

EFFECT OF CONSUMER BRAND ENGAGEMENT ON BRAND LOYALTY: CASE OF MOBILE PHONE SERVICES

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ABSTRACT

The aim of the study is to determine the impact of each of these variables on brand loyalty (BLY) while also examining the drivers of consumer brand engagement (CBE) in the context of consumer involvement (CI), consumer participation (CP), and self-expressive brand (SEB). This study has been conducted in the mobile phone industry. The data were collected through questionnaires from the consumers of mobile phone service users in Pakistan. The online tool were use for the collection of data. The sample size of this study is 340. A quantitative research approach was applied. Smart PLS were used for analysis. The result shows that consumer involvement, consumer participation, and self-expression brands affect differently on CBE dimensions and brand loyalty. Additionally, CBE dimensions mediated the relationship between consumer involvement, consumer participation, self-expression brand, and brand loyalty. Future research and other consequences are discussed.

Keywords Consumer brand engagement, consumer involvement, consumer participation, self-expressive brand, loyalty, mobile phone services.

INTRODUCTION

The relationship between the consumer and the brand helps to increase consumer engagement (Dwivedi, 2015). They are connected in both ways i.e. online and offline. Organizations want the feedback of the customer to make better their products and services. Brand engagement explain the connection of the customer with a brand that is from both terms through word of mouth or customer experience (Leventhal, Wallace, Buil, & de Chernatony, 2014). Brand engagement effect positively on revenue, profitability, and growth. Brand loyalty is the customers who are repeat purchasers and create positive words toward that brand. (Leckie, Nyadzayo, & Johnson, 2016) defines different prospects of consumer brand engagement (CBE), to develop and test the measurement of the CBE scale through different theories. The main focus of the researcher is on two theories of the CBE they are S-D logic and Consumer culture theory (CCT).

We all know that if customers are loyal to a brand, a strong bond will develop between them and the brand. Brands also have the opportunity to increase their area of coverage because many consumers are well aware of the brand name. The basis of that research is to connect consumer-brand interaction with the concept of brand loyalty. Consumer brand engagement also focuses on brand communities in the brand

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relationship. Brand personality has an impact on brand loyalty, and loyalty has a major role in purchase decisions (Aaker, 1997). Brand loyalty is also judged through value, satisfaction, and quality.

Now the market is in the maturity stage and customers are well aware of the market. The marketer focuses on customers and makes them loyal to the brand and creates brand loyalty. Some of the antecedents of brand loyalty, such as quality and consumer satisfaction, are involved in this aspect. In this study, we select the “mobile phone sector of Pakistan”, the fast-growing market. The repurchase behavior of consumers is considered in past research but now consumer loyalty is taken to measure the behavior (Bennett & Rundle-Thiele, 2000). The trademark explains the message that the brand carries (Kohli, 1997). Brand name should be recallable and recognized and it should be unique (Keller, 2008). The direct and indirect effects of consumer engagement, consumer involvement, and self-expression brand on CBE dimensions and brand loyalty are examined in this study.

REVIEW OF LITERATURE

This model is based on two theories they are S-D logic and CCT. S-D logic defines the proactive experience of consumers and also creates value for the organization through different methods and interaction (Vargo, Maglio, & Akaka, 2008), and convert the consumer from the submissive to the assertive side (Prahalad & Ramaswamy, 2000). Active players' role is to create customer value in product and service concepts (Woodruff & Gardial, 1996). S-D logic provides a model where CBE affects consumer involvement and participation. CCT defines “the contextual, symbolic and experiential aspects of consumption cycle” which is acquisition, consumption, and possession” (Hewer & Brownlie, 2010, p. 435). CCT explains self-identity in the marketplace. Brand identity and brand meaning are used for the investigation of marketplace activities (Murray & Young, 2002; Thompson & Haytko, 1997).

Brand loyalty

BL is considered as the customer's attachment to the brand (Abimbola et al., 2012). Customer attachment creates a strong relationship between customers and brands. The consumers regularly buy that particular brand (Huang, 2017). Jacoby and Kyner (1973) explain two methodologies of brand loyalty: Stochastic and Deterministic methodology. The stochastic methodology is that the customer purchases the product randomly. The deterministic methodology is that the customer is well aware of that brand. Brand loyalty is how much a customer is connected with a particular brand (Abimbola et al., 2012). Loyalty has two types attitudinal and behavioral (Peng, 2020; Silver et al., 2017). Leckie, Nyadzayo, and Johnson (2018) when consumers purchase a brand in future the attitudinal and behavioral loyalty explains the consumer's love for that brand. Loyalty and behavior intentions have a positive effect on the intention of loyalty (Francois, Srinivasan, & Bonvin, 2002), and they are more concerned with brand loyalty intention (Tran, Miiller, & Bukowski, 2008).

So, a customer who is loyal and purchases a similar brand creates brand loyalty. Oliver (1999) explains the methodology that is difficult to judge because it is based on the behavior and perception of the consumer. The second methodology is attitudinal loyalty explains customer loyalty (Rundle-Thiele, 2005), learning different methodologies that concentrated on judgment, mentalities, and client assessment identified with buying behavior. So, this investigation utilized the possibility of attitudinal loyalty and the maturity stage customers are loyal towards the products and they purchase those products (Oliver, 1999).

To clarify the view of the customer regarding equity in a help association's conduct, analysts depend on the utilization of hierarchical equity (Bahri-Ammari & Bilgihan, 2017; Shin, Casidy, & Mattila, 2018). The investigation of (Oliver & Swan, 1989) is dignity's impact on equity to fulfill customer needs. As in equity, further research has shown that in, administration exchange, customers assess the administration procedure and experiences with workers (Bahri-Ammari & Bilgihan, 2017). Brand performance arrived from brand loyalty which is attitude and behavior components that increase the profit of market share of any brand (Yeh, Wang, & Yieh, 2016). As Jacoby and Kyner (1973), define brand loyalty in six conditions: “(1) the biased (non-random) (2) behavioral response (i.e. purchase), (3) expressed over time, (4) by some decision-making unit, (5) concerning one or more alternate brands out of a set of such brands, and (6) is a function of psychological (decision-making, evaluative) processes”. Ha (1998), Brand loyalty is multi-dimensional concept as “a favorable attitude toward, and consistent purchase of, a particular brand”. The

importance of small and medium enterprises (SMEs) in brand loyalty is judged through the consumer purchasing decision (Erdoğan & Ergun, 2016).

Consumer brand engagement (CBE)

CBE is defined as the cognitive, emotional, behavioural, and co-creative brand-related behaviours a consumer engages in relation to specific interactions (Hollebeek, Glynn, & Brodie, 2014). It is predicted to have a major impact on the creation of brand relationships, which are more experiential relationships with customers (Dessart, Veloutsou, & Morgan-Thomas, 2015). Consumers are seen as proactive characters to dedicate important psychological, enthusiastic, and physical assets to make an incentive from certain brand collaborations (Higgins & Scholer, 2009). Hollebeek et al. (2014) received a comprehensive point of view of a brand that incorporates consumer to apparent utilitarian, indulgent and emblematic parts of the brand. Most of the studies on CBE, operationalize to develop as multi-dimensional that catches these three measurements: intellectual, affective, and conduct measurements.

Hollebeek et al. (2014, p. 154) “a consumer’s positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interaction”. Cognitive, affection, and activation are the three dimensions of CBE (Leckie et al., 2016). Cognitive is the consumer's interaction with a specific brand, affection is the positive feeling toward a specific brand and activation is the time consumers spend purchasing a brand. Customer behaviors that focus on the brand may result in motivation (Van Doorn et al., 2010). Customer engagement with brands demonstrates the perceived value of the brand by the consumer (Brodie, Hollebeek, Jurić, & Ilić, 2011). Consumer engagement indicates loyalty (Roberts & Alpert, 2010), which includes both the behavior and character of the consumer (Nitzan & Libai, 2011). Customer feedback is important for the improvement of a product or brand (Sashi, 2012). Consumer individual character that focuses the consumer to engage with a specific context (R. J. Brodie et al., 2011; Hollebeek, 2011).

The measures of the frame to build customer engagement, in a particular way, psychological handling (cognitive), initiation (activation), and fondness (liking/affection) proposed by (Hollebeek et al., 2014). These investigation figure out customer engagement with individual behavior. Brand engagement distinguishes the brand network through the consumer inside inspiration to cooperate with networking sites (Algesheimer, Dholakia, & Herrmann, 2005). Dessart, Veloutsou, and Morgan-Thomas (2016) investigate the number of observational examinations in the consumer brand engagement (CBE) territory is limited. Customer engagement develops the relationship between the customer and the brand that indicate the trust, commitment, satisfaction, and loyalty of customers (Bruneau, Kteily, & Laustsen, 2018; Harrigan, Evers, Miles, & Daly, 2018). The researcher explains the strong relationship of the customer with brands (Biscotti et al., 2017; Michailidou et al., 2017). The researcher explains the nature of customer engagement and engagement scope through customer behavior (Rasoolimanesh, Noor, & Jaafar, 2019; Rather & Camilleri, 2019).

Consumer involvement

Consumer involvement defines how much consumers recognize objects based on needs, qualities, and interests (Zaichkowsky, 1985). It defines the individual level of significance, or the individual self-concepts (Russell-Bennett, McColl-Kennedy, & Coote, 2007). The degree of consumer consumption rises with increasing engagement (Zaichkowsky, 1985). When consumers linked with a specific brand they think about the brand (Beatty & Smith, 1987)

In previous research consumers with high involvement, levels display their level of commitment (Vivek, Beatty, & Morgan, 2012). Concerning cell phone consumers, Dwivedi (2015) utilized different measurements of CBE dimensions and their general goals. Consumers' general focus is to protect the association of specific brands to lose their value (Lambe, Wittmann, & Spekman, 2001).

The involvement of the consumer is the willingness of the customer perception to buy. The company uses advertising or other media to attract (involve) consumers with the brands. Consumer involvement is affected by the advertising of brands that influence the attitude of consumers (Espinosa-Bustos et al., 2020). The involvement of consumers is generated through the CBE dimensions (Prince, 2020).

Consumer participation

The idea of customer performance predicts the behavior of customers that requires the organization to identify the need and deliver the service or product according to them (Bettencourt, 1997; Merlo, Eisingerich, & Auh, 2014). Consumer participation is the essential type of customer performance that shows the behavior of customers toward any organization. Participation is when the organization collects information through the feedback of customer and then deliver the product according to that feedback (Merlo et al., 2014).

Customer participation is how much customers participate in collecting the information, production, and delivery of the product in any organization (Dabholkar, Gibbons, Harvey, & Ruiz, 1990). In another context, the researcher explains the benefit of consumer participation at the production level and communicating the service information to the customer (Chen, Tsou, & Ching, 2011). In mobile phone service marketing, the push and pull strategies for consumers that enhance communication and encourage the benefit that exists between them (Bacile, Ye, & Swilley, 2014). Through consumer participation, the problem involve in the developmental process of any brand easily be solved (Eyre et al., 2020). So, according to the researcher, the participation of the consumer is important for value creation (Weich et al., 2020).

Self-expressive brand

Carroll (2006, p. 85) SEB is “a consumer’s perception of the degree to which the specific brand reflects one’s inner self”. Researchers think that consumers who purchase a specific brand also think about brand extension and they construct the design of the brand through their own identity (Belk, 1988). They have low assessments of the result of the brand on CBE and the analyses explain the impact of the brand on social parts (Carroll, 2006; Leventhal et al., 2014).

The brand identity is based on the self-expression of consumers (Raed Algharabat, Nripendra P Rana, Ali Abdallah Alalwan, Abdullah Baabdullah, & Ashish Gupta, 2020a). Self-expressive brand of the consumer is affected by brand loyalty because the involvement of the consumer is important for brand value (Peng, 2020). The researcher explains the assessments of consumer brands with different dimensions and explores them through social media sites (Sarkar, Sarkar, Sreejesh, Anusree, & Rishi, 2020).

Theoretical framework and hypothesis

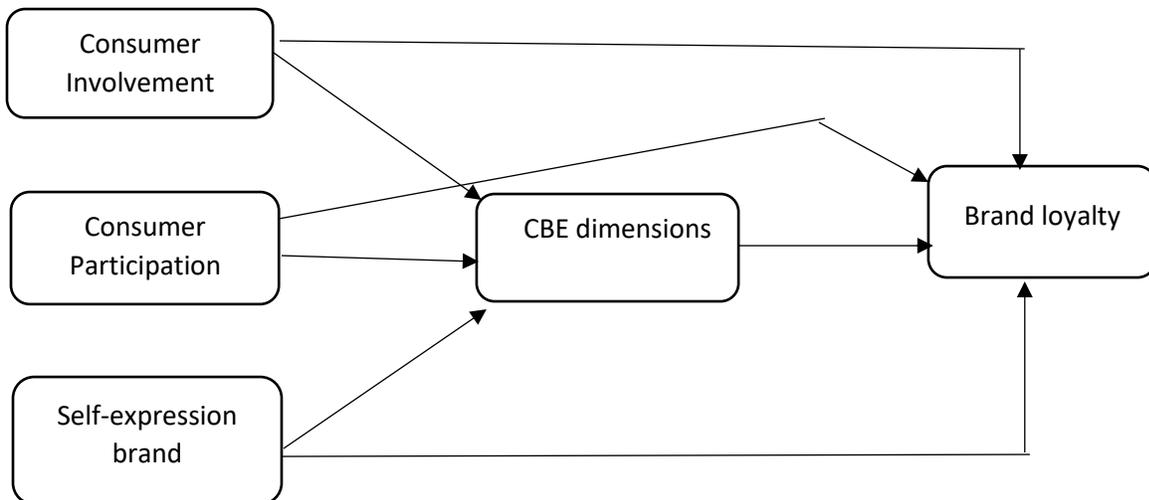


Figure 1: Theoretical Model

Previous studies customer engagement is beneficial for affection. For instance, the beneficial impact of CBE aspects on consumer involvement is explained by (Leckie et al., 2016). The online communities of the brand also explain the increase in consumer engagement increases the consumer involvement level. (Raed Algharabat, Nripendra P Rana, Ali Abdallah Alalwan, Abdullah Baabdullah, & Ashish Gupta, 2020b) show a positive relationship between consumer involvement with CBE dimensions.

H₁: Consumer involvement effect positively on CBE dimensions.

Dimensions highlighted the importance of this idea as a precursor to CBE dimensions in their study on the effect of consumer participation on CBE (Leckie et al., 2016). Consumer involvement thus indicates the organisation of service providers to provide higher-quality services. Therefore, customer involvement aids firms in shifting from good-centered thinking to service-dominant logic and heightens consumer connection with the company/brand (Vargo & Lusch, 2004). Algharabat et al. (2020b) demonstrates the beneficial correlation between CBE characteristics and customer participation.

H₂: Consumer participation effect positively on CBE dimensions.

The SEB has a positive influence on the engagement of the consumer. according to Sprott, Czellar, and Spangenberg (2009) consumers' perceptions of a brand's self-expression had some influence on their participation. Brand self-congruity and CBE were found to have a favorable association by (France, Merrilees, & Miller, 2016). The results of previous research (Algharabat et al., 2020b; Leventhal et al., 2014) support the claim that SEB and CBE have a positive connection.

H₃: Self-expressive brand effect positively on CBE dimensions.

Consumer involvement and brand usage intent have a considerable direct relationship, according to research by (Hollebeek et al., 2014). As (Russell-Bennett et al., 2007) investigate that involvement has an impact on attitudinal loyalty. He, Li, and Harris (2012) also discovered a high and favorable correlation between brand identification and brand loyalty. Algharabat et al. (2020b), participation in user-generated content and CBE aspects are positively correlated (e.g. brand loyalty).

H₄: Consumer involvement effect positively on brand loyalty.

When the consumer and service provider interact they improve the process and solve the problem that exists in the organization (Gruen, Summers, & Acito, 2000). Consumer participation encourages customer satisfaction and value is added to production (Kamel, Amin, & Al-Adawy, 2014). Consumer participation and brand usage intent have a considerable direct relationship, according to research by (Hollebeek et al., 2014). This study investigate the impact of involvement on loyalty (Russell-Bennett et al., 2007). According to (Algharabat et al., 2020b), Participation in user-generated content and CBE aspects are positively correlated (e.g. brand loyalty).

H₅: Consumer participation effect positively on brand loyalty.

He et al. (2012) in mobile phone service there is strong brand loyalty involved because if the consumer trust in your brand then he/she purchase otherwise not, brand trust positively impacts brand loyalty. Kressmann et al. (2006) consumers who have a strong self-image with the brand have higher brand loyalty. (Carroll, 2006) finds that SEB and WOM have a good association. (Leckie et al., 2016) argue that self-expression is beneficial to the brand and WOM.

H₆: Self-expressive brand effect positively on brand loyalty.

Social judgment theory is that human judgment judge things according to their previous knowledge and information (Dhir, Hewlett, & Chan, 1987). When customers assign intellectual limits directly link to the brand (Hollebeek, 2011), they create brand loyalty for certain brands. Brand loyalty is developed when customers create a connection with a specific brand. When consumer contributes their time, and inject their energy that affects the brands, they are bound to get faithful to that brands (Hollebeek, 2011). Consumers who are engaged with a specific brand are bound to create belief, built their affection, and repurchase that brand (Oliver, 1999; Vivek et al., 2012).

H₇: CBE dimension effect positively on brand loyalty.

RESEARCH METHODOLOGY**Sample/data**

The sample of data collection is an online survey tool to maximize the response rate of the consumers. I collected data for mobile phone users, from different customers in different cities. When the demographic area is changed the consumers' perception also changes and they respond differently as compared to the previous one. When we offer the customer a mobile they tell us about the services which are attached to the mobile phone (warranty, hand-free, selfie stick, etc). The total respondent is 340 (males/females), age (18-49), education (matric-PhD), income (15000-45000 above), mobile phone name (HTC, Samsung, Nokia, Infinix, and others).

Table 1: Demographics

		Frequency	Percentage
Gender	Male	205	60.29
	Female	135	39.70
Age	18-25	169	49.70
	26-33	149	43.82
	34-41	16	4.70
	41-49	6	1.76
Education	Matric	11	3.23
	Bachelors	192	56.47
	Masters	126	37.05
	PhD	11	3.23
Income	15000-25000	80	23.52
	25000-35000	110	32.35
	35000-45000	98	28.82
	45000-above	52	15.29
Mobile	HTC	18	5.29
	Nokia	6	1.76
	Samsung	67	19.70
	Infinix	40	11.76
	iPhone	34	10
	Realme	21	6.17
	Vivo	17	5
	Oppo	13	3.82
	One plus	8	2.35
	Huawei	16	4.70
	Redmi	20	5.88
	Honor	15	4.41
	Blackberry	9	2.64
	LG	12	3.52
	Sony	9	2.64
	Lenovo	15	4.41
Tecno	20	5.88	

Measurements

The scale used to measure the variables are five-point Likert scale '1' is 'strongly disagree' and '5' is 'strongly agree' other lies between them. The items of consumer involvement are adopted from (Malär, Krohmer, Hoyer, & Nyffenegger, 2011). The items of consumer participation are adopted from (Eisingerich, Auh, & Merlo, 2014). The items of the self-expressive brand are adopted from (Carroll, 2006). The items of CBE dimensions are adopted from (Hollebeek et al., 2014). Brand loyalty items are adopted from (Yoo & Donthu, 2001).

ANALYSIS AND DISCUSSION

Using SmartPLS 3.0 software, this study used partial least squares path modeling (PLS-SEM) to test the proposed model (Sarstedt, Ringle, Smith, Reams, & Hair Jr, 2014).

Reliability and validity assessment

Three metrics were used to evaluate the model's reliability: factor loadings, Cronbach's alpha (CA), and composite reliability (CR). The factorial loadings of each item on its variable must first reach values greater than or equal to 0.7 (Barclay, Higgins, & Thompson, 1995). The average variance extracted (AVE) was used to evaluate convergence validity; all the AVE values were above the acceptable minimum (0.5) only one is less than the acceptable value i.e., BLY (0.481). As a result, the findings support the measurement model's validity and reliability. The inter-construct correlations must be less than the square root of the AVEs, and the heterotrait-monotrait (HTMT) ratio between any two constructs must be more than 0.8 were the approaches used to assess the discriminant validity (Henseler, Hubona, & Ray, 2016).

Structural model and hypothesis test

The study assessed the whole structural model while evaluating the hypothesis. The path coefficient and endogenous construct's coefficient of determination (R2 values) are measured by structural models. The range of R2 values is 0 to 1. 0.26, 0.13, and 0.02 represent significant, moderate, and weak levels of predictive accuracy, respectively, (Cohen, 2013). The table shows that the exogenous construct contributes 81% to the variance of CBE.

Table 2: Results of reliability and validity test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
BLY	0.765	0.792	0.481
CBE	0.893	0.895	0.632
CI	0.908	0.908	0.664
CP	0.903	0.903	0.652
SEB	0.888	0.886	0.610

Note: BLY: brand loyalty, CBE: consumer brand engagement dimensions, CI: consumer involvement, CP: consumer participation, SEB: self-expression brands

Table 3: Discriminant validity

	BLY	CBE	CI	CP	SEB
BLY	0.693				
CBE	0.852	0.795			
CI	0.749	0.732	0.815		
CP	0.788	0.865	0.891	0.807	
SEB	0.793	0.853	0.865	0.883	0.781

Moreover, the R square of BLY was substantial with a value of 81.3 which means CBE explains 81.3% of the variance in BLY. The f square values were used to assess effect size.

Table 4: Results of R square and f square

	R Square	R Square Adjusted	f square
CBE → BLY			0.411
CI → BLY			0.082
CP → BLY			0.014
CI → CBE			0.149
CP → CBE			0.453
BLY	0.762	0.760	
CBE	0.813	0.811	

The result of SEM analysis for direct relationships is shown in the below table. CBE effect positively on BLY ($\beta=0.466$, $t=7.609$). CI effect positively on BLY ($\beta=0.195$, $T=2.645$). CI effect positively but not significantly on CBE ($\beta=-0.075$, $t=1.012$). CP effect positively on BLY ($\beta=0.069$, $t=0.888$). CP effect positively on CBE ($\beta=0.511$, $T=6.391$). SEB effect positively on BLY ($\beta=0.134$, $t=2.023$). SEB effect positively on CBE ($\beta=0.418$, $t=5.858$). CI effect is positively and non-significant on BLY ($\beta=-0.035$, $t=0.981$). CP effect positively on BLY ($\beta=0.238$, $t=4.372$). SEB effect positively on BLY ($\beta=0.195$, $t=4.994$).

Table 5: Relationships

	Beta	Sample Mean (M)	Standard Deviation	T Statistics	P Values
CBE -> BLY	0.466	0.466	0.061	7.609	0.000
CI -> BLY	0.195	0.199	0.074	2.645	0.008
CI -> CBE	-0.075	-0.070	0.075	1.012	0.312
CP -> BLY	0.069	0.063	0.078	0.888	0.375
CP -> CBE	0.511	0.504	0.080	6.391	0.000
SEB -> BLY	0.134	0.138	0.066	2.023	0.044
SEB -> CBE	0.418	0.420	0.071	5.858	0.000
CI -> BLY	-0.035	-0.034	0.036	0.981	0.327
CP -> BLY	0.238	0.236	0.054	4.372	0.000
SEB -> BLY	0.195	0.195	0.039	4.994	0.000

CONCLUSION

CBE is playing a major role in marketing discussions, boardrooms where organizations make decisions, and many more so when it comes to service brands (Gatautis et al., 2015; Vargo & Lusch, 2004). This study investigates the antecedent and outcome of CBE. In previous research, the researcher use different CBE dimensions to investigate brand loyalty. In this research, brand loyalty is investigated through CI, CP, SEB, and CBE dimensions. First, in mobile phone service, the dimensions of CBE affect brand loyalty. Second, CI, CP, and SEB influence the CBE dimensions. Consumer involvement has a positive but non-significant effect on CBE dimensions and brand loyalty. Consumer participation has a positive influence on the dimensions of CBE and brand loyalty. Self-expressive brands positively affect CBE dimensions and brand loyalty. The following hypothesis is built.

Hypothesis 1: consumer involvement positive but non-significant effect on CBE dimensions. The involvement of the consumer is important for purchasing a brand (Zaichkowsky, 1985). If consumer purchase products their level of involvement effect positive. In the mobile phone sector, Dwivedi (2015) use different dimensions of CBE and check the effect on the loyalty level of consumer.

Hypothesis 2: consumer participation directly affects the CBE dimensions. Consumer participation is the involvement level of consumers, how much they participate in production and delivery and their feedback is important for the organization (Merlo et al., 2014). In the mobile phone sector, the participation of consumers is important because that is based on service firms and they follow push and pull strategies to deliver their products (Bacile et al., 2014). According to different research, consumer participation provides the same interest in both consumers and organizations which may result in higher engagement (Vivek et al., 2012).

Hypothesis 3: self-expressive brands positively affect the CBE dimensions. Previous research shows that the CP of a brand is generated through brand extension, developed by the firm its self-identity (Belk, 1988). While engaging the consumer with brands having positive self-endorsing that influence the level of engagement (Algesheimer et al., 2005). The perception of consumers toward brands changes the engagement level.

Hypothesis 4: Brand loyalty is positively affected by consumer engagement, however not significantly. According to the social judgement theory, consumer loyalty and consumption increase as level of involvement increases (Sherif & Hovland, 1961). When a consumer is loyal to a specific brand

they also spread positive word of mouth for that brand. Both behavioral and attitudinal loyalty increases the service level of brands.

Hypothesis 5: consumer participation positively affects brand loyalty. In the service-providing sector, when consumers interact with brands/products their preferences are changed which may result in the innovation of products (Gruen et al., 2000). The participation of consumer influence the loyalty of the brand that outcome is consumer invest in a specific brand.

Hypothesis 6: self-expressive brands positively affect brand loyalty. In the mobile phone sector there is strong identification of brands because of consumer trust (He et al., 2012). When the brand is trustworthy then consumers (self-image) are loyal to the brand.

Hypothesis 7: CBE dimensions positively affect brand loyalty. When CBE dimensions are full of their perception then a relation create i.e. brand loyalty. When consumers are attached to a specific brand and re-purchase that brand, again and again, shows their brand loyalty (Hollebeek, 2011).

Theoretical implications

This study makes lots of contributions to the literature on consumer engagement, particularly the CBE literature. First, our study adds to the promising but very little idea of involvement of consumer in general and brand engagement in particular. As a result, we discuss the recent study recommendations used for additional testing of the CBE idea (Brodie, Hollebeek, Ilic, & Juric, 2011; Hollebeek et al., 2014). To close this gap, we developed and empirically tested a conceptual model that describes how consumer involvement, participation, and self-expression lead to brand loyalty as the outcome. The empirical results confirm that self-expressive brands, customer participation, and consumer involvement are important CBE-driving factors. In the context of mobile phone service providers, our study especially demonstrates the significance of CBE as a mediator of the linkages between consumer engagement, involvement, and self-expressive brand and brand loyalty. Second, we focus on a particular geographic area, namely the mobile phone service context specifically in Pakistan.

Managerial implication

By experimentally analyzing the key CBE factors and results, this study aims to provide managers with strategic tools to encourage consumer engagement with the target brands. By focusing on these important aspects, professionals might, for instance, create more clever programmes, like prizes or experiential material, to enhance consumer-brand relations. With the brands of mobile phone service providers, we empirically tested the conceptual model in a context where consumer engagement might be important for fostering relational outcomes in terms of brand loyalty. This can then offer brand and strategic managers ideas for dealing with the issue of the high consumer switching behavior that characterizes such an industry.

Limitations

First, this study specifically targets the Pakistani mobile phone industry. The findings of the study were in specific areas that are not generalized to a larger population. Secondly, the study sample had both female and male consumers. In the future, the study could investigate the male and female consumers market separately. This study is cross-sectional. Conducting a longitudinal study will help the researchers to understand the causes of the relationships. This study examined consumer brand engagement further studies could explore different antecedents and consequences to check the further clarification of the relationship between consumer involvement, consumer participation, self-expression brand, CBE dimensions, and brand loyalty.

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