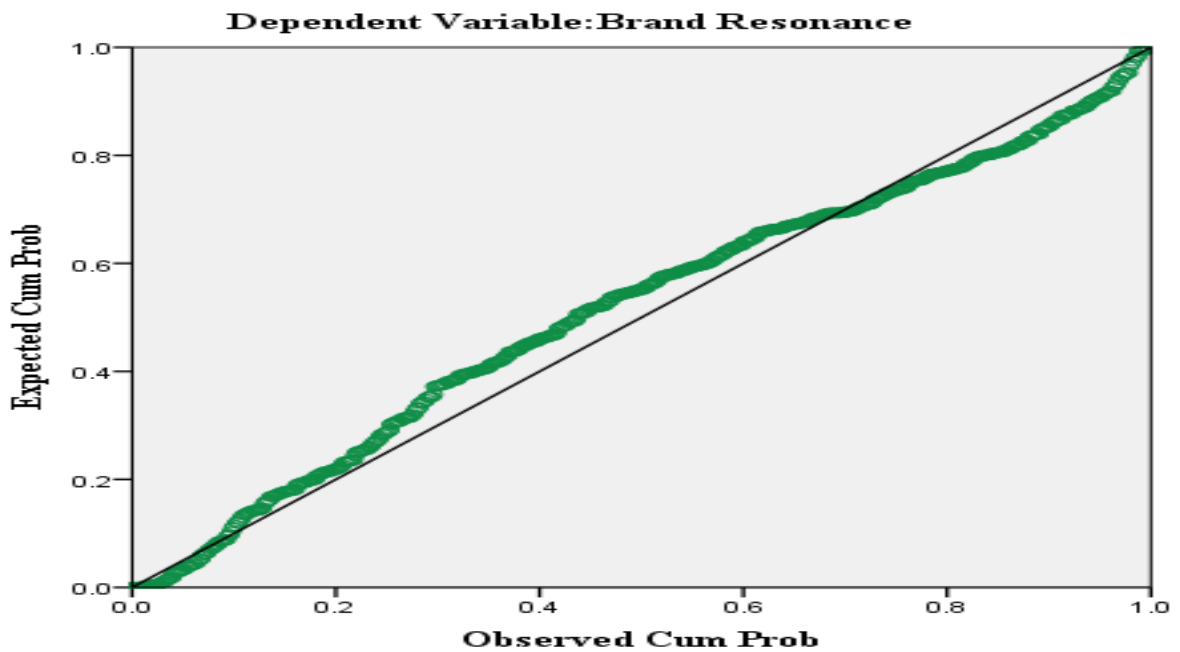
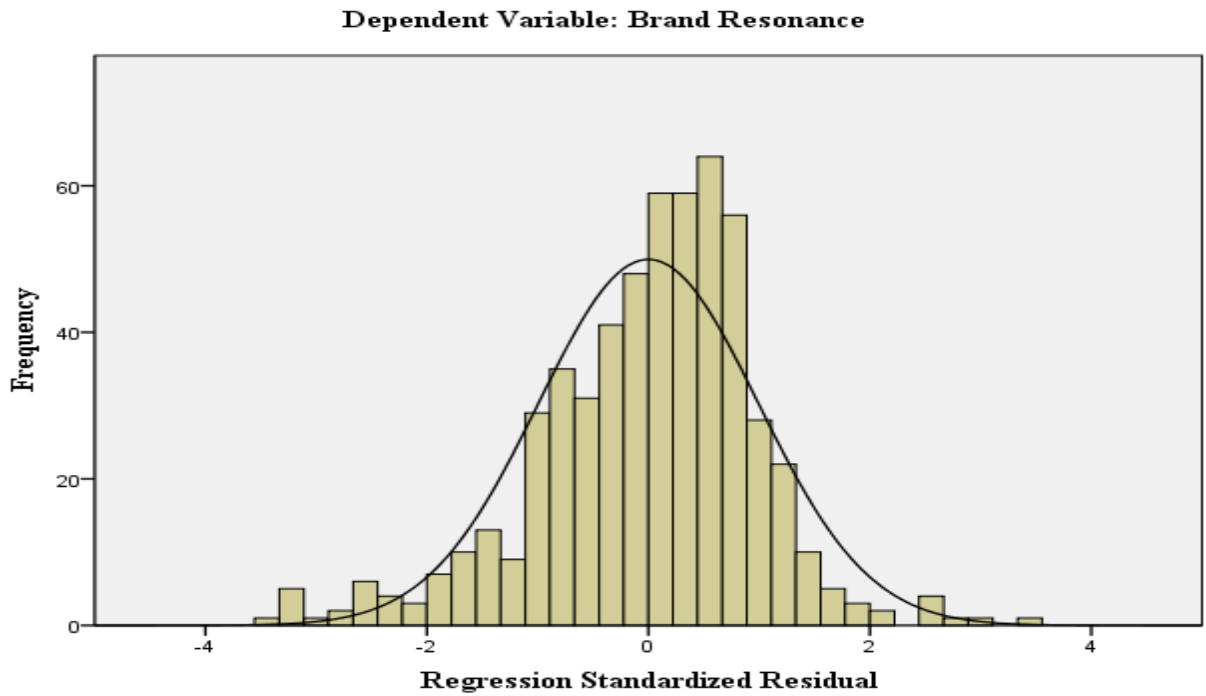
$$\text{Brand Resonance} = .522 + (.047\text{Brand Awareness}) + (.107 \text{ Brand Performance}) + (.243\text{Brand Image}) + (.290\text{Brand Judgments}) + (.274\text{Brand Feelings})$$

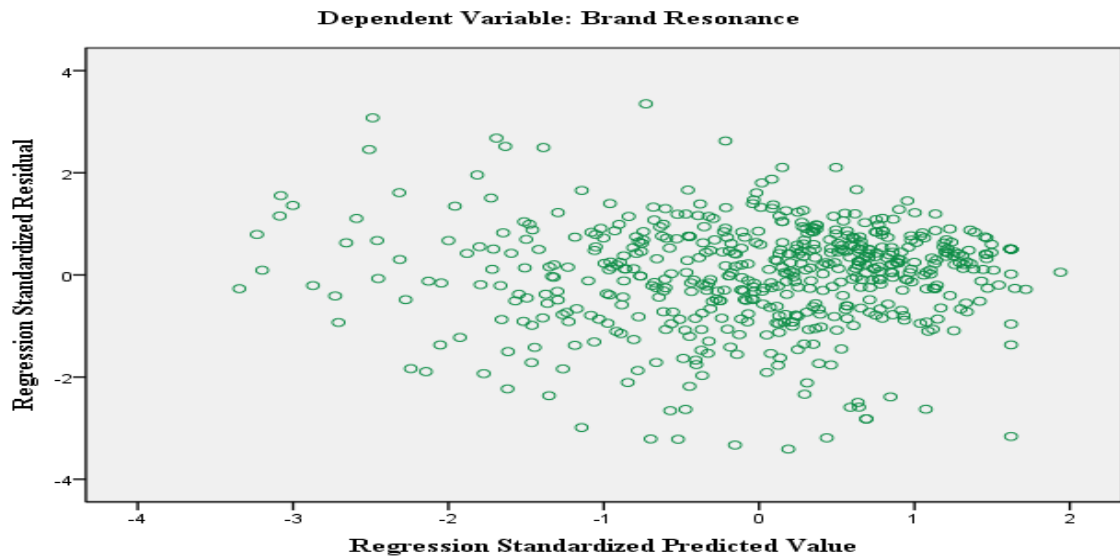
Model-2

$$\text{Brand Resonance} = .306 + (.104\text{Brand Awareness}) + (.021\text{Brand Performance}) + (.256\text{Brand Image}) + (.185\text{Brand Judgments}) + (.169\text{Brand Feelings}) + (.110 \text{ Brand Satisfaction}) + (.265 \text{ Brand Trust})$$

The following graphs (Histogram and P-P Plot) confirm that the assumption of regression namely “normally distributed error” is tenable with present data, and it also proves the

difference between model and observed data are very close to zero. On the basis of following two graphs, it was found that residual of the model is normally distributed.





Graph-7: Homoscedasticity’ and ‘Linearity’ of Standardized Residuals against Standardized Predicted Value

Above graph-7 represent the important assumption of regression analysis namely ‘homoscedasticity’ and ‘linearity’ of standardized residuals against standardized predicted value is tenable with the present set of data, in other word we can state that, the data used for analysis of regression model shows the homogeneity of variance and linearity, as it looks like data of standardized residual and standardized predicted value of dependent variable based on model is widespread across X and Y axis.

Finally both null hypotheses rejected and alternate hypotheses accepted that is ‘brand awareness, brand performance, brand image, brand judgments and brand feelings are strongly and positively associated with brand resonance amongst Cell Phone consumers’ at $R^2 = 0.625$ at $P < 0.05$ ($p = 0.000$), and ‘brand awareness, brand performance, brand image, brand judgments, brand feelings, brand satisfaction and brand trust are strongly and positively associated with brand resonance amongst Cell Phone consumers’ at $R^2 = .671$ for Model-2, $\Delta R^2 = .046$ ($p = 0.000$).

It was found that the model we reconstruct with adding two new antecedents of brand resonance namely as brand satisfaction and brand trust, is statistically more significant as compared to existing model of brand resonance, as model test reveals that the new model can account more variability of brand resonance as compared to existing model.

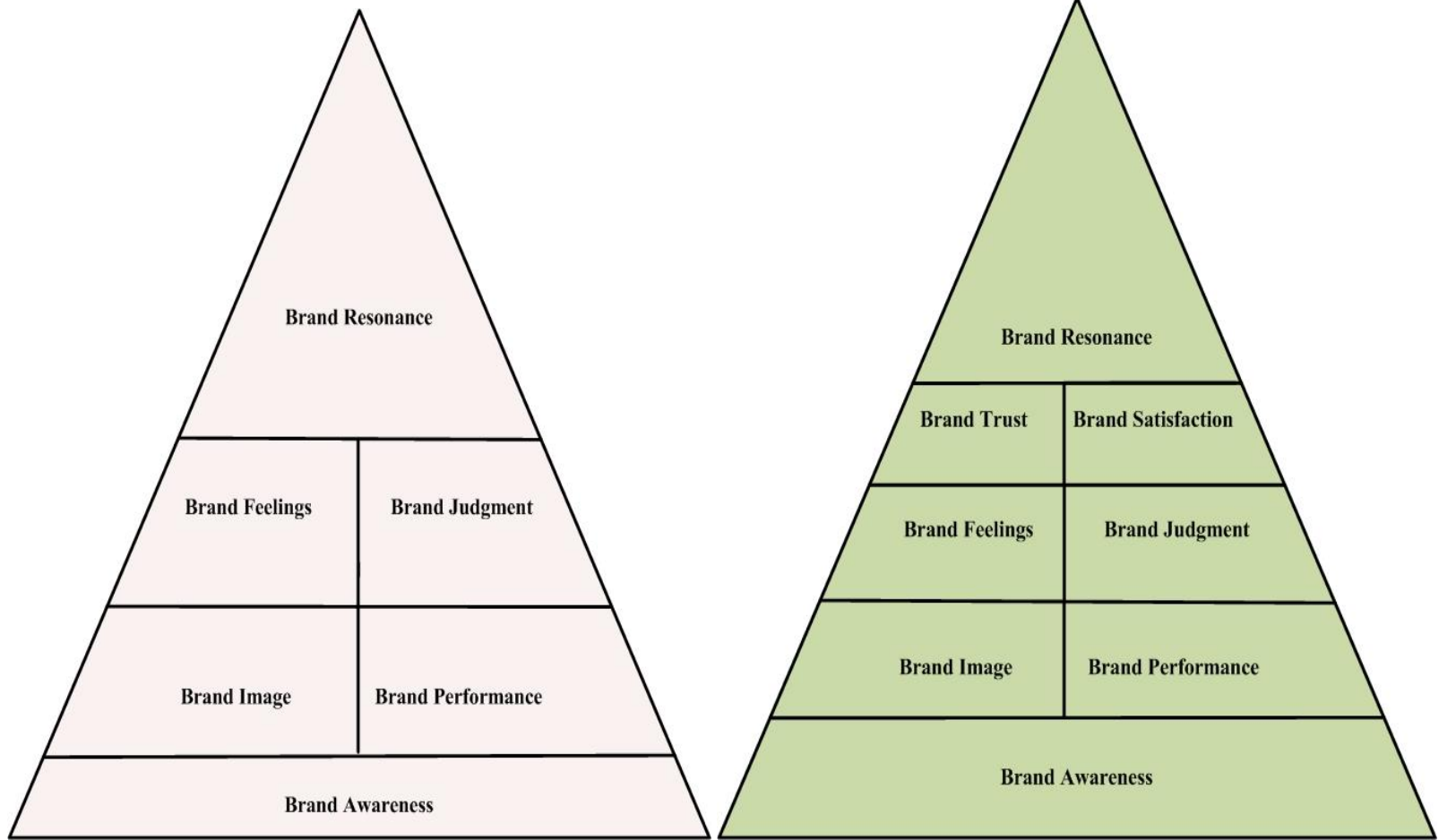


Figure- 13: Existing Model of Brand Resonance

$R^2 = .0.625$ for Model-1 ($p = 0.000$).

New Model of Brand Resonance

$R^2 = .671$ for Model-2, $\Delta R^2 = 0.046$ ($p = 0.000$)

Hypotheses Number 7, 8, 9 and 10

SEM-Path Model (Cell Phone):

H-C7: A Brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) does not have a positive effect on brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Cell Phone users.

H-C8: Brand satisfaction does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Cell Phone users.

H-C9: Brand trust does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, band community, and brand engagement) amongst Cell Phone users.

H-C10: Brand satisfaction does not have the positive effect on brand trust amongst Cell Phone users.

Above hypotheses test through SEM- Path model test (Maximum Likelihood) through AMOS-21. First we test existing model of brand resonance then researcher test brand resonance model with added two new variables such as brand satisfaction and brand trust, finally a series of path models analyses were conducted to test the mediating role of brand satisfaction and brand trust in brand resonance model. The analysis of the model in following figure-14 involved the latent variable model.

Statistical test of SEM Existing model of brand resonance showed that, the path that researcher consider according to theory of brand resonance are valid path. As tests revealed that only four path (BI-BL, BA-BAT, BP-BAT, BF-BE) are not significant out of twenty seven path of existing brand resonance model, but these paths are significant through other associated latent variables. Brand resonance existing model is statistically good fit as the each antecedent of model except brand image (34%) explaining more than 50% of variance of outcome variables. Also the model

achieved χ^2 (N= 560) = 1572.455, DF= 497, $p < .001$, IFI =.920, TLI = .910 CFI= .920, RMSEA= .062. The model fit indices are at or above the recommended .90, and the chi-square to degrees of freedom ratio is 3.1.

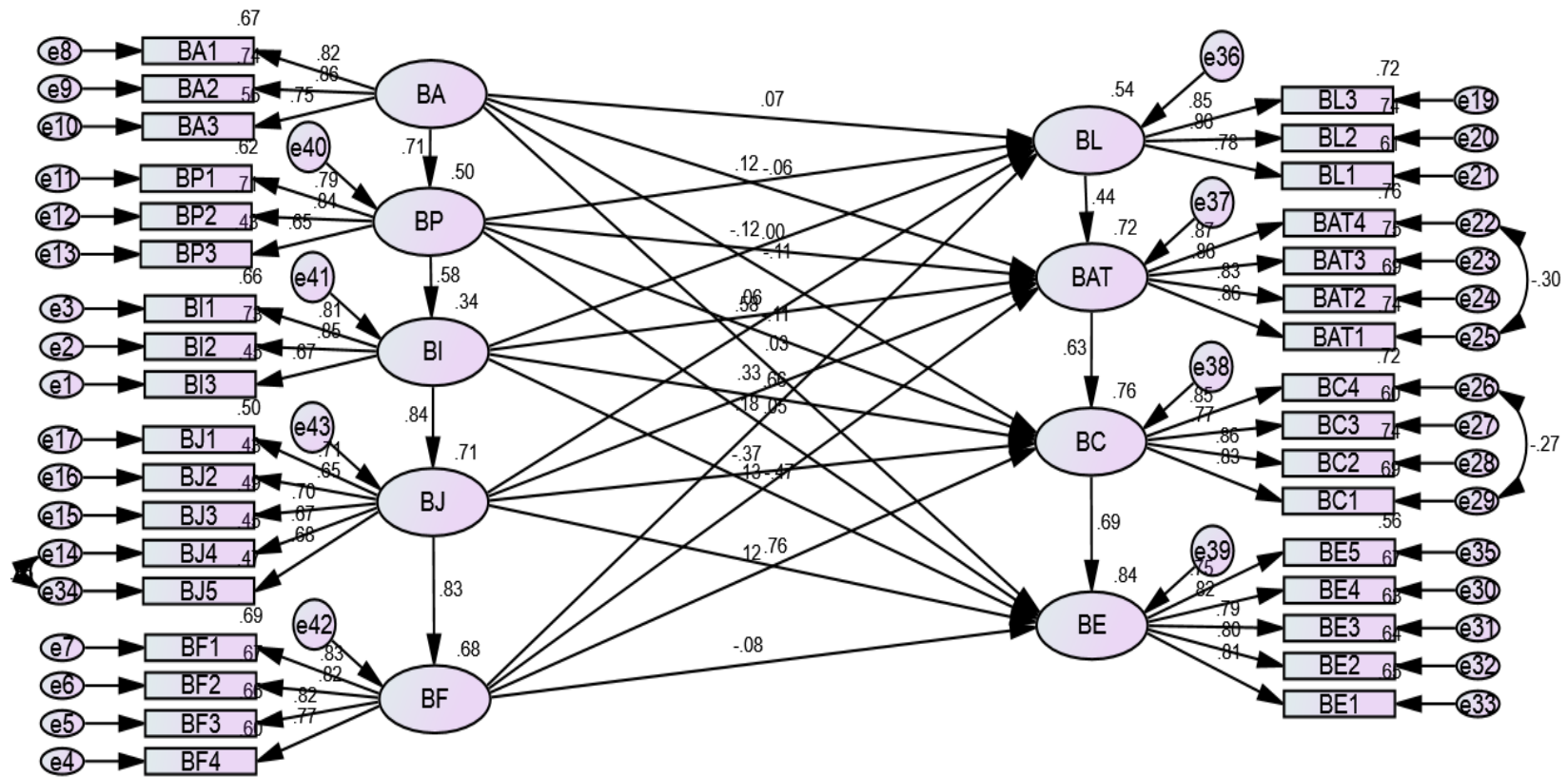


Figure-14: Statistically tested SEM Existing Model of Brand Resonance

| Table-22: Existing Model of Brand Resonance Analysis | | | | | | |
|--|-------------|----------------|------|--------|--------|-----------------|
| | Path | β -Value | S.E. | C.R. | P | Significant |
| 1 | BP <--- BA | .711 | .057 | 11.805 | *** | Significant |
| 2 | BI <--- BP | .584 | .079 | 9.927 | *** | Significant |
| 3 | BJ <--- BI | .843 | .058 | 12.763 | *** | Significant |
| 4 | BF <--- BJ | .825 | .064 | 13.909 | *** | Significant |
| 5 | BL <--- BA | .068 | .080 | 2.124 | .026* | Significant |
| 6 | BL <--- BP | .124 | .100 | 2.730 | .044* | Significant |
| 7 | BL <--- BI | -.125 | .099 | -1.303 | .192 | Not-Significant |
| 8 | BL <--- BF | .179 | .090 | 2.160 | .031* | Significant |
| 9 | BL <--- BJ | .583 | .149 | 4.571 | *** | Significant |
| 10 | BAT <--- BI | .057 | .089 | 2.133 | .046* | Significant |
| 11 | BAT <--- BA | -.058 | .070 | -1.209 | .227 | Not-Significant |
| 12 | BAT <--- BP | .001 | .087 | .019 | .985 | Not-Significant |
| 13 | BAT <--- BF | .134 | .077 | 2.071 | .038* | Significant |
| 14 | BAT <--- BJ | .328 | .143 | 2.977 | .003** | Significant |
| 15 | BAT <--- BL | .441 | .056 | 8.658 | *** | Significant |
| 16 | BC <--- BA | -.113 | .078 | -2.334 | .020* | Significant |
| 17 | BC <--- BP | -.110 | .099 | -2.205 | .037* | Significant |
| 18 | BC <--- BI | .659 | .116 | 7.224 | *** | Significant |
| 19 | BC <--- BF | .124 | .087 | 2.883 | .040* | Significant |
| 20 | BC <---BJ | -.366 | .164 | -3.196 | .001** | Significant |
| 21 | BC <--- BAT | .625 | .064 | 10.754 | *** | Significant |
| 22 | BE <--- BA | .026 | .066 | 2.545 | .041* | Significant |
| 23 | BE <--- BP | .050 | .081 | 2.893 | .037* | Significant |
| 24 | BE <--- BI | -.474 | .109 | -4.726 | *** | Significant |
| 25 | BE <--- BF | -.085 | .078 | -1.229 | .219 | Not-Significant |
| 26 | BE <--- BJ | .763 | .138 | 6.809 | *** | Significant |
| 27 | BE <--- BC | .691 | .056 | 10.665 | *** | Significant |

Note: Method= Maximum Likelihood Estimates, ***p<0.001, **p<0.01, *p<0.05, NS= Not significant (p>0.05)
Chi-square = 1572.455, Degrees of freedom = 497, Probability level = .000
BA=Brand Awareness, BP= Brand Performance, BI= Brand Image, BJ= Brand Judgment, BF= Brand Feelings, BL= Brand Loyalty, BAT= Brand Attachment, BC= Brand Community, BE= Brand Engagement BT= Brand Trust, BS= Brand Satisfaction

| Table-23: Squared Multiple Correlations: (R-square) | |
|---|----------|
| | Estimate |
| Brand Performance | .505 |
| Brand Image | .341 |
| Brand Judgment | .711 |
| Brand Feelings | .681 |
| Brand Loyalty | .536 |
| Brand Attachment | .716 |
| Brand Community | .757 |
| Brand Engagement | .836 |

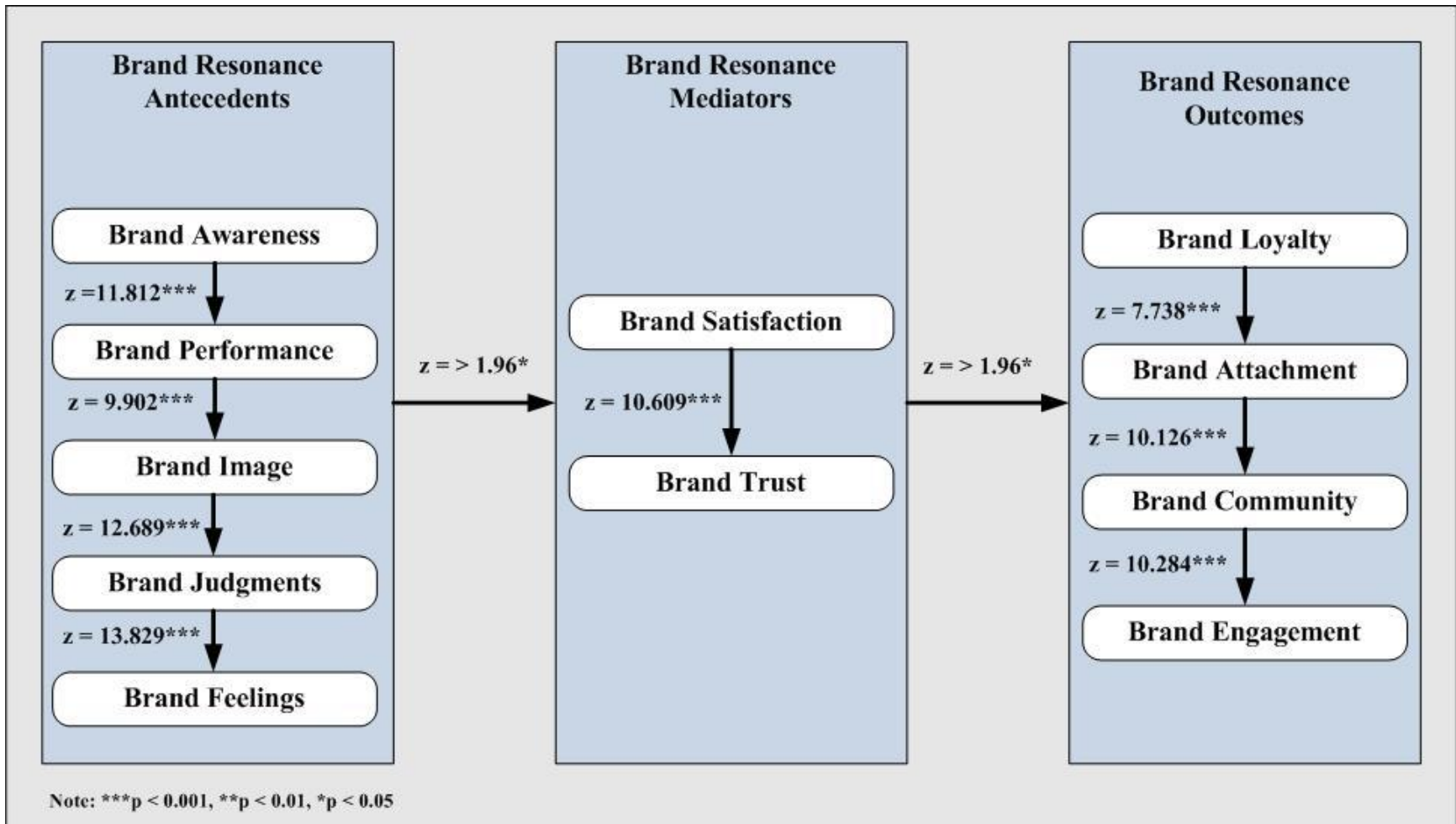


Figure-15: Mediation Model of Brand Resonance-Cell Phone (Mediator-Brand Satisfaction and Brand Trust)

| Table-24: Mediation Model of Brand Resonance | | | | | | |
|--|-------------|----------------------|------|--------|---------|-----------------|
| | Path | β -Coefficient | S.E. | C.R. | p-Value | Significant |
| 1 | BP <--- BA | .711 | .057 | 11.812 | .000*** | Significant |
| 2 | BI <--- BP | .580 | .079 | 9.902 | .000*** | Significant |
| 3 | BJ <--- BI | .834 | .058 | 12.689 | .000*** | Significant |
| 4 | BF <--- BJ | .823 | .065 | 13.829 | .000*** | Significant |
| 5 | BS <--- BA | .101 | .066 | 2.876 | .041* | Significant |
| 6 | BS <--- BP | .534 | .091 | 7.530 | .000*** | Significant |
| 7 | BS <--- BI | .475 | .092 | -4.925 | .000*** | Significant |
| 8 | BS <--- BF | .340 | .075 | 4.552 | .000*** | Significant |
| 9 | BS <--- BJ | .468 | .133 | 3.808 | .000*** | Significant |
| 10 | BT <--- BA | .089 | .052 | 1.965 | .049* | Significant |
| 11 | BT <--- BP | .267 | .089 | -3.649 | .000*** | Significant |
| 12 | BT <--- BI | .134 | .080 | 2.493 | .036* | Significant |
| 13 | BT <--- BF | .015 | .061 | -.229 | .819 | Not-Significant |
| 14 | BT <--- BJ | .269 | .113 | 2.427 | .015* | Significant |
| 15 | BT <--- BS | .785 | .070 | 10.609 | .000*** | Significant |
| 16 | BL <--- BA | .022 | .079 | 2.371 | .041* | Significant |
| 17 | BL <--- BP | .139 | .149 | 2.297 | .019* | Significant |
| 18 | BL <--- BI | .150 | .115 | 2.342 | .018* | Significant |
| 19 | BL <--- BF | .030 | .088 | 2.105 | .044* | Significant |
| 20 | BL <--- BJ | .310 | .158 | 2.301 | .021* | Significant |
| 21 | BL <--- BS | .514 | .178 | 3.143 | .002** | Significant |
| 22 | BL <--- BT | .037 | .176 | -.1985 | .047* | Significant |
| 23 | BAT <--- BI | .081 | .105 | 2.873 | .038* | Significant |
| 24 | BAT <--- BA | -.090 | .071 | -1.859 | .063* | Significant |
| 25 | BAT <--- BP | .012 | .134 | 1.992 | .048* | Significant |
| 26 | BAT <--- BF | .100 | .079 | 2.522 | .028* | Significant |
| 27 | BAT <--- BJ | .194 | .149 | 2.693 | .040* | Significant |
| 28 | BAT <--- BS | .127 | .165 | 2.127 | .035* | Significant |
| 29 | BAT <--- BT | .321 | .158 | 2.600 | .009** | Significant |
| 30 | BAT <--- BL | .415 | .059 | 7.738 | .000*** | Significant |
| 31 | BC <--- BA | -.127 | .082 | -2.515 | .012* | Significant |
| 32 | BC <--- BP | .040 | .153 | 2.105 | .041* | Significant |
| 33 | BC <--- BI | .594 | .136 | 5.517 | .000*** | Significant |
| 34 | BC <--- BF | .138 | .092 | 2.005 | .045* | Significant |
| 35 | BC <--- BJ | .350 | .182 | -2.768 | .006** | Significant |
| 36 | BC <--- BS | -.153 | .184 | -1.106 | .269 | Not-Significant |
| 37 | BC <--- BT | .146 | .189 | 2.095 | .027* | Significant |
| 38 | BC <--- BAT | .609 | .067 | 10.126 | *** | Significant |
| 39 | BE <--- BA | .031 | .071 | 2.017 | .038* | Significant |
| 40 | BE <--- BP | .052 | .130 | 1.998 | .046* | Significant |
| 41 | BE <--- BI | .341 | .128 | -2.890 | .004** | Significant |
| 42 | BE <--- BF | .107 | .082 | 2.493 | .035* | Significant |
| 43 | BE <--- BJ | .683 | .166 | 5.083 | .000*** | Significant |
| 44 | BE <--- BS | .211 | .160 | 2.510 | .031* | Significant |
| 45 | BE <--- BT | .135 | .168 | -.973 | .331 | Not-Significant |
| 46 | BE <--- BC | .683 | .057 | 10.284 | .000*** | Significant |

Note: Method= Maximum Likelihood Estimates ***p<0.001, **p<0.01, *p<0.05, NS= Not significant (p>0.05)

Chi-square = 2369.634 Degrees of freedom = 770 Probability level = .000

BA=Brand Awareness, BP= Brand Performance, BI= Brand Image, BJ= Brand Judgment, BF= Brand Feelings, BL= Brand Loyalty, BAT= Brand Attachment, BC= Brand Community, BE= Brand Engagement BT= Brand Trust, BS= Brand Satisfaction

| Table-25: Model Fit Indices and R-Square | | | | |
|---|----------------|-------------|--|----------|
| Model Fit Indices | | | R-Square | |
| Parameter | Existing Model | New Model | | Estimate |
| Chi-Square | 1572.455 | 2369.634 | Brand Performance | .505 |
| DF | 497 | 770 | Brand Image | .336 |
| CMIN/DF | 3.164 | 3.077 | Brand Judgment | .696 |
| RMR | .181 | .177 | Brand Feelings | .678 |
| GFI | .852 | .825 | Brand Satisfaction | .706 |
| AGFI | .823 | .795 | Brand Trust | .869 |
| PGFI | .712 | .703 | Brand Loyalty | .600 |
| NFI | .888 | .874 | Brand Attachment | .735 |
| RFI | .873 | .860 | Brand Community | .755 |
| IFI | .920 | .912 | Brand Engagement | .826 |
| TLI | .910 | .901 | *Method: Maximum Likelihood *Valid Sample:560(N) *Type of Analysis: Mediation Analysis | |
| CFI | .920 | .911 | | |
| PRATIO | .886 | .894 | | |
| PNFI | .786 | .782 | | |
| PCFI | .815 | .815 | | |
| RMSEA | .062 | .061 | | |
| PCLOSE | .000 | .000 | | |
| HOELTER | .01 (N=204) | .01 (N=204) | | |

To test the role of brand satisfaction and brand trust in brand resonance researcher test the second order model of brand resonance showed in figure-15. Three paths showing insignificant relationship between antecedents and outcomes (BF-BT, BS-BC, and BT-BE), while considering forty-six path of mediation brand resonance model. All values of path are significant at 95% of confidence level that is forty three paths are significant. The amount of variance in outcome explained by each antecedent of mediation brand resonance model is ranges from BI- 34% to BT-87%. The model fit indices proved the statistically fitness of model as model achieved χ^2 (N= 560) = 2369.634, DF= 770, p < .001, IFI =.912, TLI = .901 CFI= .911, RMSEA= .061. The model fit indices are at or

above the recommended .90, and the chi-square to degrees of freedom ratio is 3. Model fit indices are at or above the recommended .90(Byrne, 2010; Kline, 2011).

| Table-26: Mediation Path Analysis of Brand Trust and Satisfaction (Cell Phone) | | | | | | | | |
|---|-----------|---------------|---------|---------------|---------|-----------------|---------|-------------------|
| | Path | Direct Effect | | With Mediator | | Indirect Effect | | Conclusion |
| | | β -COS | p-Value | β -COS | p-Value | β -COS | p-Value | |
| 1 | BA-BT-BL | .068 | .026* | .035 | .579 | .316 | .044* | Full Mediation |
| 2 | BA-BT-BAT | -.058 | .227 | -.096 | .034* | .368 | .133 | Full Mediation |
| 3 | BA-BT-BC | -.113 | .020* | -.126 | .019* | .290 | .005** | Full Mediation |
| 4 | BA-BT-BE | .026 | .041* | .031 | .562 | .186 | .315 | No Mediation |
| 5 | BP-BT-BL | .124 | .044* | -.078 | .299 | .313 | .030* | Full Mediation |
| 6 | BP-BT-BAT | .001 | .985 | -.012 | .839 | .304 | .027* | Full Mediation |
| 7 | BP-BT-BC | -.110 | .037* | -.012 | .885 | .392 | .213 | No Mediation |
| 8 | BP-BT-BE | .050 | .037* | -.071 | .252 | .364 | .039* | Full Mediation |
| 9 | BI-BT-BL | -.125 | .192 | .111 | .193 | .412 | .014* | Full Mediation |
| 10 | BI-BT-BAT | .057 | .046* | .116 | .097 | .557 | .006** | Full Mediation |
| 11 | BI-BT-BC | .659 | .000*** | .530 | .000*** | .297 | .248 | Partial Mediation |
| 12 | BI-BT-BE | -.474 | .000*** | -.292 | .002** | .980 | .024* | Partial Mediation |
| 13 | BJ-BT-BL | .583 | .000*** | .373 | .007** | .191 | .404 | Partial Mediation |
| 14 | BJ-BT-BAT | .328 | .003** | .216 | .066* | .443 | .144 | Partial Mediation |
| 15 | BJ-BT-BC | -.366 | .001** | -.351 | .006** | .596 | .049* | Partial Mediation |
| 16 | BJ-BT-BE | .763 | .000*** | .727 | .000*** | .004 | .826 | Partial Mediation |
| 17 | BF-BT-BL | .179 | .031* | .038 | .659 | -.001 | .813 | No Mediation |
| 18 | BF-BT-BAT | .134 | .038* | .065 | .356 | .024 | .849 | No Mediation |
| 19 | BF-BT-BC | .124 | .040* | .181 | .015* | .058 | .431 | Full Mediation |
| 20 | BF-BT-BE | -.085 | .219 | -.186 | .021* | .169 | .178 | Full Mediation |
| 21 | BA-BS-BL | .068 | .026* | .005 | .937 | .355 | .012* | Full Mediation |
| 22 | BA-BS-BAT | -.058 | .227 | -.082 | .077 | .352 | .017* | Full Mediation |
| 23 | BA-BS-BC | -.113 | .020* | -.118 | .014* | .273 | .009** | Full Mediation |
| 24 | BA-BS-BE | .026 | .041* | .016 | .732 | .199 | .033* | Full Mediation |
| 25 | BP-BS-BL | .124 | .044* | -.081 | .332 | .502 | .010* | Full Mediation |
| 26 | BP-BS-BAT | .001 | .985 | -.007 | .913 | .464 | .006** | Full Mediation |
| 27 | BP-BS-BC | -.110 | .037* | -.077 | .290 | .514 | .008** | Full Mediation |
| 28 | BP-BS-BE | .050 | .037* | .006 | .928 | .409 | .006** | Full Mediation |
| 29 | BI-BS-BL | -.125 | .192 | .127 | .245 | .366 | .049* | Full Mediation |
| 30 | BI-BS-BAT | .057 | .046* | .085 | .355 | .564 | .004** | Full Mediation |
| 31 | BI-BS-BC | .659 | .000*** | .639 | .000*** | .197 | .620 | Partial Mediation |
| 32 | BI-BS-BE | -.474 | .000*** | -.413 | .001** | .890 | .006** | Full Mediation |
| 33 | BJ-BS-BL | .583 | .000*** | .272 | .055 | .461 | .011* | Full Mediation |
| 34 | BJ-BS-BAT | .328 | .003** | .234 | .063 | .507 | .018* | Full Mediation |
| 35 | BJ-BS-BC | -.366 | .001** | -.476 | .001** | .601 | .005** | Full Mediation |
| 36 | BJ-BS-BE | .763 | .000*** | .781 | .000*** | .025 | .900 | Full Mediation |
| 37 | BF-BS-BL | .179 | .031* | .034 | .672 | .163 | .006** | Partial Mediation |
| 38 | BF-BS-BAT | .134 | .038* | .099 | .125 | .123 | .163 | No Mediation |
| 39 | BF-BS-BC | .124 | .040* | .136 | .046* | .123 | .140 | Full Mediation |

| | | | | | | | | |
|--|----------|-------|------|-------|------|------|-------|----------------|
| 40 | BF-BS-BE | -.085 | .219 | -.103 | .140 | .212 | .049* | Full Mediation |
| Note: ***p<0.001, **p<0.01, *p<0.05, NS= Not significant (p>0.05) BA=Brand Awareness, BP= Brand Performance, BI= Brand Image, BJ= Brand Judgment, BF= Brand Feelings, BL= Brand Loyalty, BAT= Brand Attachment, BC= Brand Community, BE= Brand Engagement BT= Brand Trust, BS= Brand Satisfaction | | | | | | | | |

| Table-27: Path Analysis Between Brand Satisfaction and Brand Trust | | | | |
|--|---------------|----------------|---------|--------------------------------|
| Path | β - COS | Critical Ratio | p-Value | Conclusion |
| Brand Satisfaction → Brand Trust | .785 | 10.609 | .000*** | Statistically Significant Path |

Mediated Regression Analysis:

Mediating Hypotheses proffered that brand satisfaction and brand trust mediate the relationship between brand resonance outcome and brand resonance antecedents. The SEM analysis demonstrates the model provides a fit to the data but does not directly test this hypothesis. A series of hierarchical regression analyses were conducted to test the whether brand satisfaction and brand trust playing the role of mediation between antecedents and outcomes or not. To analyze the indirect effect, researcher performs bootstrap with 500 numbers of bootstrap samples at 95% of bias-corrected confidence interval. The β - Coefficient and p-Values proved that the brand satisfaction and brand trust playing the mediating variable role in brand resonance model. As the result of SEM –Path Model researcher reject all the stated null hypotheses of this model.

The result of structural equation modeling showed that, the model of present study is statistically fit with our data. As study achieved all acceptable fit values of present study model, we are accepting present study model of brand resonance with consideration of Cell Phone product category, which consider the brand satisfaction and brand trust as a mediating variables.

Hypothesis Testing: For Soft Drink Product Category

Hypothesis Number-1

H-S1: There is no difference in the level of brand resonance amongst Soft Drink consumers according to their gender.

Above state hypothesis test through independent sample t-test in SPSS-21 following is the brief description of test statistics.

| Table-28: Group Statistics | | | | | |
|-----------------------------------|--------|-----|--------|----------------|-----------------|
| Brand Resonance | Gender | N | Mean | Std. Deviation | Std. Error Mean |
| | Male | 415 | 4.9280 | 1.30798 | .06421 |
| | Female | 145 | 5.2819 | 1.25189 | .10396 |

In the Group Statistics table-28, the mean for male respondent category according to their brand relationship is 4.9280. The mean for female respondent category according to their brand relationship is 5.2819. The standard deviation for male respondent category is 1.30798 and female respondent category is 1.25189. The numbers of participants are (male) 415 and (Female) 145.

| Table-29: Independent Sample Test | | | | | | | | | | |
|--|-------------------------|---|------|------------------------------|------|------|---------|-----------------|-----------------|-----------------------|
| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| | | | | | | | | | | Lower |
| Brand Resonance | Equal variances assumed | 1.714 | .191 | -2.835 | 558 | .005 | -.35388 | .12481 | -.59903 | -.10874 |

| | | | | | | | | | | |
|--|--------------------------------------|--|--|----------------|-------------|------|---------|--------|-----------------|-----------------|
| | d | | | | | | | | | |
| | Equal variances not assumed | | | - 2.8 96 | 261.5 60 | .004 | -.35388 | .12219 | - .594 49 | - .113 28 |

A value of Levene's Test for Equality of Variances is $F= 1.714$, $P >.05$ (.191) means that the variability in two categories is the same. Put scientifically, it means that the variability in the two categories is significantly same, or it was found that assumption of homogeneity of variance is tenable with this data. On the basis of Independent Samples t-Test statistics, the female respondent shows strong brand resonance ($M= 5.2819$, $SE= .10396$) than male respondent ($M= 4.9280$, $SE= .06421$), $t(560) = -2.835$, $p < .05$. Also calculated 'effect size' i.e. $r = .11$, this represent a medium effect, therefore as well being statistically significant, this effect is medium and represent substantive findings.

As 'p' value is .005, so we reject the null that is 'There is no difference in level of brand resonance amongst Soft Drink consumers according to their gender'. The test statistics reveal that gender of consumers significantly influences the level of brand resonance amongst young consumers.

Hypothesis Number-2

H-S2: There is no difference in the level of brand resonance amongst Soft Drink consumers according to their Income.

Above state hypothesis test through one-way ANOVA, result and the brief description of the test are as follows.

| Table-30: Descriptive | | | | | | | | |
|-----------------------|-----|--------|----------------|------------|----------------------------------|-------------|---------|---------|
| | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| | | | | | Lower Bound | Upper Bound | | |
| Less than 1 Lac | 22 | 4.9972 | 1.46531 | .31240 | 4.3475 | 5.6468 | 1.63 | 7.00 |
| 1 Lac to 3 Lac | 162 | 4.9491 | 1.24389 | .09773 | 4.7561 | 5.1421 | 1.00 | 7.00 |
| 3 Lac to 6 Lac | 253 | 5.0828 | 1.28606 | .08085 | 4.9235 | 5.2420 | 1.00 | 7.00 |
| 6 Lac to 9 Lac | 92 | 5.0910 | 1.22885 | .12812 | 4.8365 | 5.3455 | 1.00 | 7.00 |
| More than 10 Lac | 31 | 4.6774 | 1.76143 | .31636 | 4.0313 | 5.3235 | 1.00 | 7.00 |
| Total | 560 | 5.0196 | 1.30186 | .05501 | 4.9116 | 5.1277 | 1.00 | 7.00 |

Descriptive statistics shows the Mean, standard deviation, standard error, confidence Interval, and sample distribution according to income categories. If we look at the mean of brand resonance amongst different income groups, it was found that the level of brand resonance is similar across all income groups, but these result interpret on the basis of descriptive statistics; these are not final test result. For analyzing test result, we have to move other test statics.

| Table-31: Test of Homogeneity of Variances | | | |
|---|-----|-----|------|
| Levene Statistic | df1 | df2 | Sig. |
| 3.016 | 4 | 555 | .018 |

As the ANOVA is the parametric test, because of this we need to consider assumption of homogeneity of variance, the table Test of Homogeneity of Variances show, with this data the assumption of homogeneity of variance is not tenable as values of levens statistics is 3.016 at 0.018 significance level. With the insignificance of levens statistics, we not need to go for robust test of inequality of means. The difference can find on the basis of ANOVA statistics.

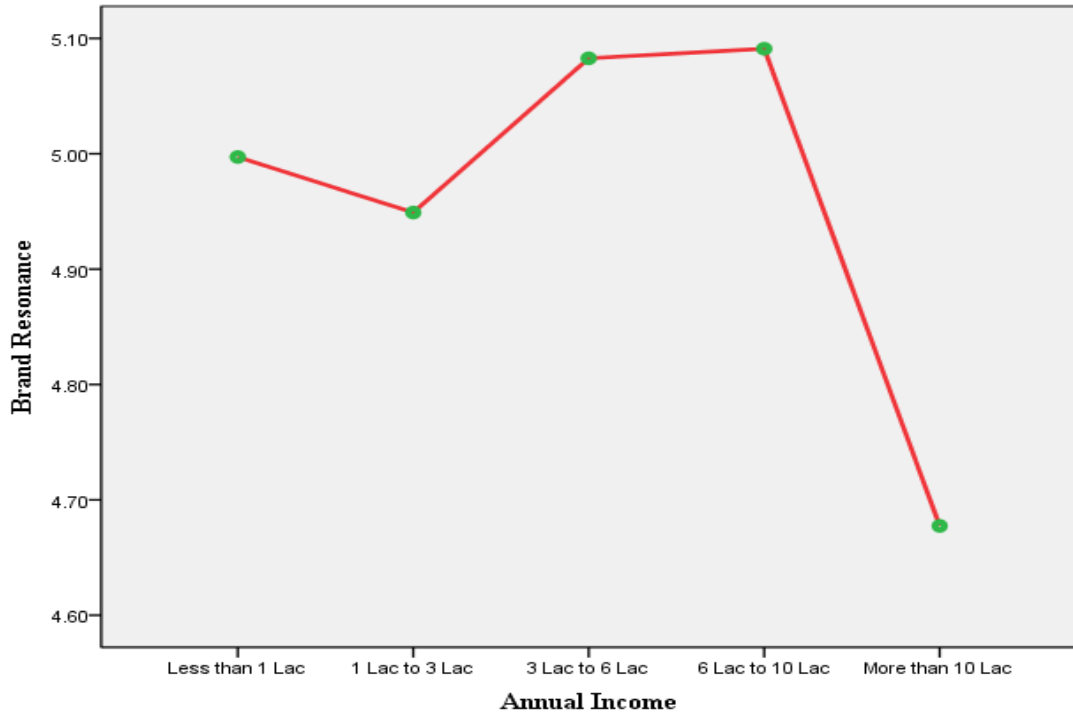
| Table-32: ANOVA | | | | | |
|------------------------|----------------|-----|-------------|------|------|
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 5.925 | 4 | 1.481 | .873 | .480 |
| Within Groups | 941.492 | 555 | 1.696 | | |
| Total | 947.417 | 559 | | | |

The table-32 of ANOVA shows F-ratio is .873, $p > 0.05$ ($p = .480$) level of significance, on the basis of this values researcher accept null hypotheses which is “there is no difference in level of brand resonance amongst Soft Drink consumers according to their Income” and it was found that there is no difference in level of brand resonance amongst Soft Drink consumers according to their Income.

| Table-33: Multiple Comparisons | | | | | | |
|---------------------------------------|-------------------|-----------------------|------------|-------|-------------------------|-------------|
| Dependent Variable: Brand Resonance | | | | | | |
| Games-Howell | | | | | | |
| (I) Annual Income | (J) Annual Income | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| Less than 1 Lac | 1 Lac to 3 Lac | .04809 | .32733 | 1.000 | -.9125 | 1.0086 |
| | 3 Lac to 6 Lac | -.08560 | .32270 | .999 | -1.0366 | .8654 |

| | | | | | | |
|------------------|------------------|---------|--------|-------|---------|--------|
| | 6 Lac to 10 Lac | -.09387 | .33765 | .999 | -1.0765 | .8888 |
| | More than 10 Lac | .31974 | .44461 | .951 | -.9388 | 1.5783 |
| 1 Lac to 3 Lac | Less than 1 Lac | -.04809 | .32733 | 1.000 | -1.0086 | .9125 |
| | 3 Lac to 6 Lac | -.13368 | .12684 | .830 | -.4815 | .2141 |
| | 6 Lac to 10 Lac | -.14196 | .16114 | .904 | -.5857 | .3018 |
| | More than 10 Lac | .27165 | .33111 | .923 | -.6790 | 1.2223 |
| 3 Lac to 6 Lac | Less than 1 Lac | .08560 | .32270 | .999 | -.8654 | 1.0366 |
| | 1 Lac to 3 Lac | .13368 | .12684 | .830 | -.2141 | .4815 |
| | 6 Lac to 10 Lac | -.00828 | .15150 | 1.000 | -.4260 | .4095 |
| | More than 10 Lac | .40534 | .32653 | .728 | -.5349 | 1.3456 |
| 6 Lac to 10 Lac | Less than 1 Lac | .09387 | .33765 | .999 | -.8888 | 1.0765 |
| | 1 Lac to 3 Lac | .14196 | .16114 | .904 | -.3018 | .5857 |
| | 3 Lac to 6 Lac | .00828 | .15150 | 1.000 | -.4095 | .4260 |
| | More than 10 Lac | .41361 | .34132 | .745 | -.5609 | 1.3881 |
| More than 10 Lac | Less than 1 Lac | -.31974 | .44461 | .951 | -1.5783 | .9388 |
| | 1 Lac to 3 Lac | -.27165 | .33111 | .923 | -1.2223 | .6790 |
| | 3 Lac to 6 Lac | -.40534 | .32653 | .728 | -1.3456 | .5349 |
| | 6 Lac to 10 Lac | -.41361 | .34132 | .745 | -1.3881 | .5609 |

For the analysis of multiple comparisons between all incomes categories researcher run Post Hoc Tests, as an assumption of homogeneity of variance is not tenable researcher select Games-Howell procedures. The advantage of Games-Howell is it control Type –I error rate very well and useful test for our data because we have very different sample size amongst different income groups. If we observed Post Hoc Tests statistics of Games-Howell, it reveals that all income groups are significantly similar to each other.



Graph-8: Mean Plot of Brand Resonance

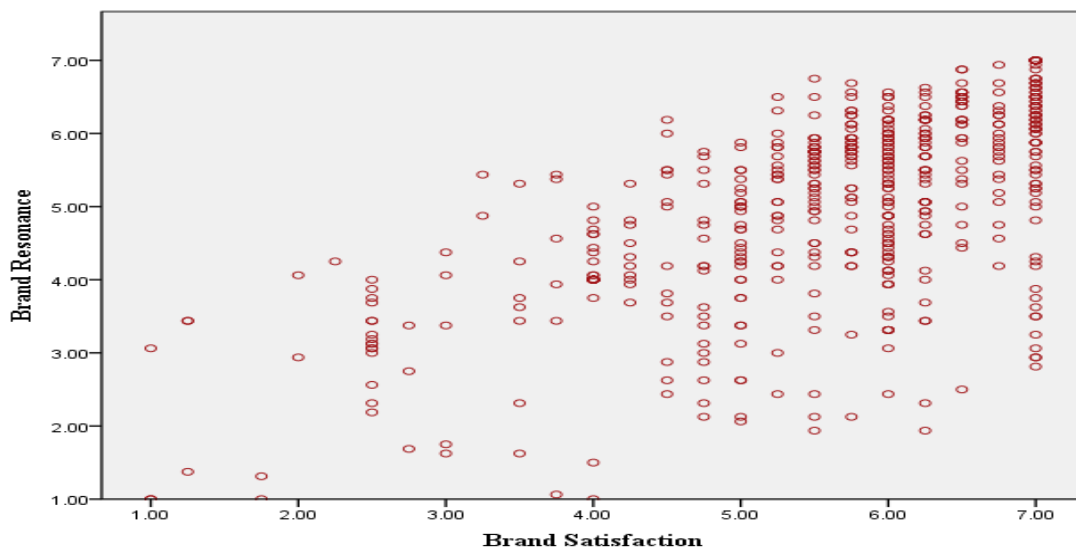
Above graph-8 is the graph of mean of brand resonance amongst different income groups, its graphical presentation of difference of level of brand resonance amongst different income groups, and this graph also shows how mean of brand resonance quite similar across different income groups. Even though, it's showing little bit difference, but ANOVA test statistics proves that, the difference is not statistically significant.

Hypothesis Number-3 and 4

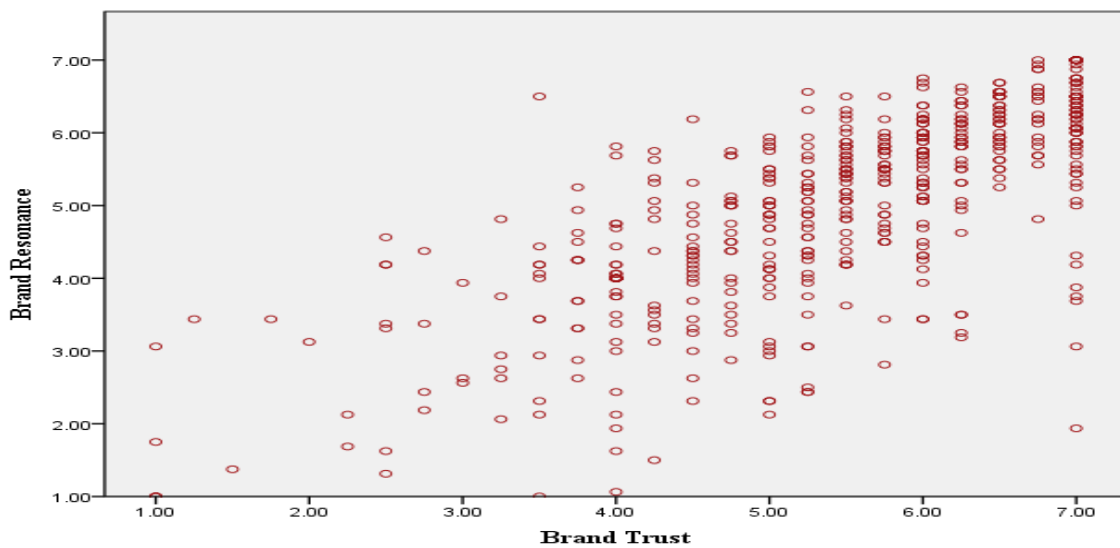
H-S3: There is no positive correlation between brand satisfaction and brand resonance amongst Soft Drink consumers.

H-S4: There is no positive correlation between brand trust and brand resonance amongst Soft Drink consumers.

Above mentioned hypotheses test through Pearson correlation coefficient, the results are as follows



Graph-9: Scatter Plot between Brand Resonance and Satisfaction



Graph-10: Scatter Plot between Brand Resonance and Brand Trust

Above Graphs 9 and 10 are the scatter plot between brand satisfaction, brand trust and brand resonance amongst young consumers with reference to Soft Drink, scatter plot is the best graphical measures to know the relationship between two variables. If we closely observe the scatter plot it reveals that there is the positive correlation between these two variables. As scatter plot show significant clustering, so we can say that there is probably positive correlation between brand satisfaction, brand trust and brand resonance amongst young consumers with reference to Soft Drink.

| | | Brand Resonance | Brand Satisfaction | Brand Trust |
|--------------------|---------------------|-----------------|--------------------|-------------|
| Brand Resonance | Pearson Correlation | 1 | .632** | .740** |
| | Sig. (1-tailed) | | .000 | .000 |
| | N | 560 | 560 | 560 |
| Brand Satisfaction | Pearson Correlation | .632** | 1 | .750** |
| | Sig. (1-tailed) | .000 | | .000 |
| | N | 560 | 560 | 560 |
| Brand Trust | Pearson Correlation | .740** | .750** | 1 |
| | Sig. (1-tailed) | .000 | .000 | |
| | N | 560 | 560 | 560 |

** . Correlation is significant at the 0.01 level (1-tailed).

Table-34 shows the value of person correlation coefficient is 0.632 between brand satisfaction and brand resonance, that means $r = 0.632$, $p < 0.01$ (one-tailed), and person correlation coefficient is 0.740 between brand trust and brand resonance, that means $r = 0.740$, $p < 0.01$ (one-tailed) $N = 560$, and here researcher run one-tailed person correlation coefficient because literature rendering that, there are a positive correlation brand satisfaction, brand trust, and brand resonance that means, hypothesis is directional. Here we accept the alternative hypothesis that is ‘Brand resonance has the positive correlation with brand satisfaction and brand trust amongst Soft Drink Consumers’, at significance level 0.01 (1-tailed). One interesting thing it was noticed is that the correlation between brand satisfaction and brand trust are also high and positive enough as $r = .750$, $p < 0.01$, (1-tailed).

Hypothesis Number-5 and 6

H-S5: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, are not strongly and positively associated with brand resonance amongst Soft Drink consumers.

H-S6: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, brand satisfaction and brand trust are not strongly and positively associated with brand resonance amongst Soft Drink consumers.

For testing Existing and conceptual model, researcher formulate above two hypotheses. To test regression model, the items for each variable were summed and averaged. With first statement of hypothesis present study testing existing model, in this model-1 researcher trying to test the role of five different antecedents of brand resonance such as brand awareness, brand performance, brand Image, brand judgment, and brand feelings on brand resonance, these antecedents are explained by existing model in the literature. With second statement of hypothesis present study testing conceptual model, in this model-2 researcher add two mediators with the antecedents of existing model of brand resonance such as brand satisfaction and brand trust with reference to extensive literature. To test these two models of brand resonance we run multiple regressions (Enter Method) analysis, the statistical detail and comparison between these two models are followed.

All values of Pearson correlation coefficient demonstrate that there is positive correlation between all antecedents, but there is no sign of multicollinearity between antecedents, as there is no substantial correlation ($r < .8$) between all antecedents.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .786 ^a | .618 | .615 | .80783 | .618 | 179.560 | 5 | 554 | .000 | 1.887 |
| 2 | .845 ^b | .714 | .710 | .70071 | .096 | 92.158 | 2 | 552 | .000 | |

a. Antecedents: (Constant), Brand Awareness, Brand Performance, Brand Image, Brand

Judgments, Brand Feelings,
b. Antecedents: (Constant), Brand Awareness, Brand Performance, Brand Image, Brand Judgments, Brand Feelings, Brand Satisfaction, Brand Trust.
c. Dependent Variable: Brand Resonance

Model-1 shows correlation between all antecedents and outcome it counts $R = .786$ and for Model-2 is $R = .845$, it shows the strong correlation between all antecedents and outcome in Model-2 as compare to Model-1. The Model-1 accounted 61.8% ($R^2 = .618$) variability in the outcome by antecedents, while in Model-2 it count 71.4% ($R^2 = .714$) of variability of outcome by antecedents, it means the Model-2 accounted much large variability of outcome with the help of antecedents. It was found that if Model-1 accounts 61.8 of variability in the outcome, the brand satisfaction and brand trust accounted additional almost 10% of variability in the outcome, that is the inclusion of the two new antecedents has explained quite good amount of variation in the brand resonance. The adjusted R^2 for Model -1 and Model-2 is .615 and .710, if we calculated the difference between R^2 and adjusted R^2 it comes .003 for Model-1 and .004 for Model-2, it also indicates the cross-validity of Model-2 is more significant than Model-1. The change statistics demonstrate the changes of R square and changes in F because of adding two new antecedents, it counts F change from 179.560 to 92.158 with degree of freedom 554 to 552 at .000 level of significance. The value of Durbin-Watson indicates that the assumption of multiple regressions that is ‘independent errors’ is tenable, as the value of Durbin-Watson (1.887) come very close to 2.

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|----------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 585.887 | 5 | 117.177 | 179.560 | .000 ^b |
| | Residual | 361.530 | 554 | .653 | | |
| | Total | 947.417 | 559 | | | |
| 2 | Regression | 676.386 | 7 | 96.627 | 196.796 | .000 ^c |
| | Residual | 271.031 | 552 | .491 | | |
| | Total | 947.417 | 559 | | | |

- a. Dependent Variable: Brand Resonance
- b. Antecedents: (Constant), Brand Awareness, Brand Performance, Brand Image, Brand Judgments ,Brand Feelings,
- c. Antecedents: (Constant), , Brand Awareness, Brand Performance, Brand Image, Brand Judgments, Brand Feelings, , Brand Satisfaction, Brand Trust

The above table-36 of ANOVA represents sum of square of the model, F-ratio and significance level of F-ratio, as Model-1 count sum of square of the model is 585.887 and for Model-2 is 676.386. The F-ratio changes from 179.560 to 196.796 for Model-1 to Model-2 with 0.000 level of significance. We can interpret these results as, the initial Model-1 significantly improved our ability to predict the outcome variable, but the Model-2 is even better as compared to Model-1.

| Table-37: Coefficients^a | | | | | | |
|---|--------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .655 | .180 | | 3.645 | .000 |
| | Brand Awareness | .097 | .040 | .097 | 2.404 | .017 |
| | Brand Performance | .093 | .050 | .086 | 1.856 | .034 |
| | Brand Image | .200 | .033 | .252 | 6.143 | .000 |
| | Brand Judgments | .152 | .052 | .144 | 2.904 | .004 |
| | Brand Feelings | .308 | .039 | .361 | 7.902 | .000 |
| 2 | (Constant) | .183 | .160 | | 1.144 | .023 |
| | Brand Awareness | .014 | .038 | .014 | 1.382 | .043 |
| | Brand Performance | .045 | .045 | .042 | 1.012 | .031 |
| | Brand Image | .185 | .028 | .233 | 6.534 | .000 |
| | Brand Judgments | .008 | .047 | .008 | 1.170 | .047 |
| | Brand Feelings | .261 | .035 | .307 | 7.532 | .000 |
| | Brand Satisfaction | .265 | .044 | .257 | 6.077 | .000 |
| Brand Trust | .272 | .042 | .261 | 6.420 | .000 | |

a. Dependent Variable: Brand Resonance

On the basis of values of coefficients it was found that there is positive relationship between all antecedents and outcome, with consideration of our construct form, it was found that brand awareness, brand performance, brand Image, brand judgment, and brand feelings, brand satisfaction and brand trust are strongly and positively associated with brand resonance amongst Soft Drink consumers. The value of t-test for its level of significance represents that all antecedents were making significant contribution in the model. The Colum labeled as standardized beta tell us the number of standard deviation that the outcome will change as a result of one standard deviation change in the antecedent.

The important values of this table labeled as Tolerance and Variance Inflation Factor (VIF) provides the Collinearity Statistics of the model as all values of Tolerance are greater than .2 and no values of VIF is greater than 10, so it confirms that our present model is not caused by the multicollinearity. In other word, it was found that the multicollinearity does not exist in our brand resonance model.

The table-37 of ‘Coefficients’ represents the model parameters, as it provides the value of all antecedents related to outcome. As we know that in multiple regressions the model takes the form of equation. On the basis of above table, researcher formulate following two equations for Model-1 and Model-2

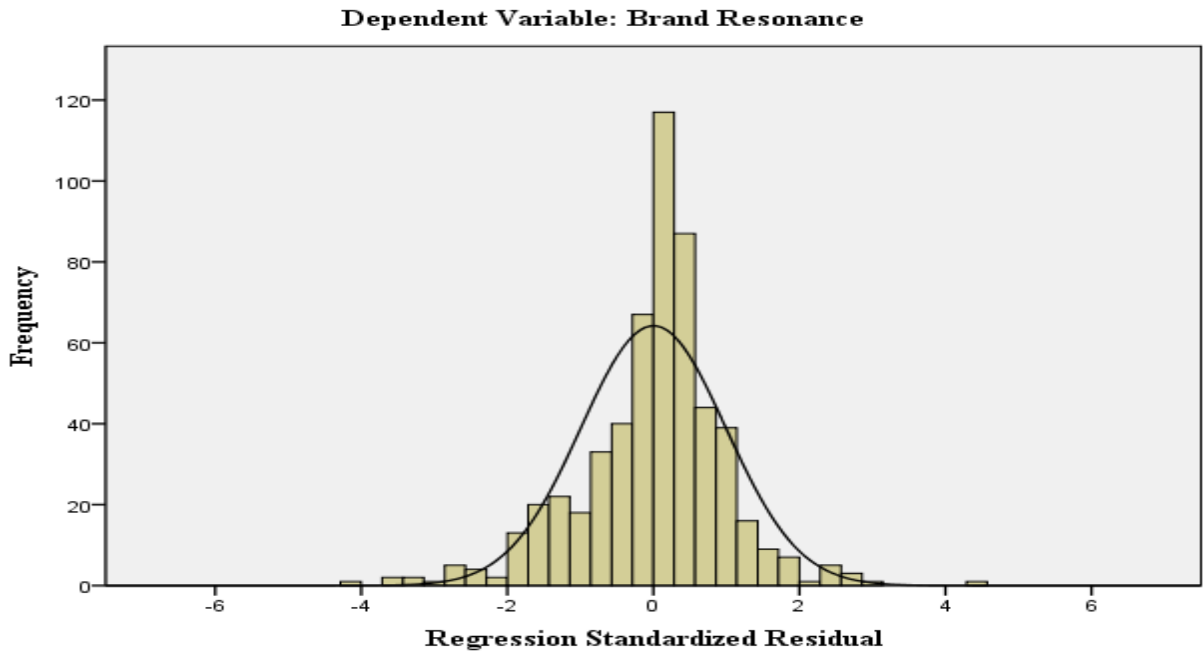
Model-1

$$\text{Brand Resonance} = .655 + (.097\text{Brand Awareness}) + (.093\text{Brand Performance}) + (.200\text{Brand Image}) + (.152\text{Brand Judgments}) + (.308\text{Brand Feelings})$$

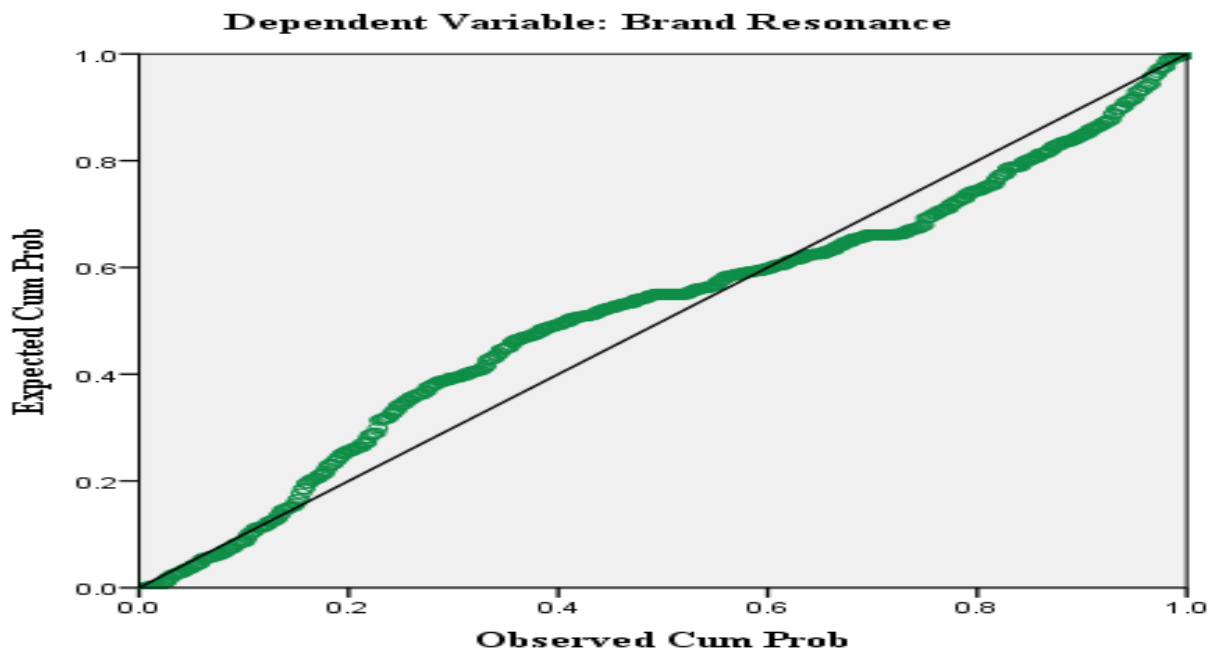
Model-2

$$\text{Brand Resonance} = .183 + (.014\text{Brand Awareness}) + (.045\text{Brand Performance}) + (.185\text{Brand Image}) + (.008\text{Brand Judgments}) + (.261\text{Brand Feelings}) + (.265\text{Brand Satisfaction}) + (.272\text{Brand Trust})$$

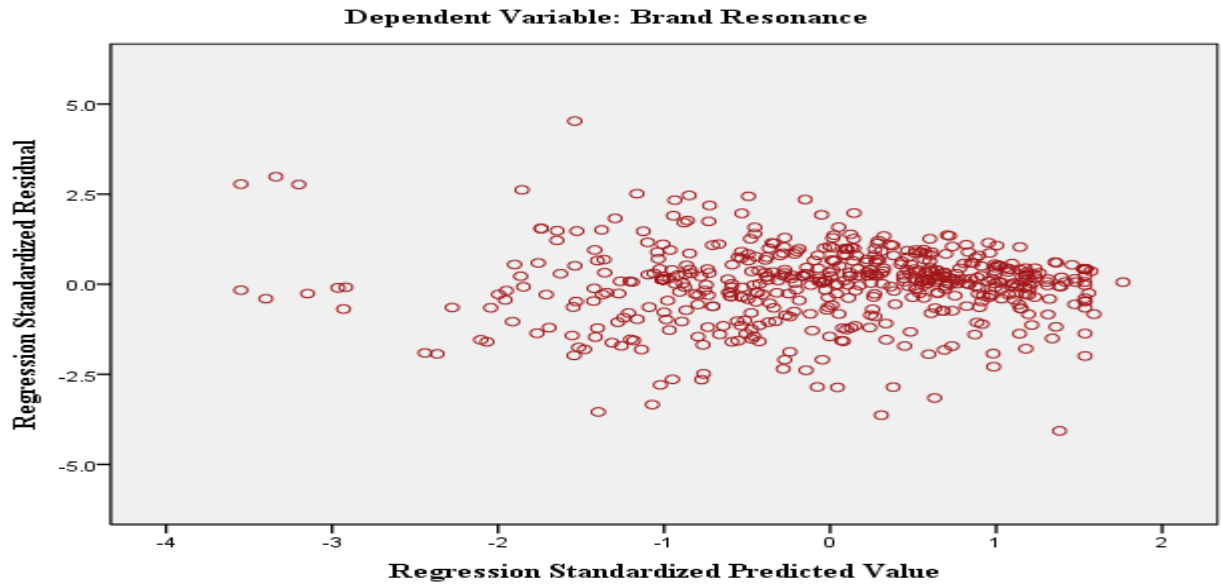
The following graphs (Histogram and P-P Plot) confirm that the assumption of regression namely “normally distributed error” is tenable with present data, and it also proves the difference between model and observed data are very close to zero. On the basis of above two graphs, it was found that residual of the model is normally distributed.



Graph-11: Histograms of Normally Distributed Residuals



Graph-12: P-P Plots of Normally Distributed Residuals



Graph-13: homoscedasticity’ and ‘linearity’ of standardized residuals against standardized s value

Above graph represent the important assumption of regression analysis namely ‘homoscedasticity’ and ‘linearity’ of standardized residuals against standardized predicted value is tenable with the present set of data, in other word we can state that, the data used for analysis of regression model shows the homogeneity of variance and linearity, as it looks like data of standardized residual and standardized predicted value of dependent variable based on model is widespread across X and Y axis.

Finally study reject null hypotheses and accept both alternate hypotheses that is ‘brand awareness, brand performance, brand image, brand judgments and brand feelings are strongly and positively associated with brand resonance amongst Soft Drink consumers’ at $R^2 = 0.618$ at $P < 0.05$ ($p = 0.000$), and ‘brand awareness, brand performance, brand image, brand judgments, brand feelings brand satisfaction and brand trust are strongly and positively associated with brand resonance amongst Soft Drink consumers’ at $R^2 = 0.714$ for Model-2, $\Delta R^2 = .096$ ($p = 0.000$). in this study it was found that the model researcher reconstruct with adding two mediators of brand resonance namely as brand satisfaction and brand trust, is statistically more significant as compared to existing model of brand resonance, as model test reveals that the new model can account more variability of brand resonance as compared to existing model.

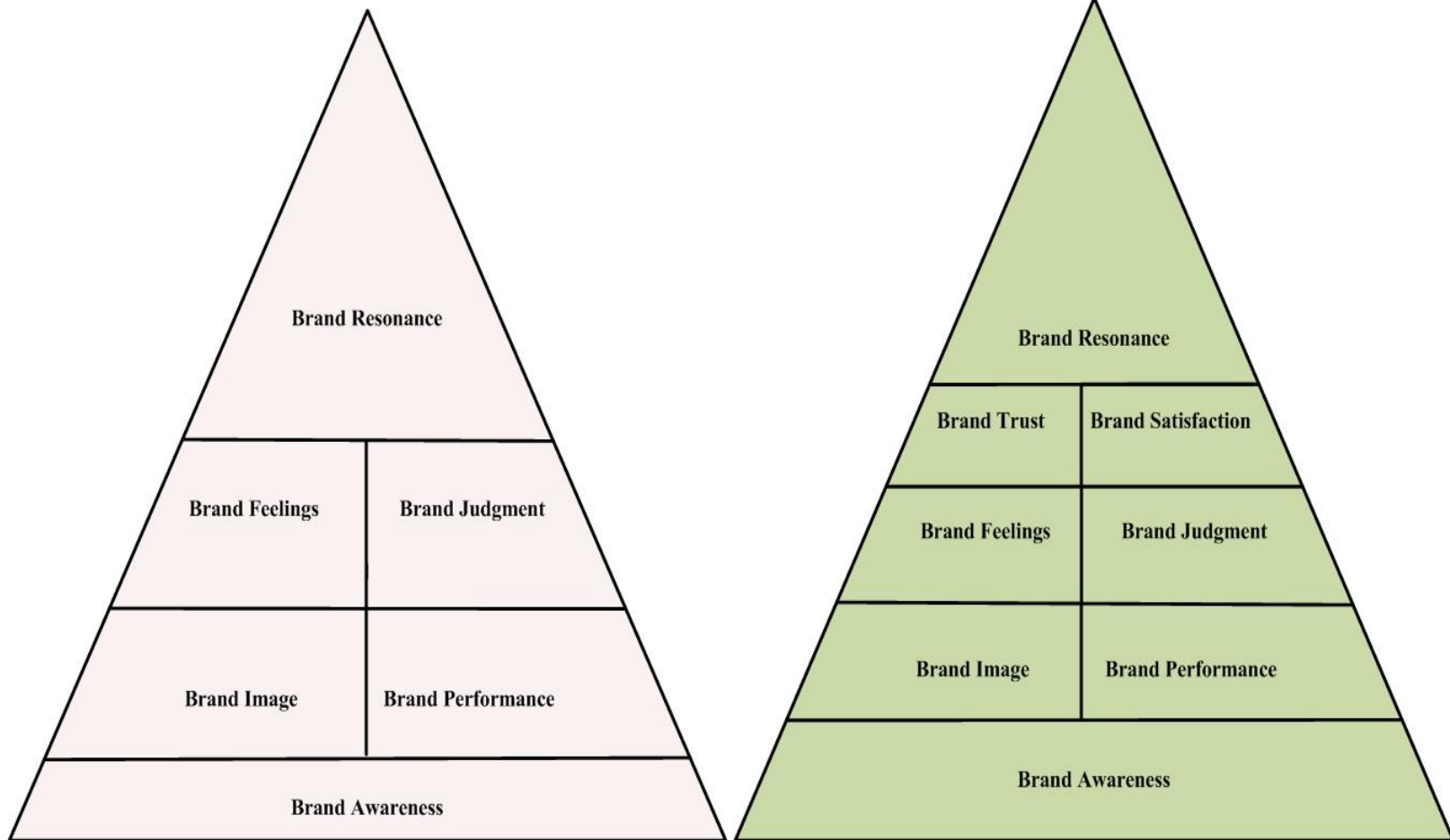


Figure-16: Existing Model of Brand Resonance

$R^2 = .0.618$ for Model-1 ($p = 0.000$).

New Model of Brand Resonance

$R^2 = 0.714$ for Model-2, $\Delta R^2 = 0.096$ ($p = 0.000$)

Hypotheses Number 7, 8, 9 and 10

H-S7: A Brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) does not have a positive effect on brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Soft Drink consumers.

H-S8: Brand satisfaction does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Soft Drink consumers.

H-S9: Brand trust does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, band community, and brand engagement) amongst Soft Drink consumers.

H-S10: Brand satisfaction does not have the positive effect on brand trust amongst Soft Drink consumers.

The above hypotheses test through SEM path model analysis with consideration of existing brand resonance model. Study test the brand resonance model with added two new mediators such as brand satisfaction and brand trust, finally researcher run series of path model to explore the mediator role of brand satisfaction and brand trust.

The existing framework of brand resonance is statistically significant as path model achieved χ^2 (N= 560) = 1959.899, DF= 497, $p < .001$, IFI =.908, TLI = .900 CFI= .911, RMSEA= .073. The model fit indices are at or above the recommended .90, and the chi-square to degrees of freedom ratio is 3.9. All paths in model are statistically significant except two paths that are BA-BC and BF-BE. Except Brand Image the all other antecedents are explaining more than 50% variance of brand resonance outcome.

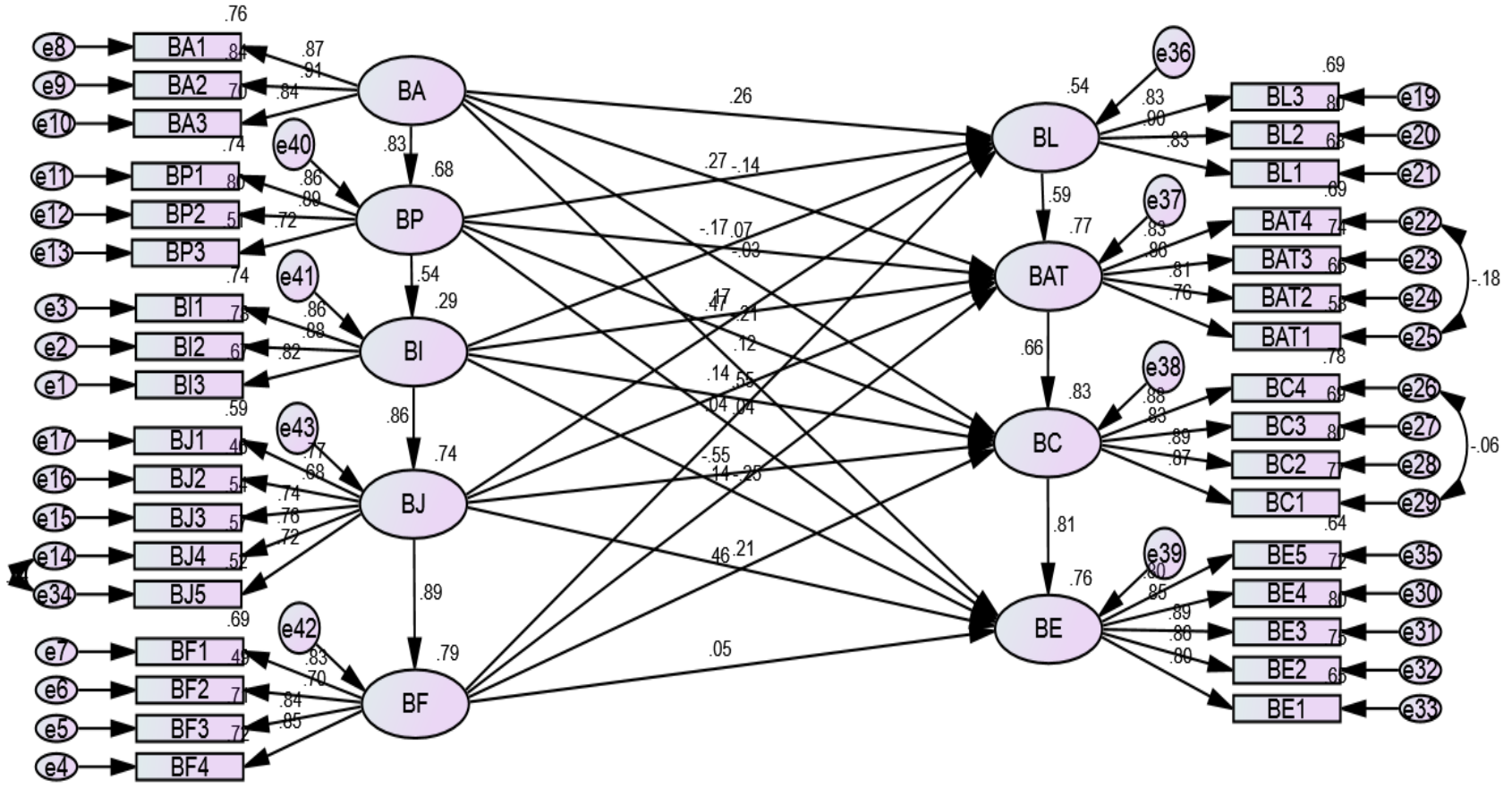


Figure-17: Statistically tested SEM Existing Model of Brand Resonance

| Table-38 Existing Model of Brand Resonance Analysis | | | | | | |
|--|-------------|-----------------------|------|--------|---------|-----------------|
| | Path | β - Coefficient | S.E. | C.R. | P | Significant |
| 1 | BP <--- BA | .826 | .045 | 16.167 | .000*** | Significant |
| 2 | BI <--- BP | .537 | .076 | 10.984 | .000*** | Significant |
| 3 | BJ <--- BI | .861 | .040 | 17.330 | .000*** | Significant |
| 4 | BF <--- BJ | .889 | .061 | 18.408 | .000*** | Significant |
| 5 | BL <--- BA | .256 | .073 | 3.441 | .000*** | Significant |
| 6 | BL <--- BP | .272 | .092 | 3.347 | .000*** | Significant |
| 7 | BL <--- BI | .167 | .069 | -2.758 | .039* | Significant |
| 8 | BL <--- BF | .045 | .076 | .423 | .672 | Significant |
| 9 | BL <--- BJ | .473 | .135 | 3.163 | .002** | Significant |
| 10 | BAT <--- BI | .170 | .065 | 2.189 | .029* | Significant |
| 11 | BAT <--- BA | -.140 | .069 | -2.315 | .021* | Significant |
| 12 | BAT <--- BP | .070 | .086 | 2.057 | .029* | Significant |
| 13 | BAT <--- BF | .144 | .070 | 2.109 | .049* | Significant |
| 14 | BAT <--- BJ | .138 | .130 | 2.104 | .029* | Significant |
| 15 | BAT <--- BL | .590 | .060 | 11.367 | .000*** | Significant |
| 16 | BC <--- BA | -.026 | .081 | -.465 | .642 | Not-Significant |
| 17 | BC <--- BP | -.212 | .105 | -3.377 | .000*** | Significant |
| 18 | BC <--- BI | .551 | .084 | 7.113 | .000*** | Significant |
| 19 | BC <--- BF | .462 | .092 | 5.312 | .000*** | Significant |
| 20 | BC <---BJ | .549 | .171 | -4.305 | .000*** | Significant |
| 21 | BC <--- BAT | .655 | .072 | 11.655 | .000*** | Significant |
| 22 | BE <--- BA | .120 | .076 | 2.088 | .037* | Significant |
| 23 | BE <--- BP | .040 | .095 | 2.138 | .042* | Significant |
| 24 | BE <--- BI | .253 | .082 | -3.049 | .002** | Significant |
| 25 | BE <--- BF | .053 | .087 | .589 | .556 | Not-Significant |
| 26 | BE <--- BJ | .206 | .139 | 2.805 | .031* | Significant |
| 27 | BE <--- BC | .811 | .054 | 13.526 | .000*** | Significant |

Note: Method= Maximum Likelihood Estimates, ***p<0.001, **p<0.01, *p<0.05, NS= Not significant (p>0.05)
Chi-square = 1959.899, Degrees of freedom = 497, Probability level = .000
BA=Brand Awareness, BP= Brand Performance, BI= Brand Image, BJ= Brand Judgment, BF= Brand Feelings, BL= Brand Loyalty, BAT= Brand Attachment, BC= Brand Community, BE= Brand Engagement BT= Brand Trust, BS= Brand Satisfaction

| Table-39: Squared Multiple Correlations: (R-Square) | |
|--|----------|
| | Estimate |
| Brand Performance | .682 |
| Brand Image | .289 |
| Brand Judgment | .742 |
| Brand Feelings | .790 |
| Brand Loyalty | .542 |
| Brand Attachment | .767 |
| Brand Community | .833 |
| Brand Engagement | .764 |

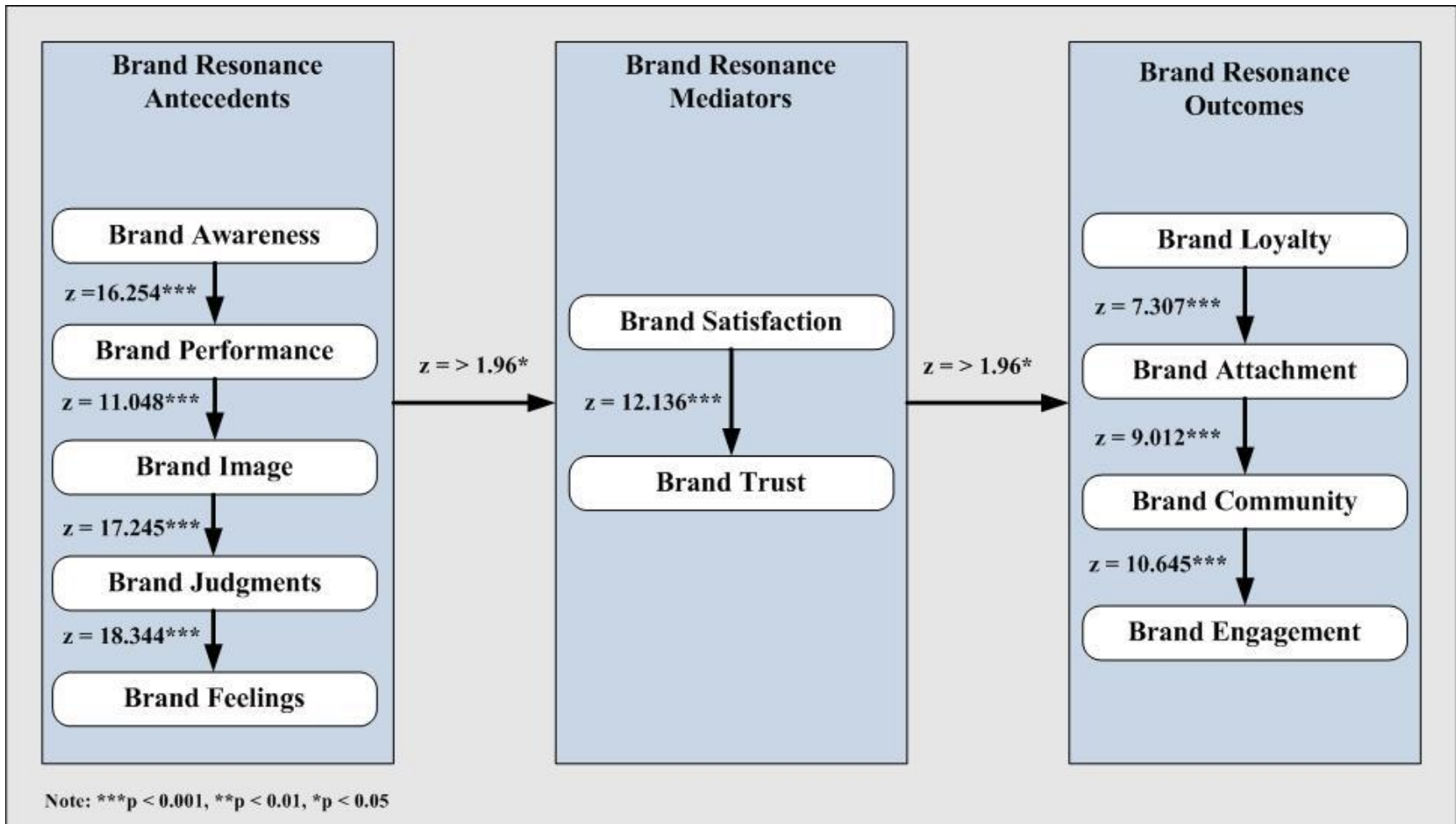


Figure-18: Mediation Model of Brand Resonance- Soft Drink (Mediator-Brand Satisfaction and Brand Trust)

| Table-40: Mediation Model of Brand Resonance | | | | | | |
|--|-------------|--------------------------|------|--------|---------|-----------------|
| | Path | β - Coefficient | S.E. | C.R. | P | Significant |
| 1 | BP <--- BA | .825 | .044 | 16.254 | .000*** | Significant |
| 2 | BI <--- BP | .540 | .075 | 11.048 | .000*** | Significant |
| 3 | BJ <--- BI | .861 | .040 | 17.245 | .000*** | Significant |
| 4 | BF <--- BJ | .890 | .062 | 18.344 | .000*** | Significant |
| 5 | BS <--- BA | .353 | .079 | 5.173 | .000*** | Significant |
| 6 | BS <--- BP | .319 | .099 | 4.260 | .000*** | Significant |
| 7 | BS <--- BI | .187 | .078 | -2.060 | .039* | Significant |
| 8 | BS <--- BF | .227 | .088 | -2.161 | .031* | Significant |
| 9 | BS <--- BJ | .645 | .159 | 4.314 | .000*** | Significant |
| 10 | BT <--- BA | .280 | .062 | -4.501 | .000*** | Significant |
| 11 | BT <--- BP | .135 | .075 | 2.039 | .041* | Significant |
| 12 | BT <--- BI | .099 | .057 | 2.370 | .020* | Significant |
| 13 | BT <--- BF | .296 | .065 | 3.272 | .001** | Significant |
| 14 | BT <--- BJ | .057 | .124 | .416 | .017* | Significant |
| 15 | BT <--- BS | .744 | .053 | 12.136 | .000*** | Significant |
| 16 | BL <--- BA | -.006 | .073 | -.087 | .931 | Not-Significant |
| 17 | BL <--- BP | .033 | .081 | 1.9901 | .042* | Significant |
| 18 | BL <--- BI | -.025 | .059 | -.311 | .756 | Not-Significant |
| 19 | BL <--- BF | .215 | .071 | 2.171 | .030* | Significant |
| 20 | BL <--- BJ | .003 | .123 | 2.025 | .047* | Significant |
| 21 | BL <--- BS | .755 | .089 | 7.264 | .000*** | Significant |
| 22 | BL <--- BT | .020 | .095 | -.159 | .873 | Not-Significant |
| 23 | BAT <--- BI | .170 | .064 | 2.225 | .026* | Significant |
| 24 | BAT <--- BA | .075 | .077 | -1.105 | .026* | Significant |
| 25 | BAT <--- BP | -.002 | .086 | 2.038 | .048* | Significant |
| 26 | BAT <--- BF | .076 | .078 | 2.202 | .042* | Significant |
| 27 | BAT <--- BJ | .070 | .136 | .543 | .017* | Significant |
| 28 | BAT <--- BS | .116 | .111 | 2.033 | .030* | Significant |
| 29 | BAT <--- BT | .341 | .102 | 3.868 | .000*** | Significant |
| 30 | BAT <--- BL | .512 | .081 | 7.307 | .000*** | Significant |
| 31 | BC <--- BA | -.031 | .098 | -.471 | .638 | Not-Significant |
| 32 | BC <--- BP | .230 | .110 | -3.509 | .000*** | Significant |
| 33 | BC <--- BI | .569 | .090 | 6.849 | .000*** | Significant |
| 34 | BC <--- BF | .477 | .106 | 4.786 | .000*** | Significant |
| 35 | BC <--- BJ | .592 | .190 | -4.194 | .000*** | Significant |
| 36 | BC <--- BS | .018 | .122 | 2.187 | .042* | Significant |
| 37 | BC <--- BT | .064 | .137 | 2.684 | .036* | Significant |
| 38 | BC <--- BAT | .611 | .087 | 9.012 | .000*** | Significant |
| 39 | BE <--- BA | .118 | .090 | 2.756 | .039* | Significant |
| 40 | BE <--- BP | .006 | .105 | .084 | .933 | Not-Significant |
| 41 | BE <--- BI | .198 | .097 | -1.999 | .046* | Significant |
| 42 | BE <--- BF | .102 | .105 | 2.389 | .034* | Significant |
| 43 | BE <--- BJ | .101 | .179 | 2.694 | .038* | Significant |
| 44 | BE <--- BS | .083 | .104 | 2.139 | .029* | Significant |
| 45 | BE <--- BT | .074 | .116 | 2.528 | .039* | Significant |
| 46 | BE <--- BC | .761 | .065 | 10.645 | .000*** | Significant |

Note: Method= Maximum Likelihood Estimates, ***p<0.001, **p<0.01, *p<0.05, NS= Not

significant ($p > 0.05$)

Chi-square = 2727.000, Degrees of freedom = 770, Probability level = .000

BA=Brand Awareness, BP= Brand Performance, BI= Brand Image, BJ= Brand Judgment, BF= Brand Feelings, BL= Brand Loyalty, BAT= Brand Attachment, BC= Brand Community, BE= Brand Engagement BT= Brand Trust, BS= Brand Satisfaction

| Table-41: Model Fit Indices and R-Square | | | | |
|---|----------------|-------------|--|----------|
| Model Fit Indices | | | R-Square | |
| Parameter | Existing Model | New Model | | Estimate |
| Chi-Square | 1959.899 | 2727.000 | Brand Performance | .680 |
| DF | 497 | 770 | Brand Image | .291 |
| CMIN/DF | 3.943 | 3.542 | Brand Judgment | .741 |
| RMR | .180 | .171 | Brand Feelings | .792 |
| GFI | .807 | .790 | Brand Satisfaction | .640 |
| AGFI | .769 | .754 | Brand Trust | .817 |
| PGFI | .674 | .674 | Brand Loyalty | .744 |
| NFI | .885 | .877 | Brand Attachment | .793 |
| RFI | .870 | .862 | Brand Community | .834 |
| IFI | .912 | .908 | Brand Engagement | .763 |
| TLI | .900 | .897 | *Method: Maximum Likelihood *Valid Sample:560(N) *Type of Analysis: Mediation Analysis | |
| CFI | .911 | .908 | | |
| PRATIO | .886 | .894 | | |
| PNFI | .784 | .784 | | |
| PCFI | .807 | .812 | | |
| RMSEA | .073 | .067 | | |
| PCLOSE | .000 | .000 | | |
| HOELTER | .01 (N=164) | .01 (N=178) | | |

The new model of brand resonance as added with two mediators that are brand satisfaction and brand trust showed statistically more significant than existing model. The mediation model achieved χ^2 (N= 560) = 2727.000, DF= 770, $p < .001$, IFI =.908, TLI = .897 CFI= .908, RMSEA= .067. The model fit indices are at or above the recommended .90, and the chi-square to degrees of freedom ratio is 3.5. Out of forty-six different paths the five paths are statistically not significant. Except brand Image (30%) The each antecedents in the model explained more than 50% variance occurred in outcome of model.

| Table-42: Mediation Path Analysis of Brand Trust and Satisfaction | | | | | | | | |
|---|-----------|-------------------------|---------|---------------|---------|-----------------|---------|-------------------|
| | Path | Direct Without Mediator | p-Value | With Mediator | p-Value | Indirect Effect | p-Value | Conclusion |
| 1 | BA-BT-BL | .256 | .000*** | .043 | .548 | .520 | .004** | Full Mediation |
| 2 | BA-BT-BAT | -.140 | .021* | -.085 | .199 | .508 | .001** | Full Mediation |
| 3 | BA-BT-BC | -.026 | .642 | .005 | .936 | .279 | .025* | Full Mediation |
| 4 | BA-BT-BE | .120 | .037* | .115 | .039* | .243 | .005** | Full Mediation |
| 5 | BP-BT-BL | .272 | .000*** | .082 | .260 | .173 | .014* | Partial Mediation |
| 6 | BP-BT-BAT | .070 | .029* | -.005 | .943 | .422 | .005** | Full Mediation |
| 7 | BP-BT-BC | -.212 | .000*** | -.201 | .002* | .509 | .003** | Full Mediation |
| 8 | BP-BT-BE | .040 | .042* | .001 | .990 | .253 | .007** | Full Mediation |
| 9 | BI-BT-BL | -.167 | .039* | -.049 | .514 | .347 | .009** | Full Mediation |
| 10 | BI-BT-BAT | .170 | .029* | .173 | .016* | .401 | .003** | Full Mediation |
| 11 | BI-BT-BC | .551 | .000*** | .543 | .000*** | .262 | .038* | Partial Mediation |
| 12 | BI-BT-BE | -.253 | .002** | -.193 | .035* | .812 | .003** | Full Mediation |
| 13 | BJ-BT-BL | .473 | .002** | .053 | .508 | .240 | .037* | Partial Mediation |
| 14 | BJ-BT-BAT | .138 | .029* | .080 | .658 | .385 | .058* | Full Mediation |
| 15 | BJ-BT-BC | -.549 | .000*** | -.545 | .000*** | .703 | .007** | Full Mediation |
| 16 | BJ-BT-BE | .206 | .031* | .108 | .408 | .243 | .201 | No Mediation |
| 17 | BF-BT-BL | .045 | .672 | .179 | .045* | -.002 | .948 | Full Mediation |
| 18 | BF-BT-BAT | .144 | .049* | .083 | .330 | .180 | .044* | Full Mediation |
| 19 | BF-BT-BC | .462 | .000*** | .444 | .000*** | .181 | .041* | Partial Mediation |
| 20 | BF-BT-BE | .053 | .556 | .098 | .318 | .496 | .002** | Full Mediation |
| | | | | | | | | |
| 21 | BA-BS-BL | .256 | .000*** | .035 | .548 | .572 | .003** | Full Mediation |
| 22 | BA-BS-BAT | -.140 | .021* | -.107 | .073 | .572 | .002** | Full Mediation |
| 23 | BA-BS-BC | -.026 | .642 | -.003 | .605 | .330 | .003** | Full Mediation |
| 24 | BA-BS-BE | .120 | .037* | .116 | .053* | .269 | .003** | Full Mediation |
| 25 | BP-BS-BL | .272 | .000*** | .013 | .857 | .407 | .003** | Full Mediation |
| 26 | BP-BS-BAT | .070 | .029* | .017 | .790 | .494 | .002** | Full Mediation |
| 27 | BP-BS-BC | -.212 | .000*** | -.231 | .000*** | .584 | .003** | Full Mediation |
| 28 | BP-BS-BE | .040 | .042* | .007 | .914 | .295 | .005** | Full Mediation |
| 29 | BI-BS-BL | -.167 | .039* | -.029 | .712 | .306 | .016* | Full Mediation |
| 30 | BI-BS-BAT | .170 | .029* | .173 | .023* | .388 | .003** | Full Mediation |
| 31 | BI-BS-BC | .551 | .000*** | .570 | .000*** | .230 | .074 | Full Mediation |
| 32 | BI-BS-BE | -.253 | .002** | -.198 | .043* | .810 | .002** | Full Mediation |
| 33 | BJ-BS-BL | .473 | .002** | -.013 | .924 | .526 | .002** | Full Mediation |
| 34 | BJ-BS-BAT | .138 | .029* | .076 | .557 | .490 | .027* | Full Mediation |
| 35 | BJ-BS-BC | -.549 | .000*** | -.595 | .000** | .823 | .005** | Full Mediation |
| 36 | BJ-BS-BE | .206 | .031* | .100 | .497 | .317 | .131 | No Mediation |
| 37 | BF-BS-BL | .045 | .672 | .181 | .032* | -.163 | .089 | Full Mediation |
| 38 | BF-BS-BAT | .144 | .049* | .105 | .256 | -.019 | .745 | No mediation |
| 39 | BF-BS-BC | .462 | .000*** | .502 | .000*** | .039 | .733 | Full Mediation |
| 40 | BF-BS-BE | .053 | .556 | .104 | .354 | .398 | .007** | Full Mediation |

Note: ***p<0.001, **p<0.01, *p<0.05, NS= Not significant (p>0.05)
 BA=Brand Awareness, BP= Brand Performance, BI= Brand Image, BJ= Brand Judgment, BF= Brand Feelings, BL= Brand Loyalty, BAT= Brand Attachment, BC= Brand Community, BE= Brand Engagement
 BT= Brand Trust, BS= Brand Satisfaction

| Table-43: Path Analysis Between Brand Satisfaction and Brand Trust | | | | |
|---|---------------|----------------|---------|--------------------------------|
| Path | β - COS | Critical Ratio | p-Value | Conclusion |
| Brand Satisfaction \longrightarrow Brand Trust | .744 | 12.136 | .000*** | Statistically Significant Path |

Mediated Regression Analysis:

Mediating Hypothesis proffered that brand satisfaction and brand trust mediate the relationship between brand resonance outcome and brand resonance antecedents. The SEM analysis demonstrates the model provides a fit to the data but does not directly test this hypothesis. A series of hierarchical regression analyses were conducted to test the whether brand satisfaction and brand trust playing the role of mediation between predictor and outcomes or not. To analyze the indirect effect, researcher performs bootstrap with 500 numbers of bootstrap samples at 95% of bias-corrected confidence interval. The β - Coefficient and p-Values proved that the brand satisfaction and brand trust playing the mediating variable role in brand resonance model. As a result of SEM Path Model study reject null hypotheses this model.

The result of structural equation modeling showed that the model of present study is statistically fit with our data. As study achieved all acceptable fit values of present study model, we are accepting present study model of brand resonance with consideration of Soft Drink product category, which consider the brand satisfaction and brand trust as a mediating variables.

Present Study Model Analysis:

Present study test the new brand resonance model with added two new variables namely brand satisfaction and brand trust. Following figure 19 and 20 shows the z-score for each path with significance level of z-score. The first figure-19 indicates the path model for Cell Phone product category while second figure-20 showing the outcomes for Soft Drink product category. The structural equation modeling showed that, each path of conceptual brand resonance model is statistically significant as z-score for each path is greater than 1.96 at 95% ($p < 0.05$) of confidence level. Structural equation mediation analysis showed the effect of brand satisfaction and brands trust on brand resonance outcomes as brand satisfaction and brand trust mediates the effect of brand resonance antecedents on brand resonance outcomes.

Brand resonance model showing its stepwise development and every antecedents affecting indirectly (Mediation) and directly to outcomes of brand resonance. The model also showed the brand satisfaction and brand trust affecting brand resonance and brand satisfaction leads brand trust, if it consider for development of brand resonance. The outcomes of brand resonance are the stages of brand resonance and each stage lead the next stage of brand resonance, such as brand loyalty leads brand attachment, brand attachment leads brand community and brand community leads brand engagement. Brand engagement refers as highest affiliation of consumers with the brand. For both product categories the statistical significance proves that the brand resonance development occurred in stepwise manner nevertheless the product category. On the basis of this structural equation modeling analysis, it was found that the brand resonance model work similar as it described theoretically. The SEM analysis and empirical findings of this study confirm that the new model of brand resonance with adding two affecting latent variables that is brand satisfaction and brand trust are statistically more significant as compare to existing model of brand resonance. All model fit parameter also support the high predictability of new brand resonance model as compare to existing one.

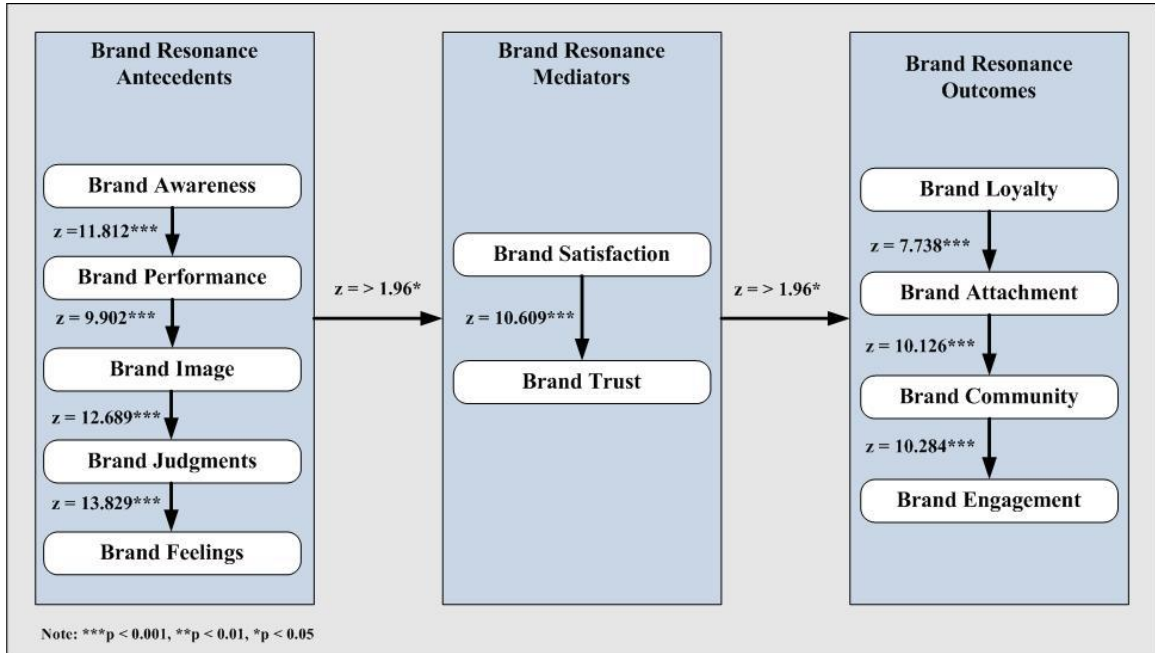


Figure-19: Present Study Brand Resonance Model for Cell Phone Product Category

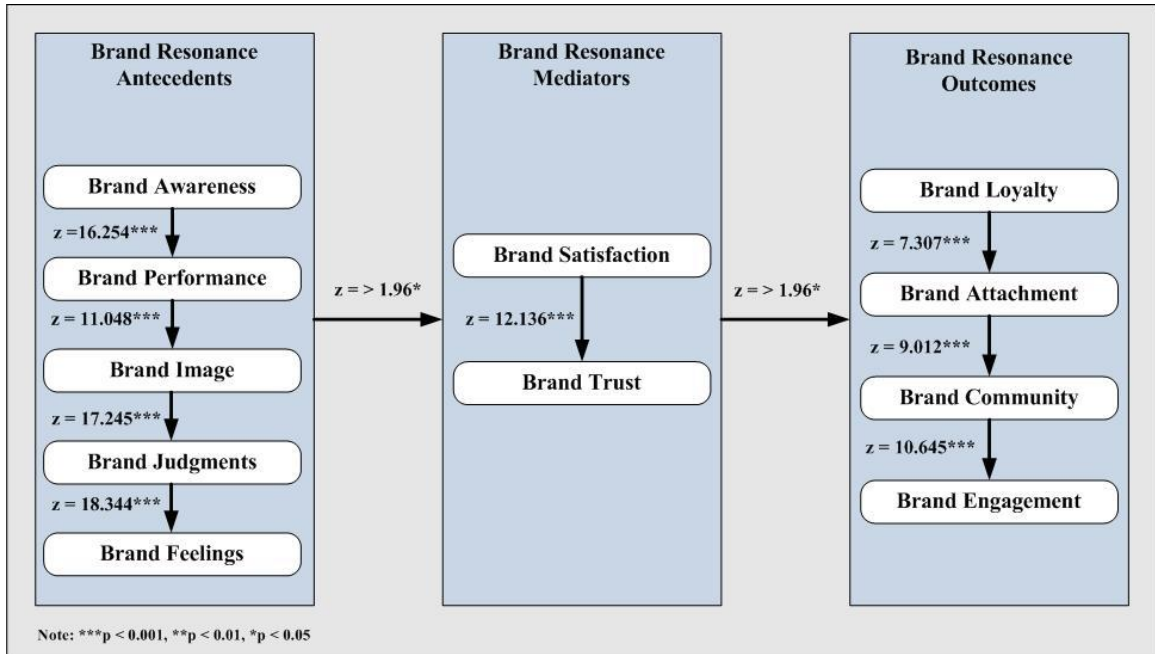


Figure-20: Present Study Brand Resonance Model for Soft Drink Product Category

Hypothesis Number-11

H-CS: There is no difference in the level of brand resonance amongst consumers according to different product categories.

| Table-44: Paired Samples Statistics | | | | | |
|-------------------------------------|----------------------------|--------|-----|----------------|-----------------|
| Pair 1 | | Mean | N | Std. Deviation | Std. Error Mean |
| | Brand Resonance Cell Phone | 4.8483 | 560 | 1.32878 | .05615 |
| | Brand Resonance Soft Drink | 5.0196 | 560 | 1.30186 | .05501 |

| Table-45: Paired Samples Correlations | | | | |
|---------------------------------------|---|-----|-------------|------|
| | | N | Correlation | Sig. |
| Pair 1 | Brand Resonance-Cell Phone and Brand Resonance Soft Drink | 560 | .550 | .000 |

| Table-46: Paired Samples Test | | | | | | | | | |
|-------------------------------|---|--------------------|----------------|-----------------|---|--------|--------|-----|-----------------|
| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | | Lower | Upper | | | |
| Pair 1 | Brand Resonance-Cell Phone - Brand Resonance Soft Drink | -.17132 | 1.24870 | .05277 | -.27496 | .06767 | -3.247 | 559 | .001 |

In the Group Statistics table-44, shows the mean of brand resonance for Cell Phone is 4.8483. The mean of brand resonance for Soft Drink is 5.0196. The standard deviation brand resonance for Cell Phone is 1.32878 and brand resonance for Soft Drink is

1.30186. The number of participants was 560. When researcher used repeated measures it is possible that the conditions correlated, because the data in each condition come from the same respondent, and so there could be some constancy in their response, the table-45 paired sample correlation shows this thing with Pearson correlation between two conditions, for present data the conditions yield a fairly moderate correlation coefficient ($r = .550$) and correlation statistically significantly as $p < 0.05$ ($p = .000$)

On the basis of Paired Samples t-Test statistics, the respondent shows strong brand resonance towards the Soft Drink ($M = 5.0196$, $SE = .05501$) than Cell Phone ($M = 4.8483$, $SE = .05615$), $t(560) = -3.247$, $p < .05$. As 'p' value is 0 .001, so we reject the null that is 'There is a no difference in level of brand resonance amongst consumers according to different product categories'. The test statistics reveal that a product category significantly influences the level of brand resonance amongst young consumers.

Concluding Remark:

| Table- 47: Hypothesis Testing For Cell Phone Product Category | | | | |
|--|--|-------------------------|--------------------|---------------------------|
| SN | Hypothesis | Statistical Test | Calculated p-value | Null Accepted or Rejected |
| 1 | H-C1: There is no difference in the level of brand resonance amongst Cell Phone users according to their gender. | Independent t-Test | 0.000 | Null Reject |
| 2 | H-C2: There is no difference in the level of brand resonance amongst Cell Phone users according to their Income. | One-Way ANOVA | 0.000 | Null Reject |
| 3 | H-C3: There is no positive correlation between brand satisfaction and brand resonance amongst Cell Phone users. | Person Correlation | 0.000 | Null Reject |
| 4 | H-C4: There is no positive correlation between brand trust and brand resonance amongst Cell Phone users. | Person Correlation | 0.000 | Null Reject |
| 5 | H-C5: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, are not strongly and positively associated with brand resonance amongst Cell Phone users. | Multiple Regression | 0.000 | Null Reject |
| 6 | H-C6: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, brand satisfaction and brand trust are not strongly and positively associated with brand resonance amongst Cell Phone users. | Multiple Regression | 0.000 | Null Reject |
| 7 | H-C7: A Brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) does not have a positive effect on brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Cell Phone users. | SEM-Path Model Analysis | 0.000 | Null Reject |
| 8 | H-C8: Brand satisfaction does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Cell Phone users. | SEM-Mediation Analysis | 0.000 | Null Reject |
| 9 | H-C9: Brand trust does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand image, brand | SEM-Mediation | 0.000 | Null |

| | | | | |
|----|---|-------------------------|-------|-------------|
| | judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Cell Phone users. | Analysis | | Reject |
| 10 | H-C10: Brand satisfaction does not have the positive effect on brand trust amongst Cell Phone users. | SEM-Path Model Analysis | 0.000 | Null Reject |

Table- 48: Hypothesis Testing For Soft Drink Product Category

| SN | Hypotheses | Statistical Test | Calculated p-value | Null Accept or Reject |
|----|--|-------------------------|--------------------|-----------------------|
| 1 | H-S1: There is no difference in the level of brand resonance amongst Soft Drink consumers according to their gender. | Independent t-Test | 0.000 | Null Reject |
| 2 | H-S2: There is no difference in the level of brand resonance amongst Soft Drink consumers according to their Income. | One-Way ANOVA | 0.480 | Null Accept |
| 3 | H-S3: There is no positive correlation between brand satisfaction and brand resonance amongst Soft Drink consumers. | Person Correlation | 0.000 | Null Reject |
| 4 | H-S4: There is no positive correlation between brand trust and brand resonance amongst Soft Drink consumers. | Person Correlation | 0.000 | Null Reject |
| 5 | H-S5: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, are not strongly and positively associated with brand resonance amongst Soft Drink consumers. | Multiple Regression | 0.000 | Null Reject |
| 6 | H-S6: Brand awareness, brand performance, brand Image, brand judgment, and brand feelings, brand satisfaction and brand trust are not strongly and positively associated with brand resonance amongst Soft Drink consumers. | Multiple Regression | 0.000 | Null Reject |
| 7 | H-S7: A Brand resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) does not have a positive effect on brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Soft Drink consumers. | SEM-Path Model Analysis | 0.000 | Null Reject |
| 8 | H-S8: Brand satisfaction does not mediate the relationship between brand | SEM- | 0.000 | Null |

| | | | | |
|----|--|-------------------------|-------|-------------|
| | resonance antecedents (brand awareness, brand performance, brand Image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, brand community, and brand engagement) amongst Soft Drink consumers. | Mediation Analysis | | Reject |
| 9 | H-S9: Brand trust does not mediate the relationship between brand resonance antecedents (brand awareness, brand performance, brand image, brand judgment, and brand feelings) and brand resonance outcomes (brand loyalty, brand attachment, band community, and brand engagement) amongst Soft Drink consumers. | SEM-Mediation Analysis | 0.000 | Null Reject |
| 10 | H-S10: Brand satisfaction does not have the positive effect on brand trust amongst Soft Drink consumers. | SEM-Path Model Analysis | 0.000 | Null Reject |

Table-49: Hypothesis for Both Product Categories testing relationship

| SN | Hypotheses | Statistical Test | Calculate d p-value | NullAccept t or Reject |
|----|---|----------------------|---------------------|------------------------|
| 11 | H-CS: There is no difference in the level of brand resonance amongst consumers according to different product categories. | Paired Sample t-Test | 0.001 | Null Reject |

CHAPTER 6: FINDINGS, IMPLICATION AND SUGGESTIONS

Findings:

The significant theoretical finding of the present study is related to measures of brand resonance, as scale development process showed the theoretically described all measures are not consistent to measure the brand resonance amongst young Indian consumers with reference to different product categories. The scale development process that is qualitative and quantitative tools revealed that the total 34 measures are well important and can measures the all nine constructs of brand resonance, such as brand awareness, brand performance, brand image, brand judgment, brand feelings, brand loyalty, brand attachment, brand community and final stage of brand resonance that is brand engagement. All 34 measures of brand resonance are extracted from qualitative and quantitative approach to research methodology. The result of an exploratory factor analysis measurement model analysis, reliability statistics, and validity statistics confirm the reliability and validity of the newly extracted brand resonance scale.

The study showed the demographics of consumers plays a vital role in the development of brand resonance amongst young Indian consumers across different product categories. The test statistics revealed that the gender of consumers significantly influences the level of brand resonance amongst young consumers. This finding also suggests that the level of brand resonance in female consumers is slightly higher than male consumers with consideration of their brand resonance towards Cell Phone brand. While considering the Soft Drink product, it also showed even changing the product category the difference in brand resonance strength still exist based on the respondent gender.

The present study shows that Income level of consumers affects the level of brand resonance amongst Cell Phone users. Analysis of multiple comparisons between all income categories prove that a middle-level income group has quite different level of brand resonance as compared to low and high level of income group, it also confirm that the middle-income class of Cell Phone users possess strongest level of brand attachment as compared to any other income class such as lower or higher income class. Despite the

result for Cell Phone product category, the Soft Drink consumers not showing any difference in their attachment towards their Soft Drink brand with consideration of their income group, all income class that consider for present study showed all different income group of consumers possesses same relationship with their preferred Soft Drink brand. The above mentioned result present interesting finding that income class not always influenced the consumer-brand relationship with their brand while considering brand relationship income groups influenced are limited to the same product category.

Result of the study showed, not only existing variables explained in the existing model influenced the strength of brand relationship amongst young consumers, but also some other variables also played very significant role in the strengthening of relationship between consumers and brand, these variables are brand satisfaction and brand trust. As correlation and regression test statistics showed the positive relationship between brand satisfaction, brand trust, and brand resonance constructs. The study also showed marketers and brand strategist should have to consider the influenced of brand satisfaction and brand trust while they are considering the brand relationship. This effect is consistent even with different product categories.

The result of multiple regressions proves that, brand awareness, brand performance, brand Image, brand judgment, and brand feelings, are strongly and positively associated with brand resonance amongst Cell Phone users and Soft Drink consumers. These results also confirm the stepwise development of brand resonance amongst consumers as explained in the theory of brand resonance.

The brand resonance model test statistics confirm that the variability in brand resonance account by new brand resonance model which is developed in present study by adding two mediators of brand resonance is quite high as compared to variability of brand resonance accounted by existing model of brand resonance. The consideration of two mediators of brand resonance in existing framework of brand resonance is statistically quite significant, as brand satisfaction and brand trust are enhanced the interpretation of brand relationship amongst young consumers.

While testing existing model of brand resonance by structural equation modeling with consideration of Cell Phone consumer it was found that out of twenty-seven paths of the model four paths are not showing statistical significance these are BI-BL, BA-BAT, BP-BAT, and BF-BE. When researcher test brand resonance existing model with adding two new variables such as brand satisfaction and brand trust, it was notice that only three paths showing insignificant relationship between antecedents and outcomes (BF-BT, BS-B, and BT-BE), while considering forty-six path of new brand resonance model.

With second product category Soft Drink the findings are quiet similar, the brand resonance existing model raveled that, all paths in the model are statistically significant except two paths that are BA-BC and BF-BE. While testing new brand resonance model, it was found that five paths are not statistically significance such as BA-BL, BI-BL, BT-BL, BA-BC, and BP-BE. The Model fit indices of paths model and SEM mediation Model indicates that the adding two new variables in the existing model of brand resonance is increasing the expected values of model fit indices towards its betterment.

Through Structural Equation Modeling Analysis, it clears that the theoretical model and the new model of brand resonance which researcher test in the present study are statistically significant. The result of model testing found that the antecedents of brand resonance such as brand awareness, brand performance, brand image, brand judgment and brand feelings significantly affect the brand resonance. The study also found that the brand satisfaction and brand trust mediating the effect of brand resonance antecedents on brand resonance outcomes.

While testing the mediation model of brand resonance, it was found that there is positive relationship exists between two mediators such as brand trust and brand satisfaction, if we consider these mediators with existing model of brand resonance. In the present study, it was also found that the brand satisfaction leads brand trust in both product categories. This relationship between brand satisfaction and brand trust exist in the Cell Phone users as well as Soft Drink consumers.

The findings of this study confirm that the brand resonance varies across different product categories. This result shows the strength of brand relationship also differs across

the different product categories. The present study test the strength of bonding between consumers with their brand with consideration of Cell Phone and Soft Drink products, it was found that the consumers has strong attachment to Soft Drink brand as compared to Cell Phone brand.

On the basis of this structural equation modeling analysis, it was found that the brand resonance model work similarly as it described theoretically. While testing existing and mediation brand resonance model in the present study, it was found that, brand resonance build by the stepwise manner and every antecedent affecting indirectly (Mediation) and directly to outcomes of brand resonance. The outcomes of brand resonance are the stages of brand resonance and each stage lead the next stage of brand resonance, such as brand loyalty leads brand attachment, brand attachment leads brand community and brand community leads brand engagement. It was also noticed that the added mediators in the existing brand resonance model brand satisfaction and brand trust affecting brand resonance and brand satisfaction leads brand trust if it considers the development of brand resonance. The SEM analysis and empirical findings of this study confirm that the new model of brand resonance with adding two mediating latent variables that is brand satisfaction and brand trust are statistically more significant as compare to existing model of brand resonance. All model fit parameter also support the high predictability of new brand resonance model as compare to existing one.

Implications:

According to the recent literature available on brand resonance, we can say that in the short period this field received great attraction from management academician and practitioner. But still we don't have the scale to measure the brand relationship construct. For instance, the brand resonance characteristics are vague similar to the construct of the brand relationship as it defines the nature of the relationship between consumers and their brand. With this research, the researcher developed the empirically tested scale of brand resonance. The development of the brand resonance scale is the important and major academic contribution of this research.

This is the study researcher test existing as well as a new conceptual model with added two mediators of brand resonance. The present study provides the new model for both brand managers and research scholars in the area of marketing to analyze the level of brand resonance amongst their consumers and respondents.

With the present studied brand resonance model, managers can find out the impact of different antecedents of brand resonance on the outcome of brand resonance with their organization brand. As model contain total seven major construct that affects brand resonance such as brand awareness, brand performance, brand Image, brand judgment, and brand feelings, brand satisfaction and brand trust, with this model managers can analyze the influence of all this construct on brand resonance for their ongoing brand.

The relationship between brand satisfaction, brand trust, and brand resonance are the interest in this study. This finding reinforces the assertion that brand satisfaction and brand trust need to be considered about their ability to influence brand resonance. There are few studies that have examined the relationship between brand satisfaction brand trust and brand resonance in the evaluation of the brand relationship. This finding reinforces the ideas in the brand resonance pyramid that brand satisfaction and brand trust directly influence the brand relationship amongst consumers.

Brand satisfaction and brand trust were found to affect a brand resonance significantly amongst young consumers. This is the first study to link these two constructs empirically. However, it is noteworthy to point out that these findings further illustrate the importance

of brand satisfaction and brand trust from the marketing standpoint. Previous research has not been able to relate brand satisfaction, brand trust, and brand resonance in this manner.

The results of this study provide empirical evidence of the importance of the demographic profile of consumers in the building of brand resonance. This study provides evidence that marketers need to think about demographics of their target group of consumers before formulating the branding strategies for building a long lasting brand relationship with their consumers.

Present study findings have implications for brand managers and scholars alike. It illustrates the effect that strong brand resonance can have on consumers in the way that, the brands will empower consumers to act as brand “evangelists. Consumers of strong brands will be obligated to learn continually about their preferred brand and share their beliefs about the brand with other consumers, as it enhances word of mouth. Brand resonance also provides marketers with a tangible goal to achieve in regards to their brand-building activities. Marketers can assess the degree to which consumers are “actively engaged” with their brand as well as how much effort consumers are putting forth to connect with other current and potential consumers of the brand.

From a practical standpoint, the results highlight the importance of brand satisfaction and brand trust for developing a brand relationship. It is important to highlight the practical attributes of the product, and the organization should attempt to impact what consumers think about the brand. Marketers should highlight what aspects of the product are distinct from competitors and help to build consumer trust and enhance consumer satisfaction. Brand Managers can use the present approach to analyze the level of attachment that their consumer has with a brand. As structural equation mediation model showed that brand satisfaction and brand trust were playing the mediation role in the development of brand resonance. Using this fact brand managers can enhance their consumer attachment with their brands.

Suggestions:

As now a days the prime objective of marketer is building long lasting relationship with consumers, with this regards the markets have to concentrate on demographic profile of their existing as well as potential consumers, as many past studies and also present study showed the role of consumer demographics are important not only in building brand relationship but also to maintain long lasting brand relationship between consumers and their brand.

The consideration of consumer's demographic profile is important for brand strategist while developing branding strategies, as the role of consumer demographics is not limited to segmentation of market, but it can help strategist to formulate active and enhanced branding strategies. The female respondent shows strong bonding with their preferred Cell Phone and Soft Drink brand as compared to male. With this result of research, we can say that the gender of consumers affects brand resonance. Since women show high attachment with the brand, firms should pay extra attention to the way in which the brand "behaves" towards women. This may reflect the fact that women, unlike men, seem to maintain their relationship with brands. Its need to understand that for marketers' point of view, while formulating marketing strategies, should consider demographics of consumers especially gender, age and income of consumers. Finding of this research showed that, the understanding of demographic of consumers to useful to define the brand resonance of the potential customer, so it will help to develop appropriate sales propositions for enhancing the brand in Cell Phone and Soft Drink market. From a managerial point of view, this research also offers a proper branding method that allows managers to identify brand relationship with consumers and divide them into segments with respect to their gender, age, income and with their relationship towards Cell Phone and Soft Drink brands.

The brand relationship varies across different product categories, with this concern; marketer can consider the product features, product characteristics as they are approaching their consumers for building a brand relationship.

The marketer can use the existing as well as a new brand resonance model for building and maintaining the brand relationship with their consumers. Marketers can act according to the step of the brand resonance model, which will help them to identify the current stage of the relationship that their consumers have with their brand. The empirically tested brand resonance model can help marketers to approach each and every step towards their consumers with the view of developing and maintaining a brand relationship with existing and potential consumers.

In a prior study of the brand relationship, it was found that the branding literature does not have appropriate scale to measure brand resonance. The brand strategist can use the empirically extracted scale of brand resonance to measure the present level of the brand relationship with their consumers.

Marketer has to consider brand satisfaction and brand trust, as brand relationship booster elements, due to this at every level of building relationship with consumer they have to check, whether our present customer are satisfied with our brand or not and whether our present brand are trustable or not in the view of our consumers.

There is enormous brand competition exist if we consider the brand like Cell Phone and Soft Drink. Even though only in Indian we can find more than hundred different brands of Cell Phone, more or less some situation exist in Soft Drink if we consider the local brands. Because of immense brand competition it's very tough for the marketer to maintain the long lasting brand relationship with their existing consumer. With consideration of this uncertain market situation, marketers need to consider every aspect that associated with development and management of brand relationship such as brand awareness, brand performance, brand image, brand judgment, brand feelings, brand satisfaction, and brand trust. These variables will help the marketers to build and maintain brand relationship with their existing and potential consumers

CHAPTER 7: LIMITATION OF THE STUDY AND FUTURE RESEARCH DIRECTION

Limitation of the present study:

Followings are the limitations of the present study that may have influenced the results of the study;

First and most important limitation of study is its sample size, as study considered 560 samples for present study; it may possible changes in result of present study, if we conduct same study with large sample of population.

There are some concerns about the sampling technique and composition. For the main study, a judgmental sample was obtained. The lack of random sampling severely limits the level of generalizability of the results. Because an unknown portion of the population excluded from the selection, the chances that the selected respondents represent the overall population are not known. Secondly, the demographic characteristics of the sample presented a potential issue as well. There was a total of 560 respondents in the main study that are not in equally distributed with consideration of their demographics class. The two potential issues with this characteristic relate to sample representativeness and the influence of demographics differences on the results of the main study.

The study achieved the measurement model at acceptable fit criteria only, as perfect fit SEM model are always excellent. The generalizability of the measurement model is also the limitation of this study as this study based on data collected from metropolitan cities of India. Another limitation of the study deals with the elimination of items in the pilot phase of the study. Potentially, those dropped items may have behaved differently with another study sample and also with different services/goods brands.

Finally, the decision to force consumers to focus on a specific good brand in the main study represents a potential limitation as the Cell Phone and Soft Drink brands chosen for the goods context. Hypothetically, may some respondents are not familiar with either

brand, especially in the Cell Phone and Soft Drink context. The overriding dominance of both brands in their respective product category may present a potential issue as well. Due to the uncertainty of the population and the aforementioned issues, this may have significantly biased the respondents' evaluation of the survey questionnaire.

Future Research Direction:

For future research scope, we can test the new model of brand resonance with different context with different products. Also, we can test this model with different age groups, like for the present study consider young age group; we can test this model in teenagers or mature age group consumers. In current study we analyze the impact of gender and income as demographic factors on level of brand resonance, for future research we can study the impact of occupation, level of education and other demographics of consumers on brand resonance. With the view of future research scope, it will be very interesting, to test newly developed model of brand resonance across different age groups and also across different product categories and also to test and retest the validity and reliability of measurement model of brand resonance, that can be generalized the brand resonance scale, and also it will show the strength of brand resonance measures. Researchers can confirm with future research action that specific role of brand satisfaction and brand trust in the development of brand resonance either moderating or mediating with a different segment of the market. Also, we can use present research work to find the reasons that why income groups not consistently affect the strength of brand resonance.

CHAPTER 8: DISCUSSION AND CONCLUSION

The primary objectives of this study started from the operationalization of brand resonance measures to find the competency of existing and a new model of brand resonance across different product categories. Also, the objectives of the study were to assess the validity and reliability of the existing brand resonance model and to examine the research hypotheses through statistical testing. For the main study, we collect data from respondents through well structured questionnaire in which, we asked respondent about all constructs of study with consideration of their brand relationship with their preferred Cell Phone and Soft Drink brands. With the use of Churchill's (1979), suggestions for scale development, the present study utilized multiple approaches to constructing and testing the psychometric properties of the brand resonance measures. With the objectives of the study, we start to the extraction of brand resonance measures in which, we reached to total thirty-four observed variables from seventy-two observed variables for measuring nine different constructs of brand resonance. Through appropriate statistical analysis, we also ensure the validity and reliability of all observed variables. This extracted observed variables will serve the purpose of social science researcher to conduct future study on brand resonance with less efforts and also it will reduce the length of their questionnaire with maintain accurateness in collection of data from respondent about their brand resonance.

The results of a study revealed that the existing, as well as new conceptual models of brand resonance, represented a good fit with the data. Between the two model contexts, the model in which we add two mediators of brand resonance such as brand satisfaction and brand trust shows quite a good fit with the data as compared to existing model of brand resonance. As in existing model there are five antecedents of brand resonance like brand awareness, brand performance, brand image, brand feelings and brand judgments are explained less variability as compared to new conceptual model of brand resonance, in other word we can state that, if we put brand awareness, brand performance, brand image, brand judgment, brand feelings, brand satisfaction and brand trust together in the

model it explained greater variability of brand resonance as compared to existing model. The present study also tests the role of respondent demographic profile on the development of brand resonance, and different test statistics proves the importance of consumer demographics in the brand resonance. As the study showed the consumer demographics affect the strength of the brand relationship between consumers and their preferred brand. It also shows in some cases or with considering product characteristics income restrict his impact on brand resonance. Also, this study verifies the findings of past studies that are masculinity and femininity is always fundamental object while we are thinking about relationship metaphor.

The theoretical implication of this study is to provide well structured, reliable, and validated measures of brand resonance to measure the brand resonance construct. The measurement scale of brand resonance will reduce the efforts of branding researcher while they carry out the future study. For a managerial point of view, the present study will provide the scale to the brand manager to measure the level of brand resonance amongst their consumers. With the use of this extracted but enhanced scale of brand resonance branding manager can assess their consumers' level of brand resonance that they have with the brand. In the present study, it was found that brand satisfaction and brand trust are playing the role of mediating variables that arbitrate the relationship between brand resonance antecedents and brand resonance outcomes. Brand resonance also provides marketers with a tangible goal to achieve in regards to their brand-building activities. The indirect interaction with the help of brand satisfaction and brand trust, between brand resonance antecedents and brand resonance outcomes are effective than the direct interaction of brand resonance antecedents and brand resonance outcomes.

CHAPTER 9: REFERENCES

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APPENDIX

PhD Dissertation; Questionnaire for Respondent (Pilot Study)

Dear Respondent,

The present questionnaire is a part of PhD (Pilot Study) research on “Analysis of Brand Resonance Amongst Young Consumers with reference to select Product Categories”. The study involves response to a structured questionnaire from various respondents. There is no right or wrong response. Please provide your free, frank and true opinion. Secrecy of your response is assured.
(Umesh Raut- Pune University- Department of Management Sciences- PUMBA)

Please answer the following question with consideration of your preferred Cell Phone brand (Product)

Answer (√) the following questions on the basis of above selected brand of Mobile Phone. For each of the following statement, please tick the box that corresponds with your agreement.
1= Strongly Disagree, 2= Disagree, 3= Disagree Somewhat, 4= Undecided, 5= Agree Somewhat, 6= Agree, 7= Strongly Agree

| No | Item | Strongly Disagree ↔ Strongly Agree | | | | | | |
|----|---|------------------------------------|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1 | This brand is very easy to recognize. | | | | | | | |
| 2 | This brand is popular. | | | | | | | |
| 3 | I know where I can buy this brand. | | | | | | | |
| 4 | Compared with other brands in the product category, this brand satisfies my basic needs. | | | | | | | |
| 5 | This brand is reliable for me. | | | | | | | |
| 6 | This brand is easily serviceable | | | | | | | |
| 7 | Overall the service of this brand is good. | | | | | | | |
| 8 | This brand is stylish brand for me. | | | | | | | |
| 9 | I like the look, feel and other design aspects of this brand. | | | | | | | |
| 10 | I give respect to the people who use this brand. | | | | | | | |
| 11 | I like the people who use this brand. | | | | | | | |
| 12 | This brand is sign of successfulness, sign of honesty, sign of upper class and so many good things. | | | | | | | |
| 13 | I think that this brand bring back pleasant memories. | | | | | | | |
| 14 | I feel that I grew up with this brand. | | | | | | | |
| 15 | In my overall opinion this brand is good brand. | | | | | | | |

| | | | | | | | | | |
|----|--|--|--|--|--|--|--|--|--|
| 16 | This is the good value brand. | | | | | | | | |
| 17 | This brand knows what his consumers want. | | | | | | | | |
| 18 | This is very innovative brand. | | | | | | | | |
| 19 | This is trustable brand. | | | | | | | | |
| 20 | This brand always takes care of their consumers' opinion. | | | | | | | | |
| 21 | I like this brand very much. | | | | | | | | |
| 22 | I respect this brand. | | | | | | | | |
| 23 | This brand is relevant for me. | | | | | | | | |
| 24 | This is unique brand. | | | | | | | | |
| 25 | This is superior brand as compared to other brands in the product category. | | | | | | | | |
| 26 | This brand gives me a feeling of warmth. | | | | | | | | |
| 27 | This brand gives me a feeling of fun. | | | | | | | | |
| 28 | This brand gives me a feeling of excitement. | | | | | | | | |
| 29 | This brand gives me a feeling of security. | | | | | | | | |
| 30 | This brand gives me a feeling of social approval. | | | | | | | | |
| 31 | This brand gives me a feeling of self respect. | | | | | | | | |
| 32 | I consider myself loyal to this brand. | | | | | | | | |
| 33 | I buy this brand whenever I can. | | | | | | | | |
| 34 | I buy as much of this brand as I can. | | | | | | | | |
| 35 | I feel that I need only this brand product. | | | | | | | | |
| 36 | This is the one brand I would prefer to buy. | | | | | | | | |
| 37 | If this brand were not available, it would make little difference to me if I had to use another brand. | | | | | | | | |
| 38 | I would go out of my way to use this brand. | | | | | | | | |
| 38 | I really love this brand. | | | | | | | | |
| 40 | I would really miss this brand if it went away. | | | | | | | | |
| 41 | This brand is special to me. | | | | | | | | |
| 42 | This brand is more than a product to me. | | | | | | | | |
| 43 | I really identify with people who use this brand. | | | | | | | | |
| 44 | I feel as if I almost belong to a club with other users of this brand. | | | | | | | | |
| 45 | This is a brand used by people like me. | | | | | | | | |
| 46 | I feel a deep connection with others who use this brand. | | | | | | | | |
| 47 | I really like to talk about this brand to others. | | | | | | | | |
| 48 | I am always interested in learning more about this brand. | | | | | | | | |
| 49 | I would be interested in merchandise with this brand's name on it. | | | | | | | | |
| 50 | I am proud to have others know I use this brand. | | | | | | | | |

| | | | | | | | | |
|----|---|--|--|--|--|--|--|--|
| 51 | I like to visit the Web site for this brand. | | | | | | | |
| 52 | Compared with other people, I follow news about this brand closely. | | | | | | | |

Demographic Profile of Respondent:

1. Please record your gender: Male¹ Female²

2. Which age group do you belong to? **(Please tick one choice only)**

Above 16 years and up to 21 years¹ Above 21 years and up to 25 years²

Above 25 years and up to 30 years³

3. Please mark your highest qualification: **(Please tick one choice only)**

Below Graduation¹ Graduate² Postgraduate and above³

4. Please tick the right option regarding your annual income level. **(Please tick one choice only)**

Less than 1 Lac¹ 1 Lac to 3 Lac² 3 Lac to 6 Lac³ 6 Lac to 10 Lac⁴
More than 10 Lac⁵

PhD Dissertation; Questionnaire for Respondent (Final Study)

Dear Respondent,

The present questionnaire is a part of PhD research on “Analysis of Brand Resonance Amongst Young Consumers with reference to select Product Categories”. The study involves response to a structured questionnaire from various respondents. There is no right or wrong response. Please provide your free, frank and true opinion. Secrecy of your response is assured.
(Umesh Raut- Pune University- Department of Management Sciences- PUMBA)

Select the following brand of Mobile Phone (ANY ONE) which one you use.

| | | | |
|-------------------------------------|--|--|-----------------------------------|
| <input type="checkbox"/> Nokia | <input type="checkbox"/> Samsung | <input type="checkbox"/> Sony Ericsson | <input type="checkbox"/> HTC |
| <input type="checkbox"/> Blackberry | <input type="checkbox"/> Apple (I-Phone) | <input type="checkbox"/> Micromax | <input type="checkbox"/> Motorola |

Other (Please specify)

Answer (√) the following questions on the basis of above selected brand of Mobile Phone. For each of the following statement, please tick the box that corresponds with your agreement.
1= Strongly Disagree, 2= Disagree, 3= Disagree Somewhat, 4= Undecided, 5= Agree Somewhat, 6= Agree, 7= Strongly Agree

| No | Item | Strongly Disagree ↔ Strongly Agree | | | | | | |
|----|--|------------------------------------|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1 | This brand is very easy to recognize. | | | | | | | |
| 2 | This brand is popular. | | | | | | | |
| 3 | I know where I can buy this brand. | | | | | | | |
| 4 | Compared with other brands in the product category, this brand satisfies my basic needs. | | | | | | | |
| 5 | This brand is reliable for me. | | | | | | | |
| 6 | I like the look, feel, and other design aspects of this brand. | | | | | | | |
| 7 | I give respect to the people who use this brand. | | | | | | | |
| 8 | I like the people who use this brand. | | | | | | | |
| 9 | I feel that I grew up with this brand. | | | | | | | |

| | | | | | | | | |
|----|---|--|--|--|--|--|--|--|
| 10 | This is very innovative brand. | | | | | | | |
| 11 | This is the good value brand. | | | | | | | |
| 12 | Personally, this brand is relevant for me. | | | | | | | |
| 13 | This is unique brand. | | | | | | | |
| 14 | This is superior brand as compared to other brands in the product category. | | | | | | | |
| 15 | This brand gives me a feeling of self-respect. | | | | | | | |
| 16 | This brand gives me a feeling of fun. | | | | | | | |
| 17 | This brand gives me a feeling of security. | | | | | | | |
| 18 | This brand gives me a feeling of social approval. | | | | | | | |

Please state your opinion (√) on importance of factors that are responsible for buying same Mobile Phone brand frequently.
1= Not at all important, 2= Low importance, 3= Slightly important, 4= Neutral, 5= Moderately important, 6= Very important, 7= Extremely important

| Factor | Not at all important ←→ Extremely important | | | | | | |
|-----------------------------|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Quality of product | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Name in the market | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Wide range of product | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Price | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of service | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (Please specify)_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Answer (√) the following questions on the basis of above selected brand of Mobile Phone. For each of the following statement, please tick the box that corresponds with your agreement.
1= Strongly Disagree, 2= Disagree, 3= Disagree Somewhat, 4= Undecided, 5= Agree Somewhat, 6= Agree, 7= Strongly Agree

| No | Item | Strongly Disagree ↔ Strongly Agree | | | | | | |
|----|---|------------------------------------|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1 | I am satisfied with my preferred brand. | | | | | | | |
| 2 | I am pleased with my preferred brand. | | | | | | | |

| | | | | | | | | |
|---|--|--|--|--|--|--|--|--|
| 3 | Overall, I am happy with my preferred brand. | | | | | | | |
| 4 | Purchasing the preferred brand was a good decision. | | | | | | | |
| 5 | I trust this brand. | | | | | | | |
| 6 | This brand is very safe. | | | | | | | |
| 7 | This brand always keeps its promises. | | | | | | | |
| 8 | My preferred brand is a brand name that meets my expectations. | | | | | | | |

Are you willing to re-buy your preferred Mobile Phone brand?

Yes No

Do you think that you love your preferred Mobile Phone brand?

Yes No

Are you aware about the brand community (Facebook, Twitter etc.) of your preferred Mobile Phone brand?

Yes No

Are you a member of online brand community (Facebook, Twitter etc.)of your preferred Mobile Phone brand?

Yes No

Have you ever suggest someone to buy your preferred Mobile Phone brand?

Yes No

Answer (✓) the following questions basis on selected brand of Mobile Phone. For each of the following statement, please tick the box that corresponds with your agreement.
 1= Strongly Disagree, 2= Disagree, 3= Disagree Somewhat, 4= Undecided, 5= Agree Somewhat, 6= Agree, 7= Strongly Agree

| No | Item | Strongly Disagree ↔ Strongly Agree | | | | | | |
|----|--|------------------------------------|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1 | I consider myself loyal to this brand. | | | | | | | |
| 2 | I will buy this brand whenever I can. | | | | | | | |
| 3 | This is the one brand I would prefer to buy. | | | | | | | |
| 4 | If this brand were not available, it would make little difference to me if I had to use another brand. | | | | | | | |
| 5 | I really love this brand. | | | | | | | |

| | | | | | | | | |
|----|--|--|--|--|--|--|--|--|
| 6 | I would really miss this brand if it went away. | | | | | | | |
| 7 | This brand is special to me. | | | | | | | |
| 8 | This brand is more than a product to me. | | | | | | | |
| 9 | I really identify with people who use this brand. | | | | | | | |
| 10 | I feel as if I almost belong to a club with other users of this brand. | | | | | | | |
| 11 | This is a brand used by people like me. | | | | | | | |
| 12 | I feel a deep connection with others who use this brand. | | | | | | | |
| 13 | I really like to talk about this brand to others. | | | | | | | |
| 14 | I am always interested in learning more about this brand. | | | | | | | |
| 15 | Compared with other people, I follow news about this brand closely. | | | | | | | |
| 16 | I am proud to have others know I use this brand. | | | | | | | |
| 17 | I like to visit the website of this brand. | | | | | | | |

Dear respondent following questions are based on Soft-Drink brand, kindly answer the following questions.

Select the following brand of Soft-Drink (ANY ONE) which one you use.

| | | | | |
|------------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|
| <input type="checkbox"/> Coca-Cola | <input type="checkbox"/> Pepsi | <input type="checkbox"/> 7-Ups | <input type="checkbox"/> Sprite | <input type="checkbox"/> Fanta |
|------------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|

Other (Please specify)

Answer (✓) the following questions on the basis of above selected brand of Soft-Drink. For each of the following statement, please tick the box that corresponds with your agreement.
 1= Strongly Disagree, 2= Disagree, 3= Disagree Somewhat, 4= Undecided, 5= Agree Somewhat, 6= Agree, 7= Strongly Agree

| No | Item | Strongly Disagree ↔ Strongly Agree | | | | | | |
|----|---|------------------------------------|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1 | My Soft-Drink brand is very easy to recognize. | | | | | | | |
| 2 | My Soft-Drink brand is popular. | | | | | | | |
| 3 | I know where I can buy my Soft-Drink brand. | | | | | | | |
| 4 | Compared with other brands in the product category, my Soft-Drink satisfies my basic needs. | | | | | | | |
| 5 | My Soft-Drink brand is reliable for me. | | | | | | | |
| 6 | I like the look, feel, and other design aspects of my Soft-Drink brand. | | | | | | | |
| 7 | I give respect to the people who use my Soft-Drink brand. | | | | | | | |
| 8 | I like the people who use my Soft-Drink brand. | | | | | | | |
| 9 | I feel that I grew up with my Soft-Drink brand. | | | | | | | |
| 10 | My Soft-Drink brand is very innovative brand. | | | | | | | |
| 11 | My Soft-Drink brand is the good value brand. | | | | | | | |
| 12 | Personally, my Soft-Drink brand is relevant for me. | | | | | | | |
| 13 | My Soft-Drink brand is unique brand. | | | | | | | |
| 14 | My Soft-Drink brand superior brand as compared to other brands in the product category. | | | | | | | |
| 15 | My Soft-Drink brand gives me a feeling of self-respect. | | | | | | | |
| 16 | My Soft-Drink brand gives me a feeling of fun. | | | | | | | |
| 17 | My Soft-Drink brand gives me a feeling of security. | | | | | | | |
| 18 | My Soft-Drink brand gives me a feeling of social approval. | | | | | | | |

Are you willing to re-buy your preferred Soft-Drink brand?

Yes No

Do you think that you love your preferred Soft-Drink brand?

Yes No

Are you aware about the brand community (Facebook, Twitter etc.) of your preferred Soft-Drink brand?

Yes No

Are you a member of online brand community (Facebook, Twitter etc.) of your preferred Soft-Drink brand?

Yes No

Have you ever suggested someone to buy your preferred Soft-Drink brand?

Yes No

Answer (✓) the following questions on the basis of above selected brand of Soft-Drink. For each of the following statement, please tick the box that corresponds with your agreement.
 1= Strongly Disagree, 2= Disagree, 3= Disagree Somewhat, 4= Undecided, 5= Agree Somewhat, 6= Agree, 7= Strongly Agree

| No | Item | Strongly Disagree ↔ Strongly Agree | | | | | | |
|----|---|------------------------------------|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1 | I am satisfied with my Soft-Drink brand. | | | | | | | |
| 2 | I am pleased with my Soft-Drink brand. | | | | | | | |
| 3 | Overall, I am happy with my Soft-Drink brand. | | | | | | | |
| 4 | Purchasing my Soft-Drink brand was a good decision. | | | | | | | |
| 5 | I trust my Soft-Drink brand. | | | | | | | |
| 6 | My Soft-Drink brand is very safe. | | | | | | | |
| 7 | My Soft-Drink brand always keeps its promises. | | | | | | | |
| 8 | My Soft-Drink brand is a brand name that meets my expectations. | | | | | | | |

Answer (✓) the following questions basis on selected brand of Soft-Drink. For each of the following statement, please tick the box that corresponds with your agreement.
 1= Strongly Disagree, 2= Disagree, 3= Disagree Somewhat, 4= Undecided, 5= Agree Somewhat, 6= Agree, 7= Strongly Agree

| No | Item | Strongly Disagree ↔ Strongly Agree | | | | | | |
|----|---|------------------------------------|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1 | I consider myself loyal to my Soft-Drink brand. | | | | | | | |
| 2 | I will buy my Soft-Drink brand whenever I can. | | | | | | | |
| 3 | I would prefer to buy my Soft-Drink brand. | | | | | | | |
| 4 | If my Soft-Drink brand were not available, it would make little difference to me if I had to use another brand. | | | | | | | |
| 5 | I really love my Soft-Drink brand. | | | | | | | |
| 6 | I would really miss my Soft-Drink brand if it went away. | | | | | | | |
| 7 | My Soft-Drink brand is special to me. | | | | | | | |
| 8 | My Soft-Drink brand is more than a product to me. | | | | | | | |
| 9 | I really identify with people who use my Soft-Drink brand. | | | | | | | |

| | | | | | | | | |
|----|---|--|--|--|--|--|--|--|
| 10 | I feel as if I almost belong to a club with other users of my Soft-Drink brand. | | | | | | | |
| 11 | My Soft-Drink brand is a brand used by people like me. | | | | | | | |
| 12 | I feel a deep connection with others who use my Soft-Drink brand. | | | | | | | |
| 13 | I really like to talk about my Soft-Drink brand to others. | | | | | | | |
| 14 | I am always interested in learning more about my Soft-Drink brand. | | | | | | | |
| 15 | Compared with other people, I follow news about my Soft-Drink brand closely. | | | | | | | |
| 16 | I am proud to have others know I use this Soft-Drink brand. | | | | | | | |
| 17 | I like to visit the website of my Soft-Drink brand. | | | | | | | |

Please state your opinion on importance of factors that are responsible for buying same Soft-Drink brand frequently.
1= Not at all important, 2= Low importance, 3= Slightly important, 4= Neutral, 5= Moderately important, 6= Very important, 7= Extremely important

| Factor | Not at all important ←→ Extremely important | | | | | | |
|-----------------------------|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Quality of product | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Name in the market | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Wide range of product | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Price | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of service | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (Please specify)_____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Demographic Profile of Respondent:

Please record your gender: Male Female

Which age group do you belong to? **(Please tick one choice only)**

Above 16 years and up to 21 years Above 21 years and up to 25 years

Above 25 years and up to 30 years

Please mark your highest qualification: **(Please tick one choice only)**

Below Graduation Graduate Postgraduate and above

Please, mark your occupation. **(Please tick one choice only)**

Private Employee Govt. Employee Businessman Student
Other (Please specify) _____

Please tick the right option regarding your annual income level. **(Please tick one choice only)**

Less than 1 Lac 1 Lac to 3 Lac 3 Lac to 6 Lac 6 Lac to 10 Lac
More than 10 Lac

Marital Status: **(Please tick one choice only)**

Married Unmarried Divorced

“Thank you for your valuable time”

Thank you, for devoting your valuable time in helping to conduct this research. In case, you are interested to know about the result of this research please write down your e-mail address. **E-mail:** _____