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Antecedents and Consequences of Consumer Brand Identification in Telecom Sector in Karachi

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Abstract

The share of service sector in the GDP of Pakistan is 59.59%. In service industry information and technology have global importance as, these sectors are known for powering economies. Telecom industry is in growth stage. The current government introduced a policy 2015 for the improvement telecommunication sector that benefits both economy and society. The policy was acknowledged at international level and won the "government leadership award 2017" at an event held in Barcelona, Spain. The reason to choose this industry for research is its generation of revenue of Rs.234.9 billion in fiscal year 2016-17. It contributed Rs.53.76 billion to the national treasury. It is important to build strong brand for sustainable competitive advantage, as, brand gives the sense of identification to the customers. This research was conducted to check the effect of consumer brand identification in telecommunication sector. The drivers and consequence of CBI are used for better understanding. In contrast of previous studies trust shows negative correlation with CBI. Telecom brand managers are required to work on building strong and distinctive image from their competitors. Managers need to build strong bond between brand and consumers. There is a need for transparency in service providing to the consumers that leads to long term relationship and will be advantageous for both customers and company.

Keywords: Social identity theory, CBI, Drivers of CBI, brand loyalty, telecommunication industry.

1. Introduction

In this chapter researcher discussed the idea and background of this research. The study is based on consumer brand identification. The underpinning theory that supports the concept of CBI is social identification theory. Evolution of concept of branding is also discussed. CBI is now an important element in marketers that help in building strong bonding between customers and the brand. Information regarding the concept is given under the headings of this chapter.

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1.1 Background to the study

There are multiple reasons that people are preferring branded products over non branded items. Consumer brand identification is one factor to move towards branded products. Representation of the decision of an individual to defined oneself by including a brand is called consumer bra d identification (Wolter et al, 2015). According to Wang (2016) CBI is an important psychological behavior that builds strong, meaningful and committed relationship with the brand. Marketers are interested to build such relationship with customers. This is why it is important to understand brand identification concept. From brand related studies it is identified that CBI is important it built strong consumer brand relationship. High level of identification leads consumer to perceive brand image is congruent to self-image. This happens when someone complements a brand, consumers take it personally. They perceive brand as a reflection of their personality (Hwang & Han, 2013). Self-evaluation process can be enhanced if the brand is attractive and identification with the brand will strengthened (So, et al 2017). It is also written in investors that a well establish brand can easily communicate the value and personality of a product to their customers. This help in building brand recognition and brand loyalty. It is necessary to create positive awareness about the product but it is not easy for the company. Brands such as Nike, Starbucks and Apple have created positive awareness. This helps organization to keep their brand top of the mind of customers. Apple does not need to invest in celebrity and present because their customers are already loyal with the brand.

Investopedia stated that branding concept was originated after industrial revolution, in 19th century. Due to increase in production of household items companies wanted to differentiate themselves with the local producers. The effort to stand out from competitors the simple brand idea was evolved. From branding of product to advertisement, then making a product as a symbol of charm and adding jingle to attract customers and many other marketing and sales techniques were introduced. Brand identity is a separate concept from brand image. The difference between these two terms is like to talk about intent and perception. According to Tracy Sestili, the social media strategist, brand identity is how a business wants itself to be perceived by the customers. It depends on names, logos, visual elements and communication style. Brand identity and brand image are two different concepts. Brand image is what customers think about a certain brand and brand identity stands for the perspective of the company about their brand.

The concept of brand identity is derived from social identity theory that stated that consumers who want to feel better about themselves develop the feeling of identification (Wolter& Cronin Jr, 2017). CBI is known as the construct of relation between brand and consumers. There have been much efforts made to identify the process of CBI. In social identity theory it is suggested that brand act as the mediator between construction and communication of customer identity. In contrast other researchers have identified that brand plays two functions.

First, as personal function, when consumers identify themselves with the brand. Other functions social identification function. In this, brand acts as instrument of communication. In this regard consumer identification can be perceived as, the extent to which brand can enhance or manifest consumers' identity (Tuskej & Podnar 2013). It is important for every human to understand their self. Behavior related to consumption and choice of brand that that defines consumer self. Such as, if a person perceive himself as an athlete. He will most probably behave or act in an athletic way. These people will likely to go for athletic products. They will look for identity linked brands. Such people react to advertisement which are featuring desired personality. There are some drivers which have been observed in number of studies (Reed et al, 2012). There are antecedents and consequences which affect CBI. The study will discuss these elements and their effect on CBI and try to evaluate what CBI effect can do for customers as well as for marketing managers.

The study will be focusing on service rather on product category. This is impossible to cover the whole service sector. This is why researcher decided to choose 1 sector of service in particular area for better and accurate results. According to ministry of commerce of Pakistan (2011) website it is notified that service sector in Pakistan has contribution of 53.8% to GDP. Now there are multiple industries which lies under the category of service. The service includes financial and insurance, whole scale and retail trade, transport and storage, public administration, defense, communication, cultural and recreational service computer, information service and many other sub sectors which offer services to the people of Pakistan. Only communication sector is generating $225 million revenue for Pakistan (State bank of Pakistan &WTO statistics database 2011). Pakistan economic survey (2012-13) stated that tele-densityat the end of 2013, was increased to 71.95%in the country. The stats revealed the growth of 2.4%. In 2009, mobile phone penetration rate remained in single digit. There were multiple reasons for the stagnant growth of mobile penetration such as economic condition, maturity of market and availability of 2G service in market. In the month of March 2013, 121.13 million mobile subscribers were recorded. 98.40% subscribers were using prepaid service while the rest of them 1.60% on post-paid service. But it has been observed that prepaid service users are now increasing.

Cellular market has maturity level and it is much stable but facing intense competition. Operators are working hard to increase their stake in the market. Once Mobilink was leading in cellular service with more than 50% market share. Now it's losing its share and remained with 29.8 % share according to the report of 2013. In contrast CM Pak has got 15.4% due their aggressive marketing campaign. Though they had started their operation before 5 years. Warid is with 10.4% the lowest market share. Mobile network has covered 92% of Pakistan. According to the survey 2012, it has growth of 8.4% with 35,312 cell sites.

1.2 Statement of the Problem

Consumer brand identification can be defined as the extent to which a brand can define a consumer's self. Social identity theory stated that two or more people when share similar attributes which can differentiate them from others, develop an emotional BI d with each other. Recent studies have suggested that bond is not necessarily between among human. They can also relate themselves with a vehicle brand. A study was conducted on the role of CBI in automobile industry. The result revealed that consumers identify themselves with the prestigious brand. It is also identified that BI is a key element which can generate WOM and has impact on repurchase decision. Brand prestige is positively affected by CBI. This happens because customers perceive luxury brand image congruent with their self (Hwang& Han 2013). According to Jiang, Potwarka and Havitz (2017) there are researchers which have focused on destination branding with elements of emotion. Emotion can be positive due to memorable experiences that can predict loyalty. Those brands which are successful can relate themselves with consumer self-concept which is known as CBI. The study claims that CBI tends to brand love. Strizhakova and Coulter (2015) stated the concept of previous research that perception of consumer about quality and identification are considered to be important determinants for the selection of brand.

Globalization is increasing. In past, local brands were less appealing to customers. These are now available as an alternative of global brand. Local brands have greater market share. Local brands are now considered a pride, connection with culture and even use as a sign of prestige. Categories of product were bottle water, shoes, jeans, chocolate and soda. The results identified that purchase of the products will be high if the identity function for local brands are high (Strizhakova & Coulter, 2015).

Previous researchers have identified a lot about the phenomenon of consumer brand identification but there are still some spaces left to fill. According to Wolter and Cronin Jr (2017) affective dimensions of consumer brand identification are still unexplored or these are combined with the cognitive dimensions of CBI. There is a need to introduce new way to establish CBI which benefits company to establish long run relationship with the customers. It is observed that consumers identified themselves with the brand as well as with its users. But it demonstrated that existing studies are only focusing on one-way relationship and that is brand or company with the consumers (Popp & Woratschek, 2016).

There are multiple factors involve in interaction between brand and consumers. These factors are related to CBI which has its little attention past studies. These factors are important to understand in service sector where more interactions are required between consumer and brand. Some relational and behavioral variables such as trust, commitment, satisfaction and purchase intention can provide deep understanding about the CBI concept (So, King, Hudson & Ment 2017). Kim and Lee (2017); Wilkins, Butt and Heffernan (2017) Brand involvement in service sector is difficult to understand. Different factors are required to promote each service category.

Due to the lack of studies related to CBI in service sector this research will focus on this area. There are many industries lie under this sector. This paper is focusing on only area that is communication sector. Competition is now increasing in multiple business spheres particularly in-service sector. In many countries telecom industry is almost saturated. It is observed that switching cost from one provider to next is high in telecom sector (Izogo 2017). There are characteristics of service which help in distinguishing it from goods. Service can be explained as an intangible, heterogeneous, can be evaluative time to time and consumed at the same time of its production. This description support telecommunication lies under the category of service. There are more than 5 networks operating in Pakistan. This paper will try to evaluate what makes customer to consider the network. This paper will attempt to identify which factor affect the most on CBI in case of choosing or retaining and switching the network. This paper will help to understand consumer behavior as the research will be conducted in Karachi, known as metropolitan city. The result will have diversity which will give better understanding about antecedents and consequences of CBI in this service industry.

1.3 Research Question

What is the impact of CBI in telecommunication sector in Karachi?

1.4 Objective of the Study

The objective of this study is to identify the antecedents and consequences of consumer brand identification that impact on Telecom service industry in Karachi. The purpose is to identify the antecedents of CBI in cellular phone service industry. This study will also try to evaluate the effect of consequences of CBI in the same industry. This study will also notice the impact of antecedents and consequences on CBI itself in communication service industry situated in Karachi.

1.5 Significance of the Study

The main intention to conduct this study is to identify the preferences of consumers on the basis of their brand identification. This CBI process will be examined in communication industry of Pakistan particularly in Karachi. There more than 5 networks operating in Pakistan. Among all Mobilink has the largest market share. The lack of research about CBI in service sector motivated researcher for investigation in this field. Services which contributes more to GDP includes communication service industry. According to Imtiaz, Khan and Shakir (2014) advancement in technology and increase in trend of smart phone, telecommunication sector at global level has remained outstanding. Pakistan telecom industry is growing due to investment and trade liberalization, healthy competition and favorable policies.

Quality of measure will be a measure of identification for competition in this sector. Zeithml et al. (1988) defines quality of service as it is a judgment of customer towards the superiority and excellence of the service. Aydin and Ozer (2004) stated that in telecom sector, once a customer is acquired by a particular network operator, their long-term relation with that network is important for the success of organization in such competitive environment. Customers' bonding with company is crucial in this sector than in many other industries.

This study attempted to identify what factors affect consumer identification. The study explores the reasons of customer to select or switch the brand in communication industry. This study is particularly conducted in Karachi. Karachi is the target city because it is metropolitan city. For more diversity in collection of data Karachi city was selected. The result of this study will have contribution telecommunication industry. It will benefit the marketers and brand managers to understand CBI phenomenon if they want their customers to retain with their product. This dissertation will help both students and telecommunication service industry to develop deep understanding about CBI and its factors in such service sector. CBI is one important factor that helps in building long term relationship among brand and customers. This study emphasizes to establish strong brand identity that satisfies customer self and will be beneficial for the company in terms of financial stability.

1.6 Limitation of the Study

This research is limited in several ways. There are many weaknesses in our study. First of all, this study is based on limited factors of brand identity. There are many other elements which can increase or decrease the effect of CBI. So, this study is weak in this context. This study covers only one industry related to service sector that is communication industry and many other industries are still remain uncover. Another limitation is the research is self-funded. This study could broadly cover the aspects of CBI in communication sector if the research was funded by the university. In this paper the questionnaire was adopted and adapted from another study. Researcher did not prepare it by herself. Language barrier was also there. It was difficult to translate and describe your idea in another language. The result of this study was based on only quantitative data. This dissertation would be more clarified if it had contained the mixture of both qualitative and quantitative data. The study is now limited to only customer perspective. This study did not cover what management think about CBI and what and how they are working to make it stronger for better relationship between brands and customers. It was not possible to cover the whole Karachi city. Therefore, Business students were targeted from public and private university. Thus, results cannot be generalized.

1.7 Descriptive Definition of Variables

1.7.1 Brand attractiveness

An intangible and powerful force of a brand that attract customers to buy a brand is known as brand attractiveness. This is a kind of craving for customers to stick with the same brand.

According to Bayraktar and Uslay (2016) stated it as *"Credibility is affected by attractiveness. Which means that receiver perceives own and source's social values similar to each other."*

1.7.2 Brand Prestige

Word prestige stands for the power that influence and impress other. The symbol of high status achieved through success and health. The level of superiority of a brand, satisfies consumer self enhancement need is known as brand prestige. Musso (2014) defined it as *"The level of exclusivity of a **brand** that enables consumers to satisfy their self-enhancement needs."*

1.7.3 Brand Satisfaction

Satisfaction is an attitude of consumer. This is positive consumer behavior. Brand satisfaction is experienced after consumption of a perceived brand. Sreejesh and Mohaparta stated its definition as *"Brand satisfaction is the outcome of subjective evaluation that the chosen alternative (the brand) meets or exceeds the expectations"*

1.7.4 Brand trust

If brand has stability, can innovate, build strong relationship with customer, can benefit their consumer, has strong vision and competency to fight against competitors can build consumer trust. Kautonen (2008) stated brand trust as *"Brand trust could be simply defined as trust towards a particular brand."*

1.7.5 Brand Distinctiveness

A brand's ability to standout from its competitors. This helps consumers to identify the brand easily. Nike swoosh logo and Adidas three parallel strips differentiate them from one another in the eyes of customers. According to Musoo (2014) brand distinctiveness is *"The ability of a **brand** of being recognized as unique and different from other **brand**s, in order to address consumers', need for uniqueness at both individual and social levels."*

1.7.6 Memorable Brand Experience

There are memories customer have with the brand. To create MBE can enhance brand image for an ordinary to good brands. Morrison and Crane (2007) defined this variable as *"an experience as when a customer pays to spend time enjoying a series of memorable events that a company stages; companies are staging experiences anytime they engage customers, connecting with them in a personal, memorable way."*

1.7.7 Brand Social Benefit

The number of benefits provided by the brand to its customers. These benefits carry cultural and social elements that matters in the society to stand out from others. Social benefit provide opportunity to interact with customers. Not proper definition but description is given by Saviolo and Marazza (2012) that is Social benefits are those that allow the person to express, more than just an individual aspects of their personality (Status, taste, dressing style) a membership to a certain lifestyle, responding to the human need of self-actualization, feeling part of a community, a group or part of a society sharing common attitudes, opinions and interest.(Saviolo & Marazza, 2012, p. 37)

1.7.8 Consumer Brand Identity

The brand identity, consumers perceive themselves from the reflection of image, logo and association related to the brand is called consumer brand identity. Musso (2014) defined it as "*A psychological state in **consumer**'s mind of perceiving, Feeling and valuing the belongingness with a **brand**.*"

1.7.9 Brand Loyalty

The attitude of consumer to stick with a brand rather switching from one brand to another, is brand loyalty. Kotler and Pfoertsch (2010) stated brand loyalty as "The biased behavior response, expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands and as a function of psychological (decision making, evaluative) processes".

2. Literature Review

The concept of this study is supported by a theory. Depending on the variables selected from past studies, the theory that endorses the framework for this research is Social identity theory, suggested by Tajfeland Turner in 1979. Many studies have been conducted with the same concept but in different areas. Multiple research papers have been reviewed and mentioned under the heading of review of the related literature.

2.1 Underpinning Theory and Development of Hypotheses:

2.1.1 Social Identity Theory

The concept brand identification is based on the theory presented by Tajfel and Turner in 1979. The theory is names as social identity theory. According to Hogg (2016) social identities highlight the differentiation between in group and the relevant out group in different social context. Tajfel's classic definition of social identity is stated as: "individuals' knowledge that he belongs to certain social group together with same emotion and value significance to him of this group membership."

Social identity theory explains about a person's self-concept and the way he/she treated or by other in the society. This reason influenced people that their group should be positively distinctive from an out group. The phenomenon of social identification takes place when a person has some ties with a certain group. Individual, being a part of particular social group perceive himself I relation to that group. Social identity theory is effective analyses the behavior of consumer (Kuenzel & Halliday, 2010). There are many things to which individuals define themselves to be the part of that group and brands are one of them. Researcher therefore tried to analyses the important aspects of which impact on consumer social identity: consumer brand identity.

Social identity theory has great influence on this study. Because this theory gives understanding of behavior of consumer. It gave answers of why consumers do particular action. It is also stated that when consumer is identified with certain social group, he or she support his self-perception by identifying positively or distinctively from others. Positively identified with a group strengthen decision making and reduce the chances of uncertainty. Identification also develops the feeling of belongingness. Definition of identification can be stated as the connection between the target of identification and self of customer (Tenner, Braun & Petersen 2016).

According to Wang (2017) CBI is perceived to one important psychological pillar used to build deep and long-lasting relationship between bra d and customers. Marketers are working for this desired customer brand relationship. According to social identity theory there are 2 main motives for customer identification first is to reduction of uncertainty and the second motivation is self enhancement. People want to be the part of social group that differentiate them from another social group. Once the person is known in a particular group, this is the substrate of social identification. It is also stated in social identity theory that social enhancement is evaluated by the terms with the group, the person belongs to (Kwon, Ha & Kowel 2017).

2.3 Development of Hypothesis:

2.3.1 Brand Attractiveness on Consumer Brand Identity

There are two primary perspectives to examine relationship between social group and individual. 1st is the flap of individuals' perception about company's identity and their self-concept. Identity of organization provide opportunity of self-expression (Marin & Maya 2013). Tajfel and Turner (1985) stated that people prefer to belong to the social group that differentiate themselves from others. Brand attractiveness can increase consumer brand identity because it enhances consumer self-evaluation. If brand identity is attractive consumers are likely to be identified with the brand (So, King, Hudson & Meng, 2016). Identification strengthen when customers believes that the attributes offered by the company is distinguished from others brand. These distinctive attributes if positive and valued by the society, influence customers brand identity (Ahearne, Bhattacharya & Gruen, 2005). The brand is perceived to be attractive when it helps customer to identify and expressed himself in public (Kim, Han & Park, 2001).

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

2.3.2 Brand prestige on CBI:

Prestige is one important aspect of brand that is associated with the customer (Stockburger-Sauer et al., 2015). People want to keep relationship with the prestigious brand to maintain positive social identity (Ahearne et al 2005). Bhattacharya and Sen (2003) has identified that belongingness with the prestigious brand enables customers to identify themselves with reflection of the image of the brand. it is identified that self enhancement need can be satisfied if the organization customers belong to have prestigious identification (Dukerich Kramer & Parks, 1998). According to Ashforth and Mael (1989) brand prestige helps customers to maintain their social identity. Affiliation with the prestigious brand provides many opportunities to customers such as to be identified in prestigious social group. Prestigious brand boost customers self and enhance the sense of social status (So, et al., 2016).

H2: Brand prestige has positive effect on CBI.

2.3.3 Brand distinctiveness on CBI

Tajful and Turner (1979) stated that social identity theory says this is an individual requirement that they want to differentiate themselves from others in society. Brand distinctiveness is known to be a core attribute of brand sustainability (Bailey & Ball 2006). This element has positive influence on customer self-esteem (Synder & Fromkin 1977). According to Tian, Bearden and Hunter, (2001) it is identified that in the context of consumer behavior, individuals strive for acquiring different or unique consumer goods/ service. Such products/ service help customers to enhance their social and personal identity.

Brand distinctiveness is defined as the uniqueness of a brand perceived by the customers, effect on customer brand identity (Stockburger-Sauer et al., 2012). For an identity

attractiveness, to build distinctive characteristic of brand is an important part (Bhattacharya & Sen 2003). Hence:

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

2.3.4 Satisfaction on CBI

According to Oliver (1980) satisfaction plays important role in building customer brand relationship. It is a driver of CBI that is known as the cognitive response of customer (Arnette, German & Hunt 2003). According to Covin et al (1996) stated that satisfaction is one the elements that leads to brand identification. Companies are now focusing on designing this product/ service that satisfy customers' need.

Satisfaction is advantageous building block that helps in retaining current users and attract new customers (Fornell et al 1996). If customer is satisfied with the offering of organization, this leads to greater identification (Bhattacharya, Rao and Glynn., 1995). Researchers of social identity theory stated that satisfaction is the element that increases organizational identification (Ashforth & Mael, 1989). It depends on company's offering. If customer is satisfied with them then it influences positively on identification of customer towards the brand (Kuenzel & Halliday 2008).

H4: Satisfaction is positively related to consumer brand identity.

2.3.5 Social brand benefit on CBI:

Customers like to interact with the users of the desired brand through different social sites. The reason is to enhance self-esteem and social status (Wu, & Pearce 2016). Different communities are built to structure social relationship for the admirers of the brands (Muniz & O'Guinn, 2001). Stockburger-sauer et al. (2012) stated that social brand benefit is one strong factor that can enhance customer brand Identity. Social brand benefit which brand offers, provide an opportunity of social interaction. There are studies which support the idea that social benefit provided by the brand enhances values in society and culture (Thompson, Rindflieisch & Arsel, 2006). According to So et al. (2016) Customers who perceive that their brand gives social benefit associate positive relationship with the brand that leads to increase in customer brand identity.

H5: Social brand benefit is positively related to CBI

2.3.6 Memorable Brand Experience on CBI:

According to So et al. (2016) memorable brand experience is considered to be a crucial element that contributes to CBI. Thus, is an important factor in tourism context. This antecedent helps consumer to encounter service. The idea to create memorable brand experience tourism context is supported by empirical studies in past (Kim & Richie, 2014).

Brands who give memorable experience to their customers are likely to remain in consumers' top of the mind. This keep connected customer with brand related and self-related thoughts (Davis, 1979). MBE plays very important role in the evaluation of brand from customers' side, especially in-service brands (Grace & O'Cass 2001). Previous studies have proved that MBE is an important factor that derive CBI (Hudson & Ritchie, 2009). Brakus et al 2009 stated that in past, marketing literatures conceptualize this variable in behavioral, internal customer response and subjective response. These stimuli are related to or evoked by brand identity, design, communication, packaging and environment.

H6: memorable brand experience is positively related to consumer brand identity.

2.3.7 Trust on CBI

Trust comes under cognitive belief (Delgado-Ballester, Munuera-Aleman & Yague-Guillen 2003). Becerra and Kargaonkar (2011) explain it as the willingness to belief on a brand. Theoretically it is estimated that CBI is related to the brand trust. Trust is known as the antecedent of identification. Customers tend to perceive their self-definition with the trustworthy brands (Keh and Xie, 2009). Consumer attitude is influenced by the trust they have on a brand. Brand trust effect consumer brand related behaviors such as purchase intention, commitment with the brand and referrals related to their brands (Becerra & Korgaonkar, 2011). Brand referrals depend on the level of trust customer has on brand. Because it involves their reputation (Reichheld, 2003). According to So et al. (2013) customers use to identify themselves with the brand which they perceived to be trustworthy. Trust develops with the past experiences of customers with their brand.

H7: Trust is positively related to consumer brand identification.

2.3.8 CBI on Loyalty:

According to Morgan and Hunt (1994) loyal customers are like brand ambassador for the organization and brand. Literatures related to organizational identification assumed that when a customer strongly identified himself with the brand starts recommending brand to others and frequently purchase it (Ahearne, Bhattacharya & Gruen, 2005). When it comes to brand communities' customers are more supportive and spread positive word of mouth (Algesheimer, Dholakia & Herrmenn, 2005).

Customers who are looking for prestige have less switching behavior towards a brand. Once a brand is strongly identified with a brand shows long term commitment with the organization (Allen & Meyer, 1990). Previous empirical studies support the argument that consumer brand identity leads to brand loyalty (Hwang & Han 2014). Researchers Kuenzel and Halliday (2010); Stockburger-Sauer et al., (2012) supported the concept of influencing of CBI on loyalty.

H8: Consumer brand identity is positively related to brand loyalty.
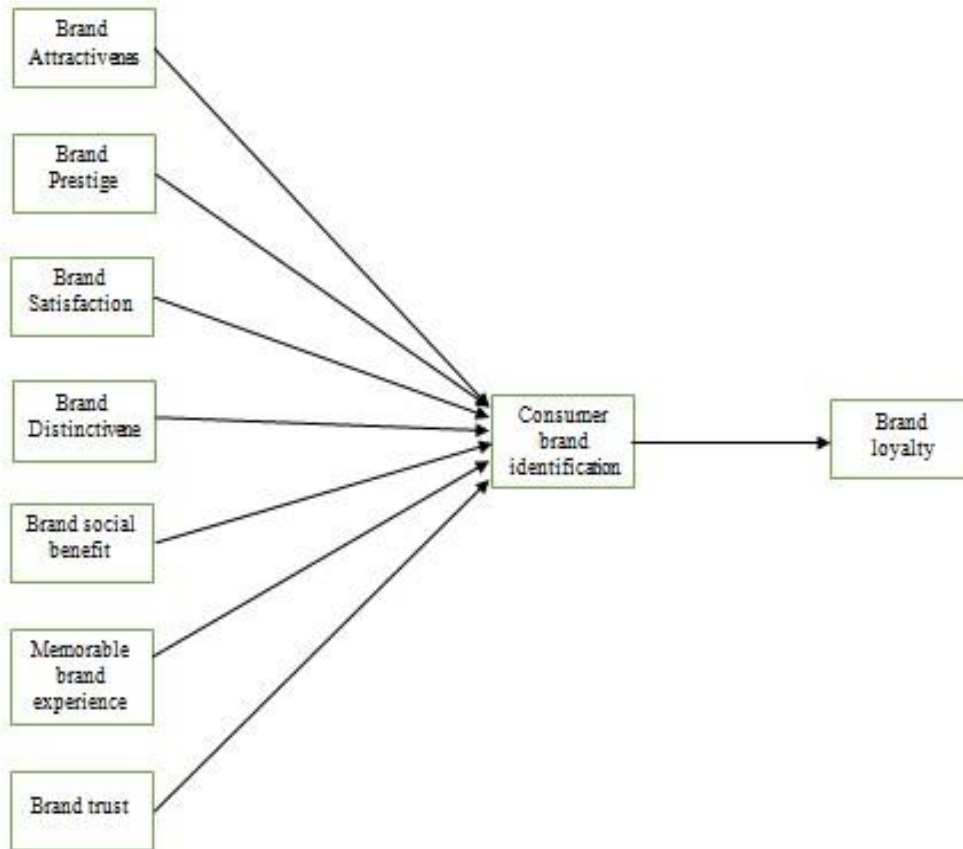
2.2 Review of the Related Studies

Kuenzel and Halliday (2016) investigated the chain of effect from reputation and brand personality congruence to brand loyalty: The role of brand identification by using quantitative data. Branding, social identity theory, brand personality, reputation and brand loyalty are the variables been used this study. This dissertation uses multi item scale for more accurate results. The researchers approached major car manufacturers in Germany for the collection of empirical data because the area of investigation is car ownership. There are number of reasons to choose particular product and car is among those products which describes about influence, have provide many opportunities for bra d identification.

It is recommended that to evaluate customer relationship with company mergers should rely on only one element of brand that is customer satisfaction. There are also other factors which can develop strong relationship such as brand identification. Bra d identification has positive influence on financial performance of companies. Because of brand identification customers usually pay more. It is advised to company managers to enhance consumer brand identification by highlighting the positive points in companies to the comparisons to the competitors. This can be achieved through product marketing communications strategy. Brand communities can be a useful tool. As these communities enhance the feeling of being the part of the particular group.

Those consumers who find their product reputable, reported a higher level of brand Identification and brand loyalty. Company should go for and independent external sources of information like newspaper. It might be more influential than those who are in control of organization. It is clear that to strengthen the relationship company needs to focus on marketing communication channel. These efforts do not only retain the old customers but can also attract the new customers. It is also suggested that a person with high self-congruity with the brand is likely to have positive influence on brand. To reduce the gap between ideal oneself personality of the brand managers are advised to design advertising in such a way that minimize the gap between brand personality and customer self.

This is not a new thing that economics always compare their brands with others. To make a point of difference brand managers are spending millions of dollars. However due to shorter life cycle of product innovation process has speed up, fast followers are aggressive. But the image of the brand is stable. Due to fierce competition and globalization brand managers are not only focusing on repeat purchase but also trying to strengthen the customer engagement. Mis arrangement of symbolic utilitarian attributes weaken the customer brand relation which in result lowers the identity promoting behavior and their identity sustaining. This negatively influence the particular brand.

Elbedwiehy, Jayawardhena, Elsharmonly and Elsharnouby (2015) investigated the consumer relationship building: the role of brand attraction and consumer brand identification. The variables used in this study are identification, social identity theory, value congruence, brand loyalty, customer similarity and consumer behavior. Quantitative data he unique has been used. At first pilot study was conducted from 30 respondents. This pretest suggested some minor changes. Respondents were selected from the metropolitan area of North East of United Kingdom by using mall intercept technique. By using this technique researchers can get more potential respondents in lesser time. Researchers can also prescreen their respondents on desired criteria. Two categories of product were selected first is TV and the second one is mobile phone. The reason to select these two categories were the familiarity of respondents and are widely used. TV is privately consumed product on the other hand mobile phones are physically consumed product. 293 complete responses were considered for this research. Among 293, 135 responses were of TV and remaining 138 were of cell phone. The sample was consisting of 44% of women and 56% men for the category of television. While 52% women and 48% men respondents considered for mobile phone brand. The result shows that brand identification exist to both publicly or privately consumed products. Though consumption patterns are different so, the drivers of identification for both of the product categories surely differ. Another finding of this research is the paradigm of similarity attraction which explain consumer behavior that why they are not attracted to every brand. 3rd consumers who can relate themselves to the brand usually ignores the negative information they get about their brand. Managers are advised to concentrate on the determinants of identification. The need to do so is to create relationship of customer with brand by brand identification.

The research also highlighted the brand traits such as brand attraction, brand values and surrounding entities such as people who use other brands. Marketers can use them to enhance identification of consumers with their brand. This dissertation also supports the self-verification theory arguments that was, users have more strong relationship with the brand they can relate to the most. By applying similarity attraction paradigm researchers tried to identify that why some customers are attracted to brand not the other 1. The reason for attraction is the similarity values of their brand. The study claims to be the first who used brand attraction as a mediator between both customer to customer similarity and value congruence. This paper has broadened study about consumer brand identification because of its findings with brand loyalty. Brand managers are advised to segment and psychological characteristics. Such customers are more willing to make meaningful relationship with the brands.

In this paper it is recommended that brand manager should invest in activities which can extend the growth period of the new period. For this purpose, managers are required to invest in activities which can improve perceived quality and self-brand congruity. At the latest stage of brand life cycle manager should invest in symbolic driver like self-brand congruity I stead of instrumental. The reason to do so is the return on investment in symbolic driver. It extends the growth stage. A brand manager should engage himself in other marketing activities such as distribution and sales management to engage in purchasing behavior with customers.

This research used both qualitative and quantitative technique, conducted in city of Spain. The places in Spain were highly frequented places such as shopping centers and city squares. Questionnaire survey was consisted of 322 respondents. Participants include both genders, 51.5% females while 48.5% males with age group ranges from 18 to 51 years. The results contribute in 3 different ways about brand experience. First it supports and extends the prior studies about brand identity that results from brand experiences. It provides empirical evidence of brand experience on brand meaning, satisfaction a d loyalty. In this study other consequences of brand experience are also identification and positive word of mouth. The results reveal that brand experiential value on consumer brand identity and brand equity is higher than bra d functional value. Age of consumers was chosen as the moderator in the framework. Result suggested that matured segment influenced more by brand experience. Age reduces the impact of functional value on CBI and brand equity.

Wolter, Brach, Cronin and Bonn (2015) investigated the symbolic drivers of consumer brand identification and disidentification. Consumer brand identification, consumer disidentification, brand loyalty and brand opposition are the keywords. The variables used in this study are self-brand dissimilarity, brand disrepute, brand indistinctiveness, self-brand similarity, brand prestige, brand distinctiveness, brand disrepute, brand indistinctiveness, exclusive brand loyalty intention and brand opposition intentions. The research is conducted in the context of 7 highly recognized national beer brands.

This paper has contribution to 3 theories. 1st is consumer brand misidentification concept that reveals to be useful to understand brand consumer relationship. 2nd contribution is about consumer brand misidentification and consumer brand identification that work simultaneously to attract or repulse customers. 3rd is about self-motives, represent by symbolic driver varies for CBI and CBD. For data collection online cross-sectional survey was used. Students were the respondents. Each student recruited two more respondents. The issue with the data was it may not represent the population. To rectify the problem two steps were taken first one was researchers designed a quota and given to the administration which will help to ensure the representative sample. Then students were told not to recruit from same family, workers or their social group. 1314 responses were collected for the research. Majority of the participants were female 57%. 61 responses were discarded because they were not up to mark on validity check. Final sample as remaining with 1253 responses. The research has used both qualitative and quantitative data technique.

Those brand who have strong brand personality attract customer with identification and repulse consumers with disidentification. The impact of self-brand similarity is positive and strong with CBI. However, CBD shows relationship with taste dissatisfaction and symbolic driver. It is stated that CBI is more self-based while CBD is socially derived symbolic phenomenon. Symbolic aspects of brand extremely helpful to get loyal customer. Brand managers should make efforts to make its brand unique for its competitors.

The research is based on both qualitative and quantitative data. The sample consisted of 350 respondents. Majority of the sample consisted of female respondents with average age of 30.2. Data collected in Austria. Interview procedure has two parts. In first of interview respondents were asked to mention their favorite brand.

Researchers did not specify any product category to get sufficient variations. More than 180 different brands with 50 plus product categories were mentioned by the respondents. Among those mentioned brands Apple was the most popular. In second part of interview they were asked scenario-based questions. At the end of each part interview session respondents were asked to fill a short questionnaire.

It is suggested that consumer brand relationship can work as a shield in four types of market i) where consumers can evaluate their post purchase such as automobile, ii) where customers can engage in purchase feedback for example university education iii) more alternatives are available e.g. online shops and iv) comparative advertisements are extensively used to market product like mobile phone. To cope with bad consumer experience, managers need to promote congruent value of the brand according to the segment, create unique brand personality and develop memorable brand experience to connect customers emotionally with the brand. This paper has some recommendation for those brands who are facing fierce competition or technologically disruptive. Such companies should start targeting niche segment. Niche market will keep stick with the brand because of identity embeddedness purpose.

Interviews were conducted from about 30 to 80 minutes with 8 respondents out of them 3 were females and 5 were males. The interviews were semi structured.

Participants' comments regarding identification help researcher to generate 16 more items as the measure of CBI. Two pilot studies were conducted. A first the study started with 16 items of CBI. In second atempt16 more items were added. The second pilot study was an online survey with German consumers. Very large mail order retailor was used as the target brand. There were two reason to choose the retailor the target brand. First, long history and tradition, almost ever respondents likely to be aware of this brand. So, may have strong relationship with the brand. The presence of retailor with range of product in the market, has strong customer base. Customers are quite knowledgeable about the brand.

Total respondents were 382 out of which 148 respondents were the customers. Average ae of participants was 36.7 years. Exploratory factor analysis, reliability test, confirmatory factor analysis tests were employed. Results suggested that 15 out of 32 items were best describing the CBI. 10 items emerged from the 1st pilot study and remaining 5 items were adopted from prior studies. 796 responses were included for this research. 15 responses dropped from the data set. The final data set consisted on 781 responses. Average age of respondents about 46.9% were females. In this final survey 4 product categories were involved. These product categories involved athletic shoes, soft drink, mobile phones, and grocery stores. These product categories are widely used and consumed in public.

Marketers need to invest in building image. By doing this consumer may find it fulfilling his/her self-definitional needs. Brand Managers are suggested to invest in marketing activities by aiming to focus on both satisfaction and identification. Brand communities are used to promote WOM communication hence providing a platform for interaction. This way help brand to gain new customers. Therefore, brand communities are known as valuable aim in marketing.

According to the interest of the student's famous basketball team was selected. This basketball team had successful history and been ranked among top 25 in national level. Quantitative data technique has been used. Pretest was also conducted with 15 items.

The result suggested that teams themselves perceived as a brand by consumers. This is because of the unique personalities of sports team which influence customers cog motive identification with teams. It is also identified that retail spending on team related items and games watched by fans positively influenced by team cognitive identification. The success of team actually contributes team prestige. It is now proven that customers purchase not only the brand but success and wholesome image that prestigious brands keep with them. Traits like imaginativeness, and ruggedness makes team more appealing for the customers. There is a need for some uniqueness associated with team. Therefore, it is identified that less successful teams are perceived to be more different than the most successful teams. In sports context personality trait like charm is less appealing.

Tuskey, Golob and Podnar (2013) explores the role of consumer brand identification in building brand relationship. Consumer brand identification, value congruity, commitment and word of mouth are the keywords. Value congruity acts as an independent variable in research framework whereas consumer identification, brand commitment is used as mediator and positive word of mouth as dependent variable. It is identified that value consumer congruity and brand value have positive impact on consumer identification. Consumer identification helps in making stronger relationship with brand hence generate positive word of mouth. Mediator, consumer identification shows full, mediation impact of value congruity in commitment of brand. Brand commitment however does not show mediation effect of consumer identity to generate positive word of mouth.

Becerra and Badrinarayanan (2013) investigated the influence of brand trust and brand identification on brand evangelism. Brand evangelism, brand identification, brand trust and consumer brand relationship are the keywords. Brand relationship variables include brand trust and brand identification, where brand trust is used as independent variable and brand identification as mediator. 3 variables are representing brand evangelism, positive brand referral, brand purchase intention and oppositional brand referral. Oppositional brand referral is dependent variable. Brand purchase intention and positive brand referrals are acting as mediator. The purpose of this study is to check how relations of customers with brand influence them for brand evangelism. This brand evangelism is an intense support behavior of customer towards a particular brand. This paper revealed that customer brand relation has influence on brand evangelism. Brand trust has positive effect on positive referrals by brand identification. Marketers need to understand the influencers of behavior that directed consumers towards brands. If brand managers want to cultivate brand evangelism then they need to work for building trust and use identification among brand and consumers. Pre iOS researchers about consumer brand relationship stated that strong relationship influences of customers' action like defending and praising the brand, purchase of the particular brand and give negative comments about the rival brand. Researchers are now focusing in new phenomenon to cultivate customers brand relationship such as brand communities. This communities or cults provide customer a platform to interact with each other. It behaves the social relationship among admirers of the particular brand.

For data collection southwest university of US was chosen. This research used quantitative data technique. Pretest was conducted to check which product should be used in this study. For pretest 60 responses were collected. Respondents were undergraduate students. They were asked to choose from given product categories, which one they want to buy in upcoming 12 months. The list of product categories included computers, clothing, athletic shows and TV. 2 products with highest purchase intention was chosen. First was car and second was the shoes. Online survey was conducted from marketing students. 325 responses were collected for two different brands. 49.5% participants were males.

This study indicated that brand related behavioral intentions are influenced cognitive and emotional relationship of customers. Brand trust and brand identification are considered as the driver of brand related behaviors. Brand trust promote positive referrals and influence customer to purchase. Customers rely on brand they trusted because they know that the brand perform up to its ability. Brand evangelism is the process that start with trust. Once trust is built, customers likely to engage in supporting activities to safe their brand. Managers need to focus on psychological connection between consumers and brands. For stronger brand identification, the development of attractive, unique and prestigious identity is important. At the end this dissertation confirms that two components, brand trust and brand identification influence brand evangelism that includes brand purchase, positive and negative brand referrals.

The result suggested that CBI has indirect impact on loyalty. It is said that when consumers have identity with the brand, he or she tends to give positive judgments about the quality of the service. These favorable judgments determine the level of consumer loyalty. This study also identified that in hotel industry factors related to service evaluation like service experience is significantly influence brand loyalty. Loyalty of consumers in hotel firms is predicted by the performance of service offered to customers. Hoteliers need to establish high level of relationship marketing. This fosters social bonding communicate with customers regularly. This research highlighted the importance of CRM in hotel industry. CRM should be active in a way that outstand in uniqueness which is important for consumer brand identification.

To investigate the hypothesis, quantitative data was collected. Pilot study was conducted with 75 respondents. These respondents were the passengers of luxury cruise. Online survey was conducted. Questionnaire invitation was given to 15,243 travelers, out of these 3776 travelers responded to the online invitation. In this first stage respondents were asked to answers if they had taken the luxury cruise trip in previous 3 months. Of the answer was no. Such respondents' survey was ended. Out of 3776, only 350 respondents were left who answered yes to the above questions. These 350 responses 2ere considered for the study. As per the result, it is identified that brand prestige is positively influenced by the perceived food quality. Food freshness had highest factor loading thus, perceived to be the most important element of prestige. It is also explored that CBI and brand prestige are positively related to each other. It is known that the cruise trip is a sign of statue. Travelers perceived its brand image is similar to their self-image. Those passengers who travel from cruise ships are more status conscious. They concerned what other people think about them. Such passengers seek for connection with the prestigious brand because of its image.

Quantitative data technique was used to conduct this study. Pilot study was conducted to check if there is any ambiguity among respondents about the items selected in the questionnaire. The survey was conducted in Taiwan. Online survey was conducted with smart phone users.

Total 179 responses were collected out of them 22 were invalid. 157 responses were considered for this study. 55% males and 45% females participated in this research study. Average age of the sample was 27. 90% of the sample held bachelor's degree or more.

Donavan, Janda and Suh (2006) investigated the environmental influence in corporate brand identification and outcomes. Identification, social identity theory, proximity, social influence and symbol passing are the keywords. Significant other and proximity were independent variable whereas cognitive identification, affective commitment and self-esteem are acting as a mediator. Symbol passing and symbol collecting were used as dependent variable in this research framework. This paper proposed a corporate branding model and was empirically tested. The proposed model consisted of consequences and antecedents of brand identification. ID and symbols associated with the entity influence on consumers self-esteem. On the basis of symbol associated with the product or brand customers decide should they keep them for personal use or gift it to others.

In this fierce competition organizations are working to give their brand a unique identity or looking to gain competitive advantage over competitors. Both tactical and strategical efforts are required to build strong brand that customers can identify with. Previous studies indicated that individual identify themselves with the other likeminded people. When individual think he or she is the part of the particular group is known as social identification. The group people belong to prescribe how the individual will act or behave in particular situation. Organizational identification is a specific kind of identification. This occurs when a company becomes self-defining. The purpose of this study is to extend the literature on brand identification. Research observe the role of significant others and proximity on CBI. This study is conducted in the context of sports.

Kim, Han and Park (2001) explores the effect of brand personality and brand identification. Brand personality, word of mouth reports, brand loyalty, social identification and self-expression are the keywords. Self-expressive value and distinctiveness of brand personality are the independent variables whereas attractiveness of brand personality, brand identification and WOM reports are used as dependent variable. Brand loyalty is the ultimate dependent variable. The paper focused on high technology product that is cellular phone. By using concept of BI, this paper identified the impact of brand personality on management of brand asset. The result shows positive relationship among distinctiveness, attractiveness and self-expressive value of brand proximity. These relationships have direct impact on customer identification.

He et al, (2016) investigated the brand identity and online self-customization usefulness perception. Brand identity, online self-customization, trust, need for uniqueness, perceived usefulness and structural equation modelling are the keywords. Brand identity similarity and brand identity prestige are used as independent variable whereas trust used as mediator and need for uniqueness as moderator. Dependent variable in this framework is perceived uniqueness of online self-customization.

Brand identity is a characteristic that refers to long lasting relationship with brand and unique image of the brand. A brand ice itty is strong when it is perceived to be distinctive and prestigious. Quantitative data technique was used. Respondents were students. This research selected 4 international based brands as target product. There are two categories of 1 in personal computers and second is shoe category. For Pc's Dell and Apple Were selected while for shoes Adidas and Nike are the selected brand. The sample was conducted at shopping location s of London. The target was to obtain 50 responses for each brand. 199 responses were selected and considered for the study.

This study is based on quantitative research. The survey was conducted in Australia. This study was conducted online. Only those who have travelled in last 12 months nationally or internationally were allowed to participate in this study. For potential respondents' researchers used systematic random sample technique. Airline and hotels were used in brand categories. The reason to choose these brand categories were the adoption of traditional brand strategies and travel experience.

The result of this study supports the evaluation of product/ service is affected by CE. It is identified that the relationship between BT and CE is statistically significant. This result support the previous studies which says that BT is an outcome of CE for existing well as for new customers. Among the predictors of BL, CE has the highest statistical ratio weight. It is suggested that, this literature emphasize to manage experience of customers with the brand. Marketing strategist need to build strong CE for service brands. This initiative can promote communication and increase loyalty towards service brand. In past studies researchers demonstrated the service quality and satisfaction antecedents of purchase related loyalty. This research says CE can enhance BL which is beyond purchase. Airline and hotel industry managers need to make sure that this brand is available on all concerned social media sites and keep connected with the customer through different interactive means. It is recommended that marketers should encourage customers to interact. This will create WOM. There are some customers who like to share their experience publicly which create sense of pride of owning a brand.

For managers it is important to address the issues of consumers regarding CSR activities. Such as if the purpose of CSR is to build stronger relationship with customers, then the efforts will have no impact. Companies need to communicate their ideas and contributions towards CSR and CA. Organizations required to monitor the customer support for such actions and keep updating them about their initiatives for stronger identity and identity attractiveness.

3. Methodology

Systematic analysis of the data is considered as methodology. In this chapter the researcher discussed research instrument, design, sample size, definitions of variables on which this study is been conducted and procedures the procedures of data collection. This chapter has detail information methods adopted to conduct this research.

3.1 Quantitative Research Approach

Two types of approaches are usually considered to conduct the research. First is qualitative and the second is quantitative approach. For this research quantitative method has been adopted. The reason to choose this approach is to find the relationship between exogenous and endogenous variables. In quantitative method numbers, stats and computational systems are used to analyse the data. Through this method researcher can observe experimental examination of social phenomenon. The information we get in from adopting quantitative method is in number. The numeric information helps to interpret and compare the data.

3.2 Research Design

The research is based on quantitative method. Correlation research design technique is used. The researcher tried to identify the impact of one variable on another variable. This technique supports studies which are quantitative in nature. In this research total 9 variables are included. The purpose of adopting these variables is to check the impact of consumer brand identification in telecom industry. Therefore, its antecedents and consequences were used to identify this variable in this service sector. Brand attractiveness, brand prestige, brand distinctiveness, brand satisfaction, memorable brand experience, brand social benefit and brand trust are the exogenous variable whereas, CBI and brand loyalty are measured as dependent or endogenous variables.
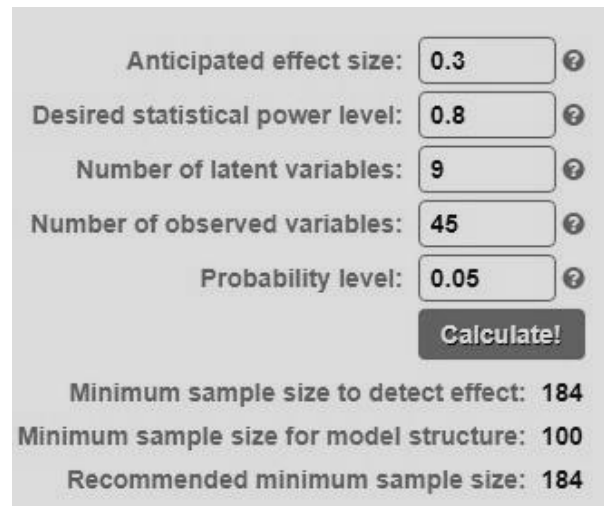
3.3 Population of the Study

The group of individuals on whom researchers conduct their study is the target population. Target population for this study are the university students including graduates and undergraduates both. The reason to choose university students is because of the understanding about the concept of branding which already discussed under the heading of limitations of the study. The study is conducted in Karachi. The target population is from well reputed university.

3.4 Sample Size

Daniel Soper's a priori calculator was used to estimate the sample size. The parameters may differ for each study. For this research, anticipated effect size was selected as 0.3, desired statistical power level is 0.8, number of latent variables was 9 and the number of observed variables is 45. The probability level set for this research was on 0.05.

According to the result of Daniel Soper's a priori the minimum sample size calculated for model structure is 100 and the minimum sample size to detect the effect is 184. The final data set for this dissertation was consisted of 273 responses for better results.

3.5 Measures

There are total 9 variables included for this research. 7 out of 9 are exogenous variable while the rest are Endogenous variable. Each variable has 5 items. The scale used to check the response of participants are 5 Likert scale.

3.5.1 Consumer brand identification

There are multiple sources added to develop this instrument. For consumer brand identification researchers adopted the items from (Stockburger-Sauer, Bauer & Madar, 2008). The 1 example for adaption of items is "The network says a lot about the kind of person I am".

3.5.2 Brand prestige

Items of prestige are adopted from two cites. First 3 items are adopted from (Bhattacharya & Sen, 2003) while the other 2 variables are adopted from (Mael & Ashforth, 1992). Such as "It is considered prestigious to own this network brand".

3.5.3 Brand Satisfaction

Satisfaction questions are adopted from 3 different sources. First 3 items are from (Homburg, Wieseke & Hoyer, 2009), 4th item is adopted from (Oliver's 1980) and the last 5th item is from (Zenker, Petersen & Aholt, 2013). One of the items for satisfaction is "All in all I'm very satisfied with this network brand".

3.5.4 Brand Attractiveness

Another variable that is brand attractiveness, 3 items are adopted from (CurrasPerez, Bigne-Alcaniz & Alvarado-Herrera 2009). The Rest 2 items of brand attractiveness belong to (Bhattacharya & Sen 2003). One item that has included for the measure of brand attractiveness is "I like the way this network brand represents."

3.5.5 Brand Distinctiveness

Brand distinctiveness items are selected from two cites. First 3 out of 5 are adopted from (Curras-Perez et al., 2009) rest 2 are adopted from (Stockburger-Sauer et al., 2012). Measures such as "In network category this network brand id different" are added under this variable.

3.5.6 Brand Social Benefit

There is another variable that is brand social benefit. It's all items are adopted from (Stockburger-Sauer et al., 2012). It involves items such as "This brand offers different packages to have better interaction with people, using other network."

3.5.7 Memorable Brand Experience

Memorable brand experience is the variable which items are adapted from (Brakus, Schmitt & Zarantonello 2009). One of the Items used to check this variable relationship with CBI is "I have had a lot of memorable experience with this network."

3.5.8 Brand Trust

Brand trust variable items are also adapted from (Delgado-Ballester 2004; Chen & Phou 2013). One item is quoted as an example that is "I feel confident that this network brand is good."

3.5.9 Brand Loyalty

The last variable of this research framework is brand loyalty. The first 3 items are adopted from (Algeshiemer, Dholakia & Herrmann 2005), while the other 2 variables are adopted from (Coulter, Price & Feick 2003; Chaudary & Holbrook, 2001). This Variable includes items such as "I intend to keep availing the services of this brand."

3.6 Research Purpose

There are 3 types of research purpose such as exploratory, explanatory and descriptive study. This dissertation is exploratory type. With existing variables this study tried to identify the impact of CBI in new industry.

The reason to conduct this study is to investigate the effect of CBI in telecommunication industry. Multiple antecedents and consequence of CBI are used to identify its effect on that sector. The importance of telecom industry encourages the researcher to conduct study in this sector. Multiple studies are available on the effect of CBI but the industries are different. Another reason to select this sector is because the study is yet to be conducted in sector to find out the impact of CBI. The reason is supported by recent previous literatures.

3.7 Data and Sampling

Data was collected from individuals who have better understanding of brands and network. Most of them were business students. Non probability convenience sampling technique has been applied in this study. In this research, researcher tried to give equal opportunity to participate in this study.

3.8 Ethical Considerations

Ethics is one important element to be considered while conducting research. The purpose of this study is to investigate the consumer brand identification in telecommunication sector in Karachi. While conducted this study investigator tried her best to fulfil all considered parameters of ethics. The studies usually based on two types of data. First is qualitative and the second one is quantitative data. The study is solely based on quantitative data. Researcher did not force anyone to fill the research questionnaire. Research instrument is designed in a way that it does not reveal identity of the respondents. We ensured them that the information is gathered only for the research purpose. It will not be misused by the researcher. Whatever the information we have regarding this study will try to be kept confidential. The intention to conduct the data is to confirm the developed hypothesis.

The research model is developed by the help of previous studies. The objective to adapt the model is not to criticize but to contribute in the research. Researcher did not develop the questionnaire. Instrument for this study is been adapted and primary source of the items is also notified in appendices part of the research.

4. Data Analysis and Discussion

This chapter is based on techniques to analyses the data gathered from different reliable sources. Software such as SPSS, Amos, Mplus and smart PLS are used to run data. Many tests were applied to examine the data. The techniques used for this study were from SPSS and Smart PLS. In this chapter pilot study and its results will be discussed. Secondly, tests which were applied for further data analysis such as PLS Algorithm, bootstrapping and blindfolding are described in this section.

4.1 Pilot Study

Pilot study was conducted to check the reliability of data. This study was conducted before the main study. Data set was consisted of 50 responses. The reason to conduct pilot study is to make sure that the instrument is used for the study is fine or not. If there is any need for changes in the questionnaire, then researcher has option to rectify the problem before the main study.

4.1.1 Alpha (α)

To check the reliability of the data conducted for pilot study, SPSS version 22 was used. The reliability of every variable included for conducting the study should be greater than 0.5. Total 9 variables are used in this study. Each of them is consisted of 5 items. Consumer brand identification has 0.853 reliability while the value of Cronbach alpha for brand prestige is 0.802. Another variable that is brand satisfaction has reliability of 0.858. Brand attractiveness has 0.783 reliability value. Cronbach alpha value for brand distinctiveness is 0.791. Reliability for brand social benefit is 0.833. Memorable brand experience shows 0.847 of Cronbach alpha. Brand trust has 0.734 and brand loyalty with 0.851 Cronbach alpha value. The overall reliability for the 45 items were 0.931. It is proved that all the variables are reliable and questionnaire is ready for the main study.

Table 4.1

Reliability Analysis (n=50)

S. No.	Variable name	No. of Item(s)	Cronbach Alpha
1	Consumer brand identification	5	0.853
2	Brand prestige	5	0.802
3	Brand satisfaction	5	0.858
4	Brand attractiveness	5	0.783
5	Brand distinctiveness	5	0.791
6	Brand social benefit	5	0.833
7	Memorable brand experience	5	0.847
8	Brand trust	5	0.734
9	Brand loyalty	5	0.851

Note: Alpha values are rounded to three decimal places.

4.1.2 Zero-Order (Pearson) Correlation

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

4.2 Data Screening

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

4.3 Out of Range Values

This step helps to find out any value greater or lesser than the given range. After analyzing the minimum and maximum value of the given data set, it is observed that there is no out of the range value. It conforms that the data set is free from any value which is out of the range. Further test can be applied on this data set.

4.4 Missing Value Analysis

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

Chart 4.1: Overall summary of missing values.

Overall Summary of Missing Values
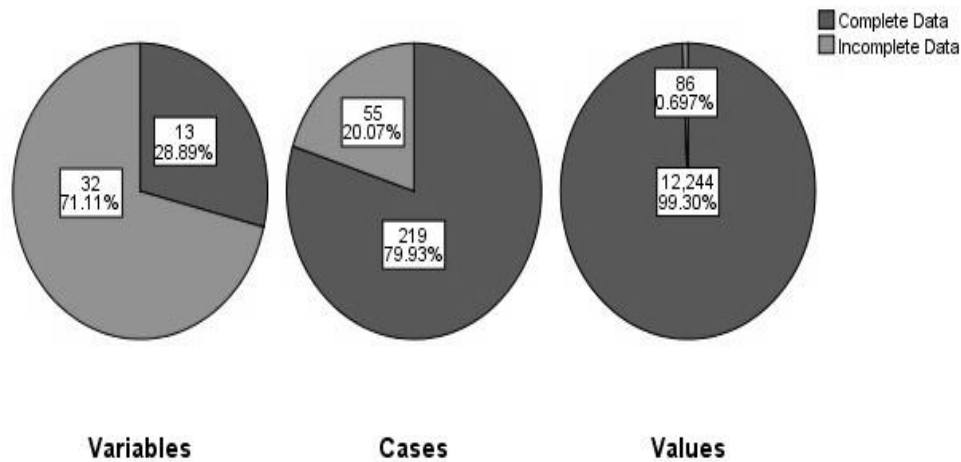
4.5 Univariate and Multivariate Outliers

Test for detection of univariate and multivariate outliers are applied on the 5th data set generated by applying multiple imputation. First, ID column was generated to analyses the outliers. For univariate outliers z-score items are required to be generated. To get z-score items all likert scale items are computed with minimum and maximum value. According to Tabachnick & Fidell (2007) items with value greater than +3.29 and -3.29 are considered as univariate outliers. 13 univariate outliers were detected in this data set. To find out multivariate outlier's linear regression test was run to get the Mahalanobis value. Chi square value is also applied. Values above 0.001 are considered as multivariate outliers. 22 multivariate outliers were detected. After removing duplicates total 28 outliers were conformed and deleted from the dataset.

4.6 Demographic Profile

In this study 45.7% male and 53.9% of female participated. 5 control variables include 1 nominal that is gender and 4 Ordinal categories such as Age, Occupation, Education and Network are considered in Demographic section. As it is discussed before that one option in demographic part has been excluded. Total 273 responses were collected. After excluding outliers 245 responses were left. Descriptive stats results show that 53.5% of the respondents were students. 40.4% respondents were professionals. Participants were mostly lied under the age of 25. They were representing almost 62% of the sample. Respondents were mostly graduating. In number out of 245 final responses 110 questionnaire were gathered from graduate students that represent 44.9% of the data. 6 networks brands were given in option. After analyzing the responses, it is identified that participants were mostly using Ufone network.

In percentage the number of participants who were using Ufone network was 44.9 in percent. Second most popular network among participants was Telenor. In stats 21.6% percentage respondents were using Telenor network.

Table 4.2

Descriptive Statistics

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

| Ptcl | - | - |

Note: n=*245*

4.7 Exploratory Factor Analysis

While running exploratory factor analysis 3 values are need to be checked. 1st is KMO test, second the significant value of Bartlett test and Cumulative percentage.

As per the results KMO test value is 0.935 which explains variance of 93.5%. The significance value of Bartlett test is 0.000. In table of total variance explained there is a column with the name cumulative percentage. The last value of this column should be greater than 50%. The value of cumulative percentage is greater than 50 that is

69.261%. In rotated component matrix factor loading should be greater than 0.5 (Tabachnick and Fidell, 2007; Hair et al 2010). Out of 45 items 5 items were excluded due to lower factor loading. The results are displayed in table 4.3.

4.8 Data Analysis

According to Hair et al. (2010) the value of Composite reliability should be equal or greater than > 0.7 and the acceptable value for Average variance extracted should be at least 0.5 or greater than 0.5. Each of the variable has CR greater than 0.7 and AVE value are also greater than 0.5 as shown in table 4.4.

Table 4.4

Composite reliability and Validity

	Composite Reliability (CR)	Average Variance Extracted (AVE)
Brand Attractiveness	0.889	0.616
Brand Distinctiveness	0.912	0.675
Brand Loyalty	0.898	0.640
Brand Prestige	0.889	0.615
Brand Social Benefit	0.895	0.630
Brand Satisfaction	0.924	0.708
Brand Trust	0.902	0.650

Consumer Brand

Identification	0.890	0.618
Memorable Brand Experience	0.914	0.681

4.9 Discriminant Validity

There are 3 stages to identify the discriminant validity. Cross loading is the first phase of identification for discriminant validity. Second stage is Fornell-Larcker and the 3rd phase is Heterotrait and Monotrait (HTMT) ratio. Now in research last two phases are used to be reported. The reason not to report discriminant validity is because it is obsolete.

4.9.1 Discriminant Validity using Fornell-Larcker (1981) Criterion

The values in the table of Fornell-Larcker must be diagonal. The first value of each column should be greater than the rest of the values. The initial value in every pillar of the table should be greater than 0.7. It can be observed in the given table that the values are fulfilling the criteria for the first stage of Discriminant validity. Thus, the reflective constructs have strong relationship with its indicators (Hair et al 2017).

Table 4.5

Discriminant Validity Using Fornell-Larcker Criterion

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

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

4.9.2 Heterotrait Monotrait (HTMT) Ratio

HTMT is one of the preferred and better way to check discriminant validity (Henseler, Ringle and Sarsdet, 2015). The criteria explained for HTMT in past studies were 0.85 to 0.9. Now the standard is bit rigid that is less than equal to 0.85. In the table below each value of the variable is up to the benchmark of HTMT. HTMT is considered as the new criteria to check discriminant validity and an estimate of factor correlation (Henseler, Hubona and Ray, 2016).

Table 4.6

Discriminant Validity Using HTMT Criteria

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

4.10 Hypothesis Testing

The previous step was to check discriminant validity. For hypothesis testing it is need to identify the standardized path coefficients. In this study Smart PLS 2.0 software is used to check test the hypothesized relationship considered in this dissertation.

As in smart PLS conventional t test are not calculated. To obtain the significant results procedures like bootstrapping are need to be applied on the data. Following Hair (2011) the criteria for bootstrapping is 5000. Supporting H1 it is identified that the interaction between brand attractiveness and consumer brand identification is positively correlated and significant (b=0.188, p=0.009).

Table 4.7

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

4.11 Predictive Relevance of the Model

According to Hair, Black, Babin, & Anderson (2010), predictive measures should be examined to measure validation in order to get quality of model. Cross validation redundancy can predict quality of the model and can be recognized by Q2. This research used blindfolding technique in PLS. This technique uses to check predictive measures. The values should be greater than 0.00. The value for Q2 for both of the dependent variable that are CBI and BL are fulfilling the threshold criteria. R2 values are also measured and given in table 4.8. As, there is no criteria given for its acceptability this is why the values are considered as acceptable according to (Hair et al.2010).

Table 4.8

Predictive Relevance of the Model

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

4.12 Discussion

In this chapter, researcher discussed the procedure of data analysis. First step was to check if instrument is ready for final data collection. For conformation pilot study was conducted. The pilot study was conducted with 50 responses. Reliability analysis and correlation coefficient tests were applied. The value of Cronbach alpha for each variable was upto point 0.7. Results of correlation coefficient for each variable were two tailed and significant except 1 item. Overall result was satisfied. Researcher made some changes in Demographic section. With the approval of supervisor, instrument was used for final data collection. Researcher got 276 responses. 4 out of 276 questionnaires were excluded due to incomplete responses. For data screening, multiple tests such as missing value analysis and multiple imputation test were applied. After observing the pattern that is significant Mcar test was appropriate for the data set. 5th data set was selected for further analysis.

After data screening, the procedure for data analysis was started. First step to analyses the data was to detect outliers. Total 28 outliers were detected and deleted from the data set. Exploratory factor analysis was conducted and 5 items out of 45 were deleted to get diagonal pattern. The test result was satisfactory. Value for each item was greater than 0.45. KMO value is 0.935, greater than 0.7 which is acceptable. Bartlett test for sphericity is significant ($p < 0.05$). The result indicated that the components are ready for factor analysis. The cumulative percentage value is 62.261 and Eigen value is also greater than 1.

Instead of Amos Smart PLS was used to test hypothesis. In Smart PLS, PLS algorithm, bootstrapping and blindfolding tests were applied on the data set. CR and AVE value was fine and greater than 0.7 and 0.5 respectively. The criteria used to check discriminant validity includes Fornell-Larcker and HTMT. The result was fulfilling the criteria. Hypothesis testing results was obtained by applying structural equation modelling. According to the result 5 out of 8 hypotheses are supporting the study. The rest 3 hypotheses are inconsistent with the previous studies.

5. Conclusion and Recommendations

5.1 Conclusion

In this research paper, researcher tried to identify the impact of Consumer brand Identification in telecom industry in Karachi. This study includes the antecedents and consequences of CBI. There are multiple studies which support CBI concept. Many literatures are available for CBI but in product categories such as cars, sports accessories, beer, mobile phone, shoes and many other products. Service industry is yet to be explored. Multiple studies are conducted in service industry as well such as Hotel, tourism and airline industry. Telecommunication industry lies under service sector. This is why researcher put her efforts to fill the gap by identifying the effect of CBI in telecommunication industry.

Brand prestige, brand attractiveness, memorable brand experience and brand social benefit shows consistent results with previous studies (So, et al 2017; Stockburger-Sauer etal., 2012; Tajfel & Turner 1985). It is identified that CBI has influence in this industry. In contrast of past literatures, BD, BS and BT have insignificant impact on CBI. Multiple variables, associated with CBI including its antecedents and consequences. Brand loyalty, the only variable used as a consequence of CBI with support of multiple studies, showed consistent significant result (Kim et al., 2001; Stockburger-Sauer et al., 2012; Kuenzel & Halliday 2010; So et al., 2013). These variables help to define consumer brand identification with multiple dimensions.

Quantitative data technique has been used. Mostly students participated in this research. And most of them were management students. Researcher approach them because they have better understanding about the instrument been used to conduct the research. 245 responses were considered for this study. SPSS and Smart PLS software were considered for data analysis. To check hypothesis, 5000 bootstrapping technique was used.

The purpose to identify the effect of CBI in telecom sector is to check if people are conscious while using telecom brands. Because mobile phone and landline service are available almost everywhere and used by everyone. Individuals use different networks to connect with the people. The purpose was to check if these brands help people to define their personality. Do they relate themselves with the brand they use? As per the results CBI exist in this industry. In this study 7 antecedents and 1 consequence were used to identify the impact of CBI in telecommunication sector. CBI is a psychological behavior that builds stronger relationship between brands and the user.

5.2 Recommendations

After applying multiple test to analyses the data it is identified that there is an effect of CBI in telecommunication sector. The hypothesis is based on the antecedents and consequences of CBI.

The results suggest that the drivers of CBI include brand attractiveness, brand social benefit, brand prestige and memorable brand experience are significant and positively related to each other whereas, the only 1 variable was used as the consequence of CBI. The impact of CBI is significant and positive on brand loyalty.

Thus, the outcomes of the tests are supporting the results of previous studies but in different industry. Networks are also perceived by the people as the reflection of their personality. The motivation to choose telecommunication industry is its importance in this country. According to Imtiaz et al. (2015), in Pakistan telecommunication sector is in growing stage. Pakistan is known for a prospective market among developing countries. There are many investors who want to invest in this sector. Government of Pakistan needs to overcome the political uncertainty issues and economic condition. This sector can produce multiple job opportunities and can generate revenue which can utilize for the development of the state.

According to the results, it is recommended that brand managers need to present their brand in a clearer manner. Target market of the network should easily understand the personality of the brand. The responsibility to build a correct image of a brand is directly on the shoulders of brand managers and their respective people. Managers need to use different strategies to attract their target audience. Brand attractiveness is a driver of CBI. In this sector as far as the advertisement or publicity of the brand is concerned networks are usually imitate their competitors. This imitation lost their identity. Brands need to stand with their unique image and try to be outstanding in providing services.

Once the network brand's distinctive identity is successfully creating in consumers' mind they will stick with brand for long term. This long-term relationship is beneficial for both customers and the company. The reason is the result that depicts highly significant impact of CBI on BL.

Improve communication in order to develop attractive and distinctive brand personality. There are many ways to create unique brand identity such as improve public relations, sales promotions, marketing communication and social contribution.

5.3 Direction for Future Studies

This research is about the identification of CBI in telecommunication sector. Researcher explored the presence of CBI in this industry. This study is not without limitations. Multiple variables were included in the framework of this dissertation. Out of 7 drivers of CBI variables have significant while other 3 have insignificant impact on CBI. Those with significant results are discussed in recommendation part. Satisfaction and distinctiveness have insignificant impact. In contrast, brand trust is the only variable which is neither significant nor has a positive influence on CBI in telecommunication sector.

Based on results, there are some directions for future research. First use brand attractiveness as a mediator while conducting research in this industry. Second, use brand trust, satisfaction and distinctiveness as a variable and driver of CBI for consistent result. Only 1 variable was used as a consequence of CBI and that is brand loyalty. For future study brand advocacy and repurchase intention can be used as a consequence of CBI.

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