The Antecedents of Consumer Brand Engagement: The Role of Relationship Quality

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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signed _____ Date_____

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In the name of God, Most Gracious, Most Merciful

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Abstract

The assessment of the effects on consumer brand engagement has been under recent investigation. Literature has continually mentioned a lack of knowledge regarding how consumers' relationship quality with a brand affects consumer brand engagement. Further, the recent growth in social media and technology use and its direct influence on consumer brand engagement and relationship quality has also been highlighted as a topic for further investigation. This research aimed to address these gaps by examining variance in smartphone usage, application usage and demographics to determine how these factors mediate the effects of relationship quality on consumer brand engagement. 200 students were directly targeted through a survey questionnaire to gather empirical data. Analysis of the data indicated that the higher satisfaction, trust and commitment towards the brand, the more they feel the brand is fulfilling their goals, expectations, predictions and desires and performing in a way they deem acceptable in terms of creating a consumer that is cognitively, emotionally or behaviourally engaged with a brand. Specifically, significant relationships were discovered between trust and cognitive processing. Satisfaction and trust had a positive relationship with activation. All three relationship quality constructs of satisfaction, trust and commitment had a positive relationship with affection. The study also found that differences relating to type of brand, total phone usage and total frequency of application usage significantly affected the level of consumer engagement. Gender, type of brand, total phone usage and total frequency of application usage also significantly affected the quality of the brand relationship. Age and income did not have a significant effect on relationship quality or engagement. The implications of these findings mean that managers can assess the relationship quality construct they wish to strengthen with targeted consumers and use different engagement aspects to achieve positive relationship outcomes.

1.0 Introduction

1.1 Background

Over the last decade, consumer brand engagement has become a topic of special interest. Researchers and managers have sought to define the concept and comprehend its conceptual foundations. Companies have also taken special interest in consumer brand engagement, its definitions, antecedents and consequences. Further, more interest has been raised surrounding the concept of engagement resulting in a number of investigations that seek to better understand the construct's mechanisms and how it can affect sales growth (Neff, 2007), superior competitive advantage (Sedley, 2008), and profitability (Voyles, 2007). The high level of interest has led the Marketing Science Institute to place consumer engagement on the list of top key research priorities for the period 2014-2016 (Marketing Science Institute [MSI], 2014).

Many researchers have asked the following questions: What is engagement? What are the key influencers of consumer brand engagement? What affect does consumer brand engagement have on different marketing constructs such as brand experience, relationship management or loyalty? This high level of interest can help managers and scholars alike to comprehend consumer brand engagement and how it really fits into the marketing literature.

Several conceptualisations have been made about how consumer brand engagement fits in the market, its effects on consumers, how it can be enhanced, and its drivers (Van Doorn, et al., 2010; Vivek, 2009). Some researchers such as Hollebeek (2011b) and Vivek (2009) have stated that consumer brand engagement leads to positive

organizational outcomes such as consumer loyalty towards the brand and repeated purchase behaviour. Vargo and Lusch (2004) conceptualize the foundations of engagement as consisting of service-dominant (S-D) logic which explains that co-creating a personalized experience and perceived value with a customer is achieved through active, explicit and on-going dialogue and interactions with the organization. Co-creation is a strategy to positively engage the consumer with the brand through the contribution of ideas and thoughts on how the brand may improve products and services, thus allowing the consumer to feel more involved with the brand and its development. Co-creation is viewed by Vargo and Lusch (2004) as a positive way to engage the consumer with the brand.

Specifically, customer-based metrics have been used to measure organizational performance. Customer-based metrics include trust and commitment (Bansal, Irving, & Taylor, 2004; Garbarino & Johnson, 1999), service quality perceptions (Zeithaml, Berry, & Parasuraman, 1996), brand experience (Brakus, Schmitt, & Zarantonello, 2009), brand-consumer connections (Fournier 1998; Muniz & O'Guinn, 2001), consumer identification (Ahearne, Bhattacharya, & Gruen, 2005), customer equity (Rust, Lemon, & Zeithaml, 2004), and many more.

Involvement in particular has been investigated thoroughly in the relationship literature as it is known to reveal consumers' personal relevance with the brand and their level of interest (Coulter, Price, & Feick, 2003). Involvement is a state of mind of consumer identification with product or service, however, lacks the distinct engagement quality of consumer/brand interaction. Interaction goes beyond transactions and involves consumer co-creation, customer-to-customer (C2C) interactions, word-of-mouth activity, and/or blogging activity (Van Doorn et al., 2010). The interactive quality of

engagement allows the construct to involve consumers on a deeper level, stimulating their cognitive processing, affection and activation to engage with the brand, thus, enabling consumers to connect with the brand mentally, emotionally and physically.

1.2 Problem Orientation

Recent research has highlighted how enhancing consumer brand engagement can lead to positive outcomes for the brand such as brand delight or loyalty (Wirtz and Mattila, 2013). These outcomes are often combined with the consumer advocating the brand through the use of social media networks thus creating positive interactive relationships between consumers and the brand.

The main research problem investigated in this research is how relationship quality with the brand influences consumer brand engagement. After reviewing the organizational behavior literature, Hollebeek (2011b) hypothesized that relationship quality, which consists of the trust, satisfaction and commitment of existing customers can be viewed as a consequence of consumer brand engagement – something that needs further research. Hollebeek (2011b) also implies that relationship quality can work as an important driver of consumer brand engagement for potential customers.

Another research problem is that the influence of social media, search engines, direct communication applications, games and music applications and online shopping applications and their ease of accessibility are unknown to date. Thus, in this research, the effect of phone usage and the frequency of application usage will be measured against consumers' relationship quality and brand engagement. This measure will give a

clearer idea of how often consumers' use applications on their phone to interact with people and brands.

The overall research objective is to understand the roles played by consumer brand engagement and the quality of the relationship between consumers and brands. Specifically, the research aims to identify how relationship quality affects consumer brand engagement and how consumer brand engagement and relationship quality may be influenced by the rate of usage of the brand plus other demographic information. This research, therefore, aims to address a number of factors inherent within the vast topic of consumer brand engagement. Firstly, through the measure of consumers' brand engagement, it aims to address,

1. *How consumers' relationship quality with the brand affects the consumers' brand engagement.*

Secondly, it aims to understand,

2. *How high/low frequency of phone application usage and phone usage in general moderate consumer brand engagement and the relationship quality with the phone brand.*

Lastly, other information was assessed in the analysis stages resulting in,

3. *A deeper understanding of whether demographics and different phone brands have a significant difference on consumer brand engagement and relationship quality.*

1.3 Justification

Social media can lead consumers to awareness and engagement with brands. Due to the influence and nature of social media, consumers often use it as a platform to share their

favoured brand and see others' favoured brands (such as Instagram and #hashtags), frequently leading to consumers engaging with the brands their peers are using. Further, new technologies such as smartphone applications have now made it very easy to access social media, online shopping, music, games, communication channels and the internet, which allows material to be accessed at any time. Their effects must be measured to further understand how consumers in this day and age are engaging with brands.

Advancing from the traditional marketing and advertising methods, the fast growth of social media has fragmented traditional marketing and advertising methods and platforms. Marketers need to comprehend that they must contribute to mass marketing as well as individual marketing, for example, addressing personal tweets, creating promotions for individual needs, getting people to contribute their personal personas and linking brands with consumers' lives in co-creation activities. To properly understand the power of social media, marketers need to understand that social media is a platform for media and interactions, and a powerful tool for building brand personality. For example, instead of merely viewing a social media platform such as Facebook as a brand which consumers interact with, it is important that marketers recognize that social media sites function as an active, engaging platform that can help brands build engagement with their potential consumers through the use of existing consumers. Based on the growing influence of social media and other phone applications, we aim to investigate the effects of how *high and low frequency of both social media usage and brand usage can create a significant difference in consumer brand engagement and relationship quality.*

The main issue of this research understands the conceptual relationships that interact with consumer brand engagement. Besides the important impact of social media on

engagement, there are also other drivers and consequences which have been recently addressed in the literature. Due to the high importance of understanding the drivers of building positive relationships with consumers, this research concentrates on how satisfaction, trust and commitment influences consumer brand engagement. Relationship quality is known to have several positive outcomes such as building loyalty and repeat purchase behaviour. Further, this research will also highlight the importance of other concepts in the engagement literature, which include but are not limited to, participation, emotional attachment, brand attitude, loyalty, purchase intentions, self-brand connection, delight and involvement.

Hollebeek (2011b) maintains that trust, satisfaction and commitment are important drivers of consumer brand engagement and also highlights that relationship quality is an important consequence of consumer brand engagement. Looking more closely at relationship quality, this research views satisfaction, trust and commitment as containing both qualities of acting as the antecedents of consumer brand engagement for existing customer and consumer engagement's behavioural outcomes for potential customers. This means that these qualities are antecedents that are apparent before engagement behaviours and then strengthen as engagement becomes apparent. Engagement cannot occur without a minimal level of satisfaction, trust and commitment and relationship quality with the existing consumer becomes stronger once potential customers are engaged. Thus, Hollebeek (2011b) hypothesised that building a positive relationship with the brand should show positive effects on consumer brand engagement for existing customers. Meaning consumer's trust, satisfaction and commitment to the brand should positively influence the engagement's cognitive processing, affection and activation. However, to date, the extent or significance of this relationship has not been accurately measured. Thus, this research aims to measure to what extent the relationship

quality with the consumer affects consumer brand engagement construct and hypothesises that *relationship quality will have a positive relationship on consumer brand engagement.*

1.4 Methodology

The methodology chapter discusses the examination procedure of the research aims that were developed through the literature review. Its purpose is to provide assurance that suitable processes were used to address the gap in the research methods and the hypotheses that need to be countered, and to present the methodological approach that will be used to highlight this gap through the use of a quantitative style survey analysis. Further, the methodology used in this research develops techniques and different types of analyses that will be used to help answer the research question, "***Does consumer's relationship quality with the brand effect consumers brand engagement?***"

The research design will use a survey style questionnaire method to gather the data and how this data will be useful in answering the research questions, and the nature of the sampling used to address the research gap and procedures required to reach the sample. Further, the data collection section also discusses how and where the data is to be collected, which participant sample will be selected and how the sample will be approached and appointed. The chapter also provides a description of the items in each scale, identifies how many items are used in each scale to measure specific constructs, and discusses the different sources of research from which these items were produced to ensure an accurate and reliable scale. A questionnaire design was adapted for the purposes of this research. This section describes the type of scales used to measure items, from where these Likert scales were sourced and provides the justification for

choosing a particular Likert scale for each concept being measured. A detailed analysis of each item in the questionnaire is also provided where applicable, with a discussion on the research each item was developed from, an overview of the scale each item was developed from, a quick literature review of how those scales were adapted to form the items and a further description of the methodology behind the item-sifting to develop the final scale.

Consumer brand engagement consists of three factors: cognitive processing, affection, and activation, which will be measured using a 10-item scale (Hollebeek, 2010). Relationship quality also consists of three factors: satisfaction, trust, and commitment, which will be measured using a 14-item scale (Glynn et al., 2012; Sahin et al., 2012). Phone usage will be measured using a 3-item scale, with a focus on perceived usage by users and their family and friends (Merlo, Stone, & Bibbey, 2013). A 7-items scale will be used to measure frequency of usage of different applications, emailing, text messaging, and calling.

The pre-tests will help identify and clarify any rewriting that needs to be done within the content of the survey, especially in terms of the comprehension side of the evaluation. It will ensure that there are no confusing or vague questions which may cause difficulty for participants.

The data analysis section discusses the method of collecting data, data entry and the coding utilised to analyse data. It also discusses the method used to analyse the data, from the basic analyses that are used to "clean" the data to the more in-depth multiple regression method that will be utilised to help answer the research questions. It also discusses how exploratory factor analysis will be applied to the scale to ensure its

reliability and validity in answering the research questions. Finally, how demographic information will be analysed.

This chapter also includes data collection methods including the number of items used to measure the constructs data analysis of the research includes editing, coding, categorising the data. The data analysis method discusses in thorough detail how the data will be analysed, the use of these statistical analyses and how they help generate the correct information towards the results gained from doing the analyses. The chapter continues with a section addressing ethical considerations and the forms and letters submitted to the ethics committee to ensure the research is conducted in an ethical manner. A conclusion finalises the chapter.

1.5 Definitions of Engagement

Engagement is defined by Hollebeek (2011b) as "the level of an individual customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in direct brand interactions" (p. 790). Hollebeek (2011a) also defines engagement as "the level of a customer's cognitive, emotional and behavioural investment in specific brand interactions" (p. 565). Further, Hollebeek, Glynn and Brodie, (2014) defines it as "a consumer's positively valenced brand-related cognitive, emotional and behavioural activity during or related to focal consumer/brand interactions" (p. 149). Van Doorn et al. (2010, p. 254) define engagement as "behaviours that go beyond transactions, and may be specifically defined as a customer's behavioural manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers". In terms of the conceptualization of the drivers of engagement, Hollebeek, Glynn and Brodie

(2014) view engagement as a motivational state which occurs through interactive experiences. Another motivational based conceptualization is that value drives the process of goal pursuit, and goal pursuit can have negative or positive effects on engagement (Higgins & Scholer, 2009). Further, Van Doorn et al. (2010) view customer-based factors such as satisfaction, firm-based factors such as brand characteristics and context-based factors such as competitive factors as motivational drivers and key antecedents to engagement. Engagement has also been highlighted in the literature as involving self-concept, whereby the consumer's self-schema is seen in the brand and the brand's self-schema is seen to fit with the consumers' persona (Sprott, Czellar, & Spangenberg, 2009). These distinct differentiations in definitions and ideologies behind consumer brand engagement means the exact conceptualisation of engagement is still being developed by scholars and managers alike.

1.6 Outline of Thesis

This thesis consists of five chapters. The first – the introduction chapter – discusses the background of the research, the problem orientation, the justification of the research and a breakdown of the methodology used to examine the constructs. Further, a definition of engagement is provided, followed by an outline of the thesis and its assumptions.

The literature review chapter contains an introduction to engagement, followed by a discussion on the theory of consumer brand engagement and its conceptual relationships, identifying key studies in the consumer brand engagement literature. Following is a discussion on the theory of relationship quality and its conceptual relationships, also drawing on key literature in the relationship marketing field. The chapter then explores conceptual ideologies of both brand engagement and relationship

quality. Finally, the chapter contains a section on the exploration of engagement followed by a conceptual model to summarise the literature.

The methodology chapter addresses the research problems and develops the research questions. The chapter then discusses the research approach, the research design, sampling and sample size. The data collection section of the chapter discusses how data will be collected and presents the scales used to measure the constructs and where the scales are developed from. The section on the questionnaire design focuses on how each item was developed by past scholars to form items used in this questionnaire, followed by pre-testing. The data analysis section discusses in detail the statistical methods which will be applied to test the data and gather the required results. Finally, the ethical considerations required to apprehend the research are presented.

The results chapter starts by presenting descriptive statistics which highlight the demographic information. Normality and outliers are then discussed, followed by the reliability test of the scale. Exploratory factor analysis is then conducted separately on consumer brand engagement and relationship quality to ensure the validity of the scale. Discriminant validity is further tested to ensure both consumers brand engagement and relationship quality contained six separate constructs. This is followed by multiple regression analysis which measures the influence of relationship quality on consumer brand engagement. Finally, 12 ANOVA tests are conducted to measure demographics, mobile phone brand, phone usage frequency, and phone usage against relationship quality and consumer brand engagement.

The discussion chapter begins with an overview of the study. It then continues by discussing the research findings, firstly by highlighting the exploratory factor analysis

that is used to ensure the first research question has validity in terms of its results. Secondly, the first research question is answered through multiple regression analysis. Thirdly, the remaining two research questions are analysed using the ANOVA analysis technique. Theoretical and managerial implications of the research are discussed, followed by the study's limitations. Finally, recommendations for future research are articulated followed by an overall conclusion for the thesis.

1.7 Assumptions and Delimitations

Assumptions of the results can be made in this research for consumer brand engagement and relationship quality in the phone brand industry. Assumptions can also be made for high smartphone users against low smartphone users towards consumer brand engagement and relationship quality. Phone brand assumptions can be made towards consumer brand engagement and relationship quality. Results can also be assumed according to gender for consumer brand engagement and relationship quality.

A delimitation of the study includes a focus only on the phone brand industry; other brand industries can be assessed in future research. Further, as phones are considered a high engagement brand, low engagement brands can be addressed in future research.

1.8 Conclusion

The purpose of this chapter was to highlight the basis of this thesis. It started with the background to the field of study then addressed the research and problem orientation. It then went on to discuss the major bodies of theories to be addressed by the research followed by a justification of hypothesis development and the purpose of conducting the

research. An explanation was provided on how methodology will assist in answering the research questions. Several definitions of consumer brand engagement were discussed, highlighting the potential growth for engagement. Additionally, an outline of the broad topics addressed in the thesis was briefly described, followed by the delimitations and assumptions of the research and finally a conclusion. On the basis of these foundations, the thesis will proceed to investigate how relationship quality affects consumer brand engagement with a highly engaging product.

2.0 Literature Review

2.1 Introduction

Consumer engagement is a newly emerging concept in the marketing literature and has received wide attention from both academics and marketing professionals. It has been noted that investigating the impact of consumers' brand engagement on the firm's marketing effectiveness is vital (Van Doorn et al., 2010). Some researchers (e.g., Hollebeek, 2011b; Vivek, 2009) have stated that consumer brand engagement is expected to lead to positive organizational outcomes such as consumers' loyalty towards the brand and repeated purchase behaviour.

Relevant articles for this piece of research are those that refer to engagement in the wider literature and those that discuss the foundations of the term engagement and its different definitions. Because of the vast number of definitions of the concept of engagement, there is still opportunity for exploration in the literature regarding how to correctly and specifically capture the concept of engagement and its meaning.

The conceptual foundations of engagement consist of service-dominant (S-D) logic which explains that co-creating a personalized experience and perceived value with a customer is achieved through active, explicit and on-going dialogue and interactions with the organization (Vargo & Lusch, 2004, 2008a, 2008b). Different definitions of engagement mean that there is still exploration in the literature regarding how to accurately and precisely capture the concept and its meaning. As mentioned previously in chapter one, engagement has been defined by several scholars in different ways which concludes that a more in-depth investigation needs to be made to create one

overall definition which captures the essence of the varied definitions, the varied main definitions are as follows.

Engagement is defined by Hollebeek (2011b) as "the level of an individual customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in direct brand interactions". Hollebeek (2011a) also defines engagement as "the level of a customer's cognitive, emotional and behavioural investment in specific brand interactions" (p. 565). Hollebeek, (2011) further defines it as "a consumer's positively valenced brand-related cognitive, emotional and behavioural activity during or related to focal consumer/brand interactions" (p. 149). Finally, Van Doorn et al. (2010, p 254) define engagement as "behaviours that go beyond transactions, and may be specifically defined as a customer's behavioural manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers".

The literature has also been strongly focused on conceptualizing the drivers of engagement. Hollebeek, Glynn and Brodie (2014) view engagement as a motivational state which occurs through interactive experiences. Another motivational based conceptualization is that value drives the process of goal pursuit, and goal pursuit can have negative or positive effects on engagement (Higgins & Scholer, 2009). Further, Van Doorn et al. (2010) view customer-based factors, firm-based factors and context-based factors as motivational drivers and key antecedents for engagement. Engagement has also been highlighted in the literature as involving self-concept, whereby the consumer's self-schema is seen in the brand and the brand's self-schema is seen to fit with the consumer's persona (Sprott et al., 2009).

To this end, an intensive review of the literature will be conducted in order to understand the theoretical underpinnings on which the engagement construct is based, explore the existing models, select an appropriate measurement tool, and examine the key predictors. Further, this chapter will explore the service-dominance logic as an important foundation of engagement, the theory of consumer brand engagement and its conceptual relationships is then discussed followed by the theory of relationship and quality and its conceptual relationships is also discussed. The chapter continues by exploring conceptual ideologies of engagement and relationship quality then continues to explore engagement in relation to consumers and the millennial generation, finally as a result of the literature review, the conceptual model is proposed.

2.2 S-D Logic Conceptual Foundations

Engagement has been linked to well-known constructs such as involvement, co-creation, satisfaction, flow, trust and commitment. The theoretical underpinnings on which authors have built their arguments are still vague and unconvincing. A logical link was established by Vivek, Beatty and Morgan (2010) who argue that customer engagement is rooted in relationship marketing, and service-dominant (S-D) logic perspectives (see also Brodie, Hollebeek, & Juric, 2011), which revolves around the idea of creating co-creative interactions and relationships amongst customers. Hollebeek (2011a) explains that "S-D logic addresses the importance of consumers' proactive contributions in co-creating their personalized experiences and perceived value with organizations through active, explicit and on-going dialogue and interactions (Vargo & Lusch, 2004, 2008a, 2008b), which is also at the core of relationship management (Carter, 2008; Palmatier, Dant, Grewal, & Evans, 2006)" (p. 556). Further, the relationship nature of the engagement construct can be emphasised by referring to the

Social Exchange Theory (SET). SET defines the relationship between two parties in the sense of obligation an individual has toward stimuli (the brand in this context) and how this obligation enthuses the individual to react and interact with the stimuli (Hollebeek, 2011a).

S-D logic is a developing thinking framework from an emerging school of thought or research paradigm. S-D logic conceptualizes business exchange foundations whereby the consumer is predominantly the co-creator of value. Based on the theories, this study defines S-D logic as the firm's/service success being directly established by the consumers' personalized experience and co-creative ability, whereby the consumer becomes involved in the exchange relationship and product/service preferences thereby creating accepted levels of consumer value. The term "service" here refers to "the process of using one's resources for the benefit of another entity" (Vargo & Lusch, 2008).

To date, there are 10 foundational premises (FPs) that highlight S-D logic (Vargo & Lusch, 2008). Four of these underlying S-D logic premises (numbers 6, 8, 9 and 10) have been found to be specifically applicable in explaining the conceptual roots of customer engagement (Brodie et al., 2011a). A brief explanation will be provided in this section to truly capture how S-D Logic and relationship management (RM) build the foundational roots of engagement.

The four relevant premises that form engagement's conceptual foundations all revolve around the idea of the consumer co-creating, identifying/specifying and proposing what they perceive as value. FP 6 states that, "The customer is always a co-creator of value". This can be interpreted as the value that the customer gains from the product rather than

"pre-approved tangible value" (Gronroos, 2006). FP 8 states that, "A service-centred view is inherently customer oriented and relational", meaning that depending on situational factors, value is customer directed and oriented. FP 9 revolves around the idea that all participants co-create resources to achieve mutual betterment (Gronroos, 2008; Vargo, Maglio, & Akaka, 2008). The FP states that, "All social and economic actors are resource integrators". FP 10 reinforces and states the fact that, "Value is always uniquely and phenomenologically determined by the beneficiary".

2.3 Theory of Consumer Brand Engagement and its Conceptual Relationships

In marketing, the engagement research indicates the emergence of several engagement sub-forms, including customer engagement (Patterson, Yu, & De Ruyter, 2006), customer engagement behaviours (Van Doorn et al., 2010), customer brand engagement (Hollebeek, 2011a), consumer engagement (Vivek, 2009) and engagement more generically (Higgins & Scholer, 2009). Despite the different terms researchers have used for the engagement construct, the cognitive, emotional and behavioural components should be included in any definition of consumer engagement. Thus, Hollebeek's (2011a) definition of customer engagement as a multidimensional construct is seen as comprehensive. The author's definition explains that customer engagement is "the level of a customer's cognitive, emotional and behavioural investment in specific brand interactions" (p. 565).

While most researchers (e.g., Hollebeek, 2008b; Glynn et al., 2014) have adopted an intra-individual consumer psychology-based perspective, whereby they have concentrated on engagement from a consumer perspective, Van Doorn et al. (2010) take a more company-centric view by perceiving the effects of customer engagement

behaviours through an organizational lens. Bowden (2009) notes that the two-way interaction between a specific subject (e.g., a consumer) and an object (e.g., a brand) is a principal condition needed to foster engagement. Similarly, Hollebeek (2011b) postulates the same idea in the consumer brand engagement (CBE) concept, stating that it addresses specific interactions between a focal customer and a particular brand. Further, debates exist regarding the dimensionality of the consumer engagement construct (Little & Little, 2006). Some researchers (e.g., Achterberg et al., 2003; Resnick, 2001) have defined engagement from a uni-dimensional perspective while others (e.g., Frank, Finnegan, & Taylor, 2004; Handelsman, Briggs, Sullivan, & Towler, 2005; Lutz, Guthrie, & Davis, 2006) have considered the construct as multidimensional construct. From a uni-demensional perspective, Guthrie and Cox's (2001) view of engagement concentrates on the cognitive aspect while Catteeuw, Flynn and Vonderhorst (2007) and Pomerantz (2006) highlight the emotional and behavioural aspects respectively. From a multidimensional perspective, there have been various combinations of the three aspects (cognitive, emotional, and/or behavioural) observed. Marks and Printy (2003) propose a two-dimensional cognitive/emotional engagement view. Bejerholm and Eklund (2007) advocate a cognitive/behavioural conceptualisation. However, the three-dimensional view has found widespread acceptance in the literature (Bakker, Schaufeli, Leiter, & Taris, 2008; Handelsman et al., 2005; Ili´c, 2008; Jennings & Stoker, 2004; Klem & Connell, 2004; SalanovaAgut, &Peiro´, 2005).

Hollebeek, Glynn and Brodie (2014) have expanded the key literature by conducting empirical investigations to better define the nature, dimensionality and measurement of the engagement construct. Secondly, they have developed a more comprehensive understanding of the nature and directionality of associated constructs. Finally, they have validated the consumer brand engagement scale. In their studies, Hollebeek et al.

(2014) adopted a more complete approach to engagement, whereby they accentuated the interactively generated nature of customer brand engagement. Their school of thought emphasises that engagement is a "motivational state" (Van Doorn, 2010) which "occurs by virtue of an individual's focal interactive experiences with a particular object or agent" (Hollebeek, 2014, p.150). They define CBE as "A consumer's positively valenced brand-related cognitive, emotional and behavioural activity during or related to focal consumer/brand interactions" (Hollebeek, 2014, p. 154).

Hollebeek et al. (2014) distinguish how engagement differs substantially from other, connected constructs. For example, as engagement should occur during brand interaction, leading to cognitive, emotional and behavioural reaction towards the brand, consumers must firstly be prepared to experience this response. They further explain that experience is theoretically separate from engagement. To support their point, they highlight that unlike CBE, brand experience is not necessarily a motivational state or an emotional relationship concept (Brakus, Schmitt, & Zarantello, 2009).

Hollebeek et al.'s (2014) research contains four separate studies to work through conducting a scale for CBE. The first study measures how much consumers were willing to exert cognitive, emotional and behavioural activity into their brand interactions. As expected, when consumers were engaged they demonstrated a high level of cognitive, emotional and behavioural outcomes as opposed to brands they were not engaged with or disliked. This first study helped to reduce the items of the CBE scale from 69 generated from the studies of Calder, Malthouse and Schaedel (2009) and Sprott, Czellar and Spangenberg (2009) to 39. Using exploratory factor analysis, Hollebeek et al.'s (2014) second study used 39 items to identify the dimensionality of the CBE scale and which consumer expressions were captured by these dimensions.

Study three (2014) used confirmatory factor analysis of 554 consumers to test the stability of the scale and external validity. The results suggested excellent model fit, thus a stable, reliable and valid measurement tool. Study four (2014) was built to investigate the broader nomological net of relationship associations with the CBE scale. When conducting confirmatory factor analysis, the authors found that the three factors (10 item-scale) had excellent model fit, confirming the results of study 1 and 2.

After conducting the mediation tests, results indicated that involvement had a significant relationship with all three factors, specifically, it had the largest impact on the affection construct. Further, cognitive processing, affection and activation showed a positive relationship with self-brand connection, and the strongest association being between affection and self-brand connection. Brand usage intent generated strong effects with the affection and activation constructs. Finally, affection had the most significant results towards self-brand connection and brand usage intent. The implications of these findings, therefore, are that managers will need to concentrate more efforts on generating emotional and active communication to generate higher engagement with consumers.

Higgins and Scholer (2009) discuss engagement from a positive and negative point of view. Unlike most research that has prominently been occupied with the positive aspect of engagement, they highlight how disengagement can have a negative impact and how consumers can be engaged in a negative way. The authors also discuss the process that consumers go through when pursuing a goal. This process is shared with engagement whether positive or negative. Further, often the process is filled with obstacles that people must overcome to achieve their goals, particularly, the value driven motivation to achieve. According to regulatory engagement theory, value is a motivational force

experience. The theory proposes that when a consumer perceives positive value in a product, they experience an attraction towards it and similarly when they perceive negative value in the object, there is a repulsion effect. Further, the perception of value not only occurs from different directions but also comes in different intensities. Some factors that may influence the direction are the hedonic experience, needs satisfaction and a consumer's standards, for example, what is seen as desired or acceptable. These factors also influence motivational force intensity and engagement strengths. Even though individuals can face challenges which can be negative, overcoming these challenges intensifies the engagement in goal pursuit and increases the attraction towards a positive target. For example, "Interfering forces in goal pursuit are any forces that could hinder, impede, or obstruct a preferred course of action" (Higgins & Scholer, 2009, p. 102). That is, it is not the interfering force or challenge that creates engagement, it is overcoming and opposing the challenge that strengthens engagement with the individual and intensifies value.

Another important theory is reactance theory. This theory holds that when an individuals' freedom is threatened, as a reaction the individual decides to choose the option which is not available or prohibited. Not only does the person choose the option that is prohibited, but they tend to add a higher value to that object in hope of regaining their freedom of choice. This effect seems to vary between different people. Further, by generating energy in opposing this interfering force, they strengthen the objects attractiveness and their engagement with it. For example, Fitzsimons and Lehmans's (2004) study demonstrated that when the more favourable choice of product was opposed, consumers were more likely to choose the product and give it greater value, even though they reported less satisfaction and greater difficulty in the decision-making

process. In another example, when the objective had a greater reward, people seemed to view opposing force as less challenging (Higgins, Marguc, & Scholer, 2009).

Another obstacle that people must overcome is their own personal resistance; people may not only have external opposing forces but also internal ones. Internal forces work in a similar way to external forces; for example, when a strong internal force or personal resistance is overcome, it also enhances engagement or goal pursuit. It also works the same way in a negative goal pursuit whereby the negativity is intensified when engagement is strengthened.

The likelihood of achieving the goal pursuit is also another factor that influences engagement. Goal pursuit relies on peoples' beliefs or perceptions that something may or may not happen. Further, if the likelihood of achievement is high, there is a greater force of attraction than if the likelihood is low. Because value is generated from achieving the outcome, the likelihood is a strong predictor of whether the outcome will be achieved and value reached, and therefore likelihood becomes a motivational force towards the outcome. It also weakens or strengthens engagement; that is, when individuals feel something is very likely to occur, they become more engaged and put more effort into the process as they feel the achievement is more realistically possible and they are preparing for something that they view as tangible or will really occur.

The means that individuals use to pursuit their goals is one of the central concepts of this process. Means are generated around the idea of how the goal is pursued instead of the outcome itself. Means should be both "fit" and "proper", proper meaning that it is an acceptable and appropriate way of pursuing the goal. This may be perceived through the individual's role or identity, or from a broader sense of culture and social environment

reflecting what is accepted as proper. Making a decision in the "proper way" as opposed to the "instrumental way" is seen as giving greater value to the object and creating stronger engagement in the task (Higgins, Camacho, Idson, Spiegel, & Scholer, 2008).

The fit in goal pursuit refers to the strategic way in which individuals pursue goals; this is driven by their motivational orientation. Thus, when a goal pursuit fits the person's orientation, they are more likely to be engaged in the process, whereby if the orientation is disrupted they are less likely to engage in the goal pursuit (Higgins, 2000). There are two states of fit: a promotion focused orientation where individuals strive to attain a goal, and a prevention focus orientation where individuals try to prevent a negative outcome (Higgins, 1997). Further, promotion-primed individuals give a more positive response than prevention-primed individuals and similarly prevention-primed individuals give a more negative response than promotion-primed individuals in the negative outcome conditions (Higgins, 2000). Additionally, persuasive messages and people also influence and motivate outcome, specifically when the message or person "fits" the individual's orientation.

There is a clear distinction between engagement strength effects and goal pursuit experience effects. For example, the experience of an opposing force (which is negative engagement strength) intensifies the positive attraction towards a value target. The reason for this distinction is to clarify between the value which the individual is pursuing (goal object) and the experience during the goal pursuit activity. Engagement strength is seen as a general mechanism underlying value intensity as it can have an effect on value intensity independently of engagement strengths. The specific sources of engagement strength generally differ and are distinct. For example, in regulatory fit "feeling right" differs from being morally or ethically right; it refers more towards

having a feeling of "suitability", wearing clothes that fit, than the experience of "appropriateness" or "correctness", such as wearing the right clothes to a specific occasion.

Research should be extended to further explain the mechanisms, other drivers and consequences of different types of consumer engagement. For example, research could extend beyond goals and personal drivers to further explore situations and personality types. Different situations stimulate different reactions and create different drivers for people. Further, personality types adapt differently to the previously discussed concepts. For example, a stubborn character may experience heightened levels of goal pursuit or a person placed in a situation whereby they are under more extreme levels of pressure (or control) may later engage or build negative engagement towards the proposed subject or item.

Van Doorn et al. (2010) view motivational drivers such as customer-based factors, firm-based factors and context-based factors as key antecedents to engagement. They define customer engagement as "behaviours that go beyond transactions, and may be specifically defined as a customer's behavioural manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers" (p. 254). Van Doorn et al. (2010) point out that their customer engagement behaviour theory is a distinct yet linked construct, building on Sprott, Czellar and Spangenberg's (2009) engagement measure, Markus's (1977) self-schema theory, Ball and Tasaki's (1992) attachment theory, Swaminathan, Page and Gurhan-Canli's (2007) self-brand connection theory (the strength to which a consumer's self-concept is connected to the brand) and Fournier's (1998) customer-brand relationship theory (the manner in which customers view their relationship with a brand).

Van Doorn et al. (2010) view engagement as a behavioural manifestation that goes beyond purchase behaviours and instead consists of a large scale of key context dependent factors that influence it. Van Doorn et al.'s (2010) customer engagement behaviour concept consists of five dimensions. First is valence, which considers the flow-on effect that a customer has on a firm. Second is form and modality which explain how a customer might engage with the firm whether through phone or investing time and money in a charity event. Third is scope which describes how a customer's engagement may be temporally momentary or on going. Fourth is the nature of the impact which the authors conceptualize in terms of the immediacy of the impact, the intensity of the impact, the breadth of the impact, and the longevity of the impact. Finally, the authors define customer goals by highlighting three questions: To whom is the engagement directed? To what extent is the engagement planned? To what extent are the customer's goals aligned with the firm's goals? Van Doorn et al.'s (2010) model highlights that customers' characteristics, firm initiatives and the contextual environment are key antecedents for customer engagement behaviours. Additionally, the highlighted consequences of customer engagement behaviour revolve around customers, firms and society as a whole.

In recent research, the non-transactional forms of engagement behaviours have been emphasised instead of the traditional transactional side. For example, Verhoef et al. (2010) recognise the strong impact word-of-mouth and co-creation has had on consumers in recent times. Through the use of technology, consumers now have greater power to search for information and generate the opinions and views of other customers. Further, consumers enjoy contributing towards the product or firm. For example, Van Doorn (2011) discusses how co-creation is a vital part of customer

engagement behaviours whereby the customer becomes more engaged when they make suggestions and contribute towards factors such as consumption experience, helping and coaching service providers and helping other customers to consume.

In her study, Hollebeek (2011b) defined the concept of customer brand engagement as "the level of an individual customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in direct brand interactions". This is where the interaction between a specific subject (the customer) and the focal object (brand) is highlighted as a requirement for engagement to occur. In this sense, cognitive activity is defined by the level of engrossment or concentration towards a brand, the emotional aspect is reflected by an individual's level of pride or inspiration and the behavioural activity refers to the level of energy expressed while interacting with the brand (Hollebeek, 2011b). In a different study, Hollebeek (2011a) conducted a qualitative study to define the components and themes the engagement construct might comprise. The results revealed that cognitive processing created a theme of immersion with codes such as "engrossed in", "absorbed in" or strongly "focused on" emerging from the data. Earlier, Patterson et al. (2006) identified absorption as a CE dimension and defined the engaged consumer as one who is deeply engrossed and fully focused. Similarly, Hollebeek (2011a) defined cognitive processing as "a consumer's level of brand-related thought processing and/or elaboration in particular brand usage occasions" (p. 565). Further, in her study, Hollebeek (2011a) investigated affection as the emotional aspect of engagement. Passion emerged as a key theme and it was expressed through codes such as "mad for" or "obsessive" about the brand or "loving," and/or "adoring" the brand. "Enthusiasm" in Vivek's (2009) research reflects Hollebeek's (2011) definition of affection. Based on Hollebeek's (2011a) analysis, Vivek (2009) defined affection as "the degree of a

consumer's positive brand-related affect in particular brand usage occasions" (p. 567). In terms of the behavioural aspect of engagement, Hollebeek (2011a) measured activation by the amount of time and/or effort exerted into interacting with the brand. The author found that engaged consumers are characterised by being loyal, highly active and full of energy and thus defined activation as "a consumer's level of energy, effort and/or time spent on a brand in particular brand usage occasions" (p. 569). This dimension is parallel to Vivek's (2009) dimension of "activity" in consumer engagement.

According to Brodie et al. (2011), engagement is often viewed as a process that the consumer works through until it evolves into a high level of engagement. This process can be characterized by specific interactions and/or experiences between a focal engagement subject (e.g. customer) and object (e.g. brand, product) (Brodie et al., 2011). The engagement concept differs from involvement in that engagement goes beyond mere involvement and encompasses a proactive and interactive relationship with the customer and brand. Further, consistent with how engagement is built on the foundations of the S-D logic which highlights interactivity and customer experience (e.g., Vargo, 2009), unlike involvement, engagement requires the exercising of experiential and instrumental value.

Sprott's et al. (2009) define the tendency of consumers to include a brand as part of their self-concept as "brand engagement in self-concept" (BESC). This definition is based on the fact that customers view their self-schema as part of the brand and the brand's self-schema as a part of them. Self-concept is the idea that different self-schemas represent consumers' knowledge structure about themselves. This concept organises incoming information in consumers' minds that is self-related to their self-

schemas and it also helps consumers find themselves in their environment (Markus, 1977). Because individuals' self-schemas vary substantially, this leads to variations of different attitudes and behaviours towards objects relevant to the individuals' schemas (Markus 1983; Markus et al. 1982). Thus, it is predicted within this study that differences in BESC will be linked with differences in brand-related cognitions, perceptions and behaviours.

From the existing theories, this study highlights two significant conceptualizations that measure the self both from a vague social aspect and from a more intimate relationship aspect. The first concept is simply how the self is construed around others in a general sense and highlights constructs such as independent versus interdependent self-construal (Singelis, 1994) and collective self-esteem (Luhtanen & Crocker 1992). The second concept concentrates on immediate surroundings that hold significance to the self, such as family and/or friends (Cross, Bacon, & Morris 2000; Cross & Madson 1997). This is represented by the construct of relational-interdependent self-construal (RISC) (Cross, Bacon, & Morris, 2000). Further, it is hypothesised that RISC (Cross, Bacon, & Morris, 2000) will have close links to the BESC construct as they hold a similar structure whereby RISC interprets the self-concept through personally important entities by focusing on individuals and relationships while BESC focuses on brands (Sprott et al., 2009).

Sprott et al. (2009) shaped a study to measure how BESC affects important aspects of brand-related knowledge, attitudes and behavioural intentions. The authors viewed BESC as a distinct concept from self-assessment and over all well-being and hypothesised that depending on whether BESC is low or high, consumers may still have distinct and/or positive views of their self-concept clarity (Campbell et al., 1996),

general self-esteem (Rosenberg, 1965) or satisfaction with life (Diener et al.,1985). They also hypothesised that materialism is an antecedent to and has a strong connection with BESC because materialists tend to feel more certainty in the marketplace with brand knowledge (Rindfleisch, Burroughs, & Wong 2009). In the first study, Sprott et al. (2009) found that relatively closer and more clearly defined memory ties between favourite brand names and the self, lead to higher levels of BESC. Using the implicit association test (IAT; Greenwald, McGhee, & Schwartz 1998) found that consumers have stronger associations between themselves and favourite brands than with least favourite brands. Consumers also associated favourite brands with themselves in contrast with other unspecified brands. Meaning, how a consumer associated themselves and their character is reflected in their favoured brand choice. Also meaning that memory ties are stronger and more clearly defined between favoured brand names and the self when BESC levels are high.

Study two found that consumers with a higher level BESC have better recall and increased attention towards brand names. This means that consumers with higher levels of BESC and brand attitudes viewed overtly branded products more positively than products that do not feature visible brand identification. Further, consumers were less-price sensitive when new products are introduced by favoured brands (Sprott et al., 2009).

Study three found that the levels of BESC did not affect overall impressions, attitudes or participants' depth of information processing. However, higher levels of BESC were found to pertain when more brand names recalled. Thus, meaning that higher levels of BESC lead to increased attention of incidental exposure and recall of brand stimuli towards favoured and other brands (Sprott et al., 2009).

Malciute (2012) found that a minimum level of emotional engagement needed to be reached before behavioural engagement outcomes could start emerging. This reinforces that one must first become cognitively and emotionally engaged before behavioural outcomes can become apparent. Malciute (2012) also found that trust, satisfaction, involvement and commitment were valid antecedents of customer brand engagement and had directly significant effects on the three engagement dimensions. Results indicated that the level of behavioural brand loyalty was not affected by levels of behavioural engagement. Therefore, low levels of engagement did not indicate a lower level of loyalty from fans. Further, fans showed more involvement, trust and higher intention to recommend than non-fans. Results also indicated that a certain level needed to be obtained in order for behavioural brand loyalty to start noticeably emerging. There appeared to be a direct effect from the antecedents on the dimensions of engagement. Further, when people were emotionally engaged they seemed more inclined to create positive word-of-mouth. Similarly, behavioural engagement and behavioural brand loyalty seemed to have a strong relationship. In testing moderation effects, it was found that perceived cost/benefit had a moderating effect on antecedents related to social media platforms from a cognitive engagement perspective. Further, goals had a moderating effect on behavioural engagement and resources had a moderating effect on antecedents of social media platforms on all engagement dimensions. Finally, even though moderating effects existed they were considered low due to the R^2 value and the effect size. The only medium-sized effect was between online social media platform related antecedents and resources on behavioural engagement.

Vivek (2009) defines consumer engagement as the intensity of consumer's participation and connection with the organization's offerings, and/ or organized activities. Vivek

(2009) uses consumption values as a key conceptual foundation to engagement and highlights Vargo and Lusch's (2008, p. 9) theory that "value is always uniquely and phenomenologically determined by the beneficiary". This means that the customers experience of value gathered from the product/service is determined by the consumer. Further, Vivek (2009) emphasised that "consumer choice is a function of multiple consumption values" (Sheth et al. 1991, p. 160). Finally, Vivek (2009) concluded that value has shifted into a "personalized consumer experiences" dependency.

2.4 Theory of Relationship Quality and its Conceptual Relationships

Vivek, Beatty and Morgan (2012) conceptually discuss how the engagement construct relates to and is influenced by or influences key relationship marketing constructs. They identify involvement and participation as key antecedents to engagement and further discuss how value, trust, affective commitment, word-of-mouth, loyalty and brand community involvement are potential consequences. The authors propose that the individual's level of participation and involvement is positively associated with intensity of engagement. Further, they also propose that engagement has positive effects on value, trust, affective commitment, word-of-mouth, loyalty and brand community involvement. Vivek at al. (2012) also discuss how relationship marketing largely ignores the need to gain new customers and concentrates on retaining and maintaining existing customers. They further explain how larger organisations mostly concentrate their resources on creating positive brand reinforcement and creating customer engagement through different efforts. Lastly, and more importantly the authors discuss how consumers have a growing influence on other consumer's decisions and how information availability (such as the internet) now leads to greater knowledge gain and aids in the decision-making process, thus emphasising the importance of word-of-mouth

influence and online communities in the marketing context. Finally, this is deemed important as relationships extend to more than just a relationship between the consumer and brand (buyer/seller) but rather extend to relationships with other consumers, potential consumers, non-consumers and society as a whole.

Vivek et al. (2012) found that building a genuine, trusting relationship with customers that went beyond transactions is fundamental in establishing customer engagement. Further, creating value and relevance in the communications made with the customer was also highlighted as important. Consumers tended to be more aware of communication that aimed to meet their needs and that was designed to emphasise relevancy as this reflected an in-depth willingness to understand the consumer. Consumers were engaged with either an activity or offering (brand/ product). Meaning that when consumers were engaged with an activity, it led them to engage with an offering, and when they were engaged with an offering, it led them to engage in an activity or interaction. Further, this interaction was proposed by either the organisation or the customer.

Brodie et al. (2011) evaluate different concepts that are related to engagement and discuss how participation, emotional attachment, trust, commitment, loyalty, self-brand connection and customer satisfaction can be considered as either engagement antecedents or consequences. Particularly, satisfaction, trust and commitment have been placed as antecedents for (existing customers) by many scholars and as CE behaviour antecedents by Van Doorn (2011).

This research views satisfaction, trust and commitment as containing both qualities of acting as antecedents and CE behavioural outcomes towards engagement. This means

that they can be antecedents that are apparent before engagement behaviours, and strengthening as engagement becomes apparent. Further, even though engagement cannot occur without a minimal level of satisfaction, trust and commitment, relationship quality is also known to strengthen for existing customers through consumer brand engagement. This research will aim to measure the effects of the relationship quality on consumer brand engagement construct with the consumer.

Bowden (2009) explains engagement as a sequential psychological process and/ or a pathway of the consumers' experiences (new and existing) that leads their journey towards loyalty through gaining satisfaction, delight, trust, involvement and commitment of the service brand. Bowden points out that the journey towards loyalty varies substantially between new and repeat customers. Further, the author highlights how engagement differs and is a distinct construct from its surrounding elements (e.g., satisfaction, trust). However, the main concern is how these mechanisms drive the customer towards loyalty and the process involved in the formation and development of this journey. The steps a consumer may take include firstly, a cognitively based purchase in a state of calculative commitment. The consumer may then become involved and gain higher levels of trust towards the product. Finally, affective commitment starts to develop, eventually leading to states of loyalty (Bowden, 2009). Bowden also distinguishes between the engagement construct and the more traditional marketing constructs of involvement, commitment and loyalty. The author suggests that a focal, two-way interaction between a specific subject (e.g., customer/consumer) and object (e.g., a brand/product or organization) must occur for engagement levels to develop.

Bowden further distinguishes between customer satisfaction and customer delight in that customer satisfaction has been used as a key indicator of brand health; however, delight goes beyond the mere feeling of being satisfied by a certain attribute and goes further into the consumers' affective responses. Further, customer delight has been condemned as increasing customers' expectations of a product whereas satisfaction is reached at a much lower scale (Santos & Boote, 2003). Calculative commitment consists of consumers weighing the probability of a negative consequence against a positive one. This is based on product attributes and other available information supplied to the consumer through various resources. Once this equation of positive versus negative is established and the outcome is more positive, then calculative commitment is established and the probability of brand switching is minimised (Ahluwalia, Unnava, & Burnkrant, 1999). This is particularly important for new consumers as their initial evaluation of a product tends to be based on attributes. Bowden (2009), therefore, proposes that "calculative commitment will have a greater impact than affective commitment in explaining new customers' intentions to return and to make positive recommendations to others" (p. 67). Shim (2000) argues that loyalty does not always result in the consumer being truly committed. This assumption is based on consumers that build relationships from a purely cognitive and attribute-based assessment of information perspective. Thus, calculative commitment is for consumers who have repeatedly purchased the product and are entering a deeper customer-brand relationship. The idea of customer delight is the process by which the consumer can quickly move into the calculative commitment stages. Customer delight concentrates on consumers' emotional and affective perspective, being described with words such as joy, arousal or surprise. Bowden (2009) proposes that even though customer delight is often difficult to achieve, there are some methods by which a company could attempt to create delight for the consumer – for example, giving consumers "extra" perks with the

purchase of a product or maintaining exceptionally high quality standards of customer interactions. Even though delight can encourage "trial" or "initial purchase" behaviour, it is also known to create high consumer expectations which may lead towards a lower level of delight in repeat customers. Thus, Bowden also proposes that "for new customers, the experience of delight accelerates the development of commitment and loyalty" (p. 68). It is known that involvement leads to loyalty and encourages positive reactions towards marketing efforts (Gordon, Mckeage, & Fox, 1998; Oliva, Oliver, & Bearden 1995). Involvement has been presumed to have a mediating effect between satisfaction and commitment, as involvement creates a higher level of familiarity and evaluation of the brand. Trust is also argued to be an antecedent and enhancer of true commitment and leads transactions from being purely cognitive towards being emotionally based (Hess & Story, 2005). Further, because trust is an important risk predictor, it is often supportive in consumer purchases that are highly involving. Therefore, Bowden (2009) proposes that "the higher the level of involvement with the service brand, the greater the degree of brand trust leading to increased levels of customer commitment" (p. 69). Affective commitment is a type of commitment that is based more on an emotional attachment or closeness to the brand rather than a benefit evaluative state. Further, it also has a positive effect on loyalty and enhances its features such as positive word-of-mouth. Additionally, it moderates negative experiences that occur from brands. Therefore, Bowden (2009) proposes that "affective commitment will have a greater impact than calculative commitment in explaining repeat purchase customers' intention to return and recommend." Commitment and loyalty are distinct yet closely related constructs. They differ in that commitment implies some sort of loyalty, yet being loyal does not imply commitment. This is due to the fact that brand loyal customers may switch brands, yet a committed customer is less likely to do so (Warrington & Shim, 2000).

Brand experience has been proposed to have four dimensions: sensory, affective, intellectual and behavioural (Brakus, Schmitt, & Zarantonello, 2009). Nysveen and Pedersen (2014) propose a model which articulates that engagement, through the use of co-creation, leads to the consequences of brand experience, satisfaction and loyalty. Co-creation highlights the need to involve the consumer in brand innovation. This supports Roberts et al. (2005) who argue that it is important to include the customer in the innovation process and learn "from and with consumers in the context of contemporary consumption" (p. 411). Co-creation measures the degree to which consumers participate in finding new ways to improve value. According to Nambisan and Baron (2007, 2009), "customer learning benefits, social integrative benefits, personal integrative benefits and hedonic benefits are critical antecedents to make consumers participate in virtual co-creation". Nysveen and Pedersen (2014) also propose that co-creation has a positive influence on the strength of sensory brand experiences, affective brand experiences, cognitive brand experiences, behavioural brand experiences and relational brand experiences. Further, they propose that brand experience has a positive influence on brand satisfaction and brand loyalty, and that brand experience mediates the effects of co-creation on brand satisfaction and loyalty. Finally, they propose that brand satisfaction has a positive influence on brand loyalty.

As mentioned above, brand experience has been conceptualised into four dimensions: sensory, affective, intellectual and behavioural (Brakus, Schmitt, & Zarantonello, 2009). The first dimension, sensory, is about how the brand creates a sensual experience for the consumer through creating a strong and interesting impression and ensuring the brand appeals to consumers' senses. The affective dimension concentrates on creating an emotional appeal to the consumer targeting their feelings and emotions. The intellectual

or cognitive dimension concentrates on how brands can make the consumer think about the product and the kind of curiosity and problem solving it can generate from the consumer. Finally, the behavioural aspect concentrates on how the brand can engage consumers into interacting with the brand through physical activities. Brand experience has been defined differently and has gained recent attention among scholars. Not only has it been deemed as a measure of value, but it has been proposed as the essence of a brand (Prahalad & Ramaswamy, 2004b). Nysveen and Pedersen (2014) explain that engagement leads to positive brand experience. Brakus et al. (2009, p. 53) propose that brand experience involves "subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand related stimuli that are part of a brand's design and identity, packaging, communications, and environments". According to Brakuset et al. (2009), brand experience positively effects brand personality, brand satisfaction and brand loyalty. Sahin et al. (2011) tested brand experience effects on brand satisfaction and also tested brand commitment using the methodology of Zarantenello and Schmitt (2000). Both were found to be significantly affected by brand experience; however, trust did not seem to be significantly affected. This demonstrates a direct link between brand experience and both relationship quality as tested by Sahin et al. (2011) and engagement as tested by Nysveen and Pedersen (2014).

Brands are paying increasing attention to the importance of engaging consumers with their brand using social media sites. By building brand communities, they can now build connections with their loyal customers and engage them with advertising and marketing techniques. Further, this also builds a sense of belongingness and community towards the brand (Yan, 2011). A consumer engaging with brands through social media is an important behaviour that needs further investigation. How consumers engage on social

media also needs more attention from scholars and managers alike. In understanding how consumers engage with brand using social media and how they are influenced through social media, brands can learn techniques in engaging consumers more effectively. Further, because of perception that people have of their peers, when peers like a page on social media, this reflects on the brand; for example, if someone who is viewed as highly fashionable and likes a certain fashion brand, it will reflect positively on the perception of the brand. Further, liking brand pages also portrays a sense of belongingness and identity with the groups of symbols social media users want to be associated with (Laroche et al., 2013). Additionally, brand choice congruence indicates that consumers are influenced by their near-peers in choosing brands and that they tend to choose brands based on whether their peers are currently using the brand (Hoyer & MacInnis, 1997). It is important that marketers understand this information exchange as it is a powerful means of reducing uncertainty and encouraging consumers to accept brands (Baron & Byrne, 2000). Because of the nature of communication on social media, when personal relationships are close, this interactivity can lead to social conformity (i.e., a fashion fad) (Mowen & Minor, 2001). Individuals may feel obliged to accept friends' referrals to certain brand pages in order to augment the interpersonal relationship. According to Laroche et al. (2013), brand communities provide customers with easy information exchange through other customers. However, because no research to date has explained the causal relationship between social influence and behavioural intentions, Muk (2013) aimed to address this issue in his study on social networking sites.

Brand attitude can be developed through different characteristics the brand portrays of itself. For example, the brand name can have a positive or negative association or it can be used to build awareness or familiarity among consumers (Keller, 1998). Further, a

positive relationship between consumer and brand is important for maintaining loyalty and engagement. Because brand relationships are an emotional bond which can be either based on instrumental goals or sociological needs that offer the consumer confidence and security in using the brand, this in turn makes consumers' attachment vary from mere liking to complete devotion (Franzen, 1999). A long-term relationship with the brand is vital in ensuring a minimal level of uncertainty or risk and thereby increasing loyalty (Smit, Bronner & Tolboom, 2007). Consequently, famous brands are able to gain more trust from consumers than unknown brand names (Muniz & O'Guinn, 2001). As trust is an important factor with online experiences and shopping (Reichheid & Schefter, 2000), it is vital for brands to develop a positive relationship with consumers and to gain consumer brand engagement resulting in engagement behaviours such as "liking" brand pages.

Muk (2013) examined factors including social factors and attitudes that influence millennials to become "fans" on social networking websites such as Facebook. Muk also examined their intention to purchase. Social networking websites have become a recent phenomenon with millennials in particular. The current generation uses these sites to interact and communicate with peers, share common interests and desires, maintain positive relationships, feel a sense of social belongingness and so on (Mangold & Faulds, 2009; Baumeister & Leary, 1995). Muk (2013) aimed to discover how attitude towards a brand's page may positively affect the intention to join the page using the brand relationship quality measures proposed by Franzen (1999). It has been noted that amongst the millennial generation, advertising is regarded negatively (Patel, 2010). This generation is more sceptical of advertising efforts than previous generations and this in turn can mean that young consumers' attitude to brands may also be more negative. Millennials are also increasingly drawn to online retail for reasons that include

price, ease of purchase and product availability (Lipsman et al., 2012). It can be assumed that consumers that seek out online brand pages not only like the brand but may also have some sort of loyalty and commitment to the brand.

According to De Cannière et al. (2010), brand relationship quality has a positive influence on purchase intention, that is, the likelihood of buying brand products (Zeithaml, 1988). In his study, Muk (2013) aimed to measure the impact of the intention to join a brand page on purchase intention. The study revealed that the attitude toward brand pages (ATB) and social influence (SI) has a strong effect on consumers' intentions to join brand pages (IJ). This positive relationship indicates that when consumers have access to more advertising, they are more likely to join brand pages. In this tech savvy generation, there is no difference whether males or females like pages, and Muk's (2013) study found that they are both high and equal users. The study also supports the assumption that a positive perception of brand will result in higher sales. Further, as previously mentioned, social influence on the intention to join a brand page can come in the form of peer pressure to like brand pages in order to conform and keep relationships, thus filling the psychological need to be socially acceptable. Social influence such as brand communities and friends can support brand liking or engagement and provide a means of gaining information, trust and references (Pempek et al., 2009). All the hypotheses from Muk's (2013) study were supported, showing that SI has a positive impact on IJ, there is a positive relationship between attitude towards brand page and intention to join and finally, the intention to join has a positive influence on purchase intention.

2.5 Exploring Conceptual Ideologies of Engagement and Relationship Quality.

To understand how brand engagement develops, we must comprehend how and why relationship quality has been designed, and further, what relationship quality defines. It is a concept that demonstrates far more than the three constructs of satisfaction, trust and commitment. Fournier (1998) highlights a different model whereby behavioural interdependence, attachment, intimacy, love and passion, commitment and partner quality are viewed as factors that construct relationship quality. If we choose to simplify the construct of relationship quality, we can easily measure it using trust, satisfaction and commitment. However, it is important to comprehend the theoretical roots of any relationship, whether between buyer and seller, partners, employee and employer or consumer and brand. If we understand what defines a brand, we can start to gain a conceptual image of how this brand might create, sustain and enhance its relationship with the customer. Brands are more than just a name that becomes a trend or fashion. Brands are developed for several reasons. These reasons include, but are not limited to, distinguishing the product from competitors and thus providing the customer with leverage to build a long-term relationship with the product; creating a personality that is portrayed through a marketing campaign and product quality to give the product life; portraying an image and standard to create brand identity; portraying ethical behaviour which helps the company to uphold its reputation and image; justifying a price which defines their class, standards or value added to the consumer (Goldsmith, 2011).

As consumers or as marketers, it is possible to think of the brand as a person. We often connect with brands that have personalities that reflect our self-image or support how we like to be viewed by others (Malar et al., 2011). Further, research has often defined brands as a person than can be described by different personalities such as Aaker's big

five personality traits (Aaker, 1996). Thus, brands play a vital role in brand attachment and positioning (van Rekom, Jacobs, & Verlegh, 2006). By viewing a brand as a person, a relationship can be developed. The basic foundations of any relationship are dependent on asking, do I trust this person, am I satisfied or pleased with the relationship with this person and finally can I be committed to this person and are they worth the commitment? Once a relationship has been established, it is then necessary to consider whether there is intimacy, love, passion or partner quality. If all or most of these factors apply, engagement with the brand is inevitable. In this hypothetical situation, even if there is no cognitive engagement with this person (brand), there is certain to be active involvement with them and some kind of emotion generated through the interaction.

Maslow's self-actualisation stage can help explain a consumers' self-brand connection. Self-brand connection has been defined as the extent to which individuals have incorporated brands into their self-concept (Escalas, 2004; Escalas & Bettman, 2005). Self-actualisation indicates that engagement can be a trait embedded in the person's characteristics rather than only a temporary state (Kahn, 1990). Khan (1990) proposes that the drive to self-actualisation resembles employee engagement. He also states that employee engagement may occur when the employee reaches the self-actualisation stage whereby a deep desire for achievement and satisfaction drives the employee to reach self-fulfilment and emotional satisfaction. If the same concept is applied through a marketing perspective, it can be assumed that when the consumer reaches levels of self-actualisation (or peak engagement levels) with the brand, the consumer begins to see their identity reflected as part of that brand and the brand as part of their identity.

Trends, fashion, word-of-mouth and peer influence lead to customer brand engagement. In the cognitive aspect of engagement, the consumer is involved in the thinking process about the brand and thus generates emotions about the brand. This cognitive and emotional activity leads to behavioural outcomes and higher levels of loyalty. Customer brand engagement may also be seen as a trait; whereby certain personality types are more prone to becoming engaged with certain brands or categories. A further conceptualisation is that CBE is a temporarily state, whereby the consumer may become engaged for a period of time depending on specific factors such as a certain line in the brand that attracts the customer and creates engagement. Just like fashion, engagement may be a fad that fades with time. It is important for researchers to establish what engages consumers but more importantly what keeps them in this engaged state.

2.6 Exploration of Engagement in Relation to Consumers and Millennial Generation

Engagement is a process that is encouraged by many elements and leads to many rewards. The process itself contains many significant concepts that create this state of being. It revolves around the idea of the consumer actively injecting some sort of power into the brand. This power can be as minimal as thinking about the brand or as extreme as actively encouraging or co-creating the development of the product or advertisement.

This research will aim to dissect one particular aspect of this vast phenomenon that is taking the marketing world by storm. Specifically, it will examine how relationship quality influences engagement in the millennial generation. Millennials hold the potential of huge spending power and are the largest group of consumers (Forrester, 2013). Marketing managers are constantly thinking about and developing new ways of getting the consumer to engage with their brand. Millennials, or generation C, are the

"new generation" of key consumers who differ from groups before them, particularly in that millennials enjoy being part of the marketing action rather than the older generation that have evolved with the idea of being marketed to. Marketing managers must use their creativity to try and harness this "connectedness" energy into a positive marketing strategy or outcome. They must somehow impress and entertain this group until their marketing activity or product is regarded as so interesting that the group is willing to become involved it through their daily social media activity (e.g., on Facebook, Twitter, Instagram). When consumers truly engage with a product, they tend to want to share this experience with others, encouraging them to trial this new phenomenon. This generation of consumers heavily relies on positive word-of-mouth, generated from social media, blogs or other sources, to create initial trust for the brand before purchasing the product (Vivek, 2009). Further, because of the individualistic nature of this group, marketers are being challenged daily. Instead of a traditional mass marketing strategy, marketers now have to develop a unique and individualised strategy that can be admired by the masses.

Consumer advertising on social media links back to the social exchange theory that when consumers are satisfied, committed and trust the brand, they feel obligated to interact with the brand and advertise its qualities and special characteristics to other audiences. Because social media has fragmented the market for advertising, marketers need to comprehend that they must contribute to mass marketing as well as individual marketing. This can be achieved, for example, by addressing personal tweets, creating promotions for individual needs, getting people to contribute their personal personas and linking the brand with their life in co-creation activities. To properly understand the power of social media, marketers need to understand it as a source of power and a platform for interaction and personality building rather than viewing it only as

something that consumers interact with. Social media sites are active, engaging platforms which can help brands build engagement with their potential consumers through the use of existing consumers. In other words, because of the influence that social media has on consumers, it is often the case that when consumers see others using brands on social media (such as Instagram), they start to engage with the brands their peers are using. Social media has taken endorsement to the next level as it mixes advertising with peer and opinion leader influences. Of course, celebrity endorsement cannot be ignored as people often "follow" celebrities on social media sites. However, by concentrating on advertising and brand building from the customer to the customer, it is possible see the huge change that social media has had on peer influence through this easy information exchange trend. New technologies such as applications on smartphones have now made access to social media and online shopping even more accessible. Consumers now have access to sales through applications such as NZsale, Ebay or Groupon. Additionally, social media platforms such as Instagram, Twitter and Facebook are also now accessible on smartphones. This research will investigate how the frequency of smartphone application use affects relationship building and engagement with the phone brand.

It is vital that marketers understand that the success and life of a brand is dependent on its personality. Brand identity and characteristics form this personality. When the brand has a personality, consumers give it person qualities. This leads to debate as to whether this person is likeable and is reflective of the brand image. If so, this then leads to engagement in self-concept whereby consumers can reflect their image and personality back to the brand's image and personality. BESC can also contribute to the consumer's desired state. Particularly with luxury brands, the consumer may not necessarily be able to afford the brand or be a frequent customer. However, because of the personality the

brand has, the consumer may be highly engaged with the brand as it reflects the personality they are trying to achieve in the future – for example, an expensive car or fashion brand could represent the consumer's high standards. The consumer may be highly engaged from a particularly emotional and cognitive aspect, but perhaps less in the behavioural aspect (even though they might engage behaviourally on social media).

Van Doorn et al. (2010) conceptualise engagement behaviour through the analysis of five dimensions. Even though some dimensions may be accurate in measuring engagement behaviour, others are broad and descriptive. Engagement behaviour needs to have a deeper foundation of activities or actions. For example, if a consumer recommends a product or brand to others, this does not necessarily mean that the customer has felt a sense of engagement. Thus, a casual recommendation may just portray satisfaction with the product which is categorized as an antecedent to engagement and does not necessarily mean that the customer is engaged with the brand. Further, consumers may recommend a brand as "best of their knowledge" without necessarily being engaged with that brand but upon being requested, have recommended a specific brand as they have tried it and found it acceptable.

Van Doorn et al. (2010) also highlight activities and actions that clearly define the behaviour of an engaged consumer – for example, a customer who contributes their time and money to a charity event. This behaviour reflects a consumer's engagement with the brand as they are willing to contribute valuable personal entities such as effort, time and money into highlighting the significance this brand has in their life. However, it should be noted that investing money into a product does not necessarily entail engagement; perhaps investing money into an extramural activity can be conceptualized as a form of engagement.

This study observes the same analytical concepts discussed by Van Doorn et al. (2010). The authors maintain that engagement should be built on the grounds of self-schema theory (Markus, 1977) and attachment theory (Ball & Tasaki, 1992), which then leads to how the consumer's self-schema is connected with the brand (self-brand connection theory) (Swaminathan, Page, & Gurhan-Canli, 2007) and also the relationship the consumer builds with that brand (customer-brand relationship theory) (Fournier, 1998). These theories previously discussed in this section are vital in understanding some of the concepts involved in the process of consumers and millennials becoming engaged. However, there may be other influencing factors such as environmental or social factors, although these concepts can be viewed as one key process whereby a certain type of consumer may become engaged. Further, in their research, Van Doorn et al. (2010) concentrated on a firm focused approach as opposed to a customer focused one.

Similarly, Sprott et al. (2009) researched the importance of brand in self-connection. This theory highlights the connection between the consumer's self-schema and the brand's self-schema. Their findings indicated that there is a relationship between the two and that consumers typically choose to engage with brands that reflect their image while at the same time their image is reflected in the brand. Often consumers feel that the brand adds value to their self-persona, image or reflection of who they believe they are or who they desire to be. The tendency to use brands to portray a specific identification that the consumer wishes to reflect has become typical, especially when targeting the new upcoming generation of young adults. This study will focus on the millennial generation and use a sample of those aged between 18 and 26. These consumers have a higher tendency to be engaged as they typically enjoy being involved with brand/marketing rather than merely being advertised to. They have a desire to

discover and explore – and becoming involved with a brand's identity is reflection of this.

Linda Hollebeek amongst other researchers has written many papers revolutionizing, pinpointing and rejuvenating the concept of engagement. Recently, Hollebeek, Glynn and Brodie (2014) defined engagement as, "a consumer's positively valenced brand-related cognitive, emotional and behavioural activity during or related to focal consumer/brand interactions" (p. 154). This definition highlights the favourable or affirmative attitude a consumer has towards a product and how this attitude contributes to their cognitive, emotional and behavioural activity towards the brand/firm. This definition also highlights the importance of consumers' perception of the brand in terms of developing a favourable attitude. Consumers that have a positively valenced attitude are more likely to generate positive reinforcement about the brand and involve themselves with the brand in a positive way. However, negatively valenced consumers are more likely to generate a negative attitude towards the brand and perhaps even contribute towards harming the image of the brand with their surrounding environment.

The interactive nature of brand engagement highlighted in the definitions reinforces the importance of how engagement is reflected in the "experience reaction" that occurs to the consumer when trying to make contact with the brand. This means that when a consumer interacts with the brand, they are likely to have some sort of reaction which is categorised as an experience, whether this experience is negative or positive. Brand experience is the foundation that leads to engagement. Based on this, a positively valenced attitude is generated through the bond of experience and interaction. Consumers' perception of the brand can then begin to form leading the consumer into the realm of engagement. Brand engagement has been previously defined as "the level

of an individual customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in direct brand interactions".

2.7 Conceptual Model

Based on the discussion in the literature review, it is now possible to start creating the conceptual model. The conceptual premise of this research is that a certain level of relationship with a brand needs to be achieved before an existing customer can have positive engagement. According to Hollebeek (2011) and Van Doorn (2010), existing consumers tend to build a relationship with the brand before they have engaged with the brand. This may be due to the processes of engagement whereby the consumer first actively thinks about the brand, then generates emotions, and then starts to behaviourally become involved with the brand. These engagement processes start to establish after the consumer begins to have a relationship with the brand, whereby the consumer has already become satisfied, committed and trusting in the brand.

As stated above, social media has a strong influence on engagement; therefore, a measure will be taken to see its effects on consumer brand engagement and relationship quality. Further, as the millennial generation is more likely to engage with a brand through social media, this generation has been selected for the purpose of this study. A mobile phone brand will be used as a focus of the research as mobile phones are an item that consumers often use and are attached to, and are therefore seen as a highly engaging category.

Figure 1: Conceptual Model
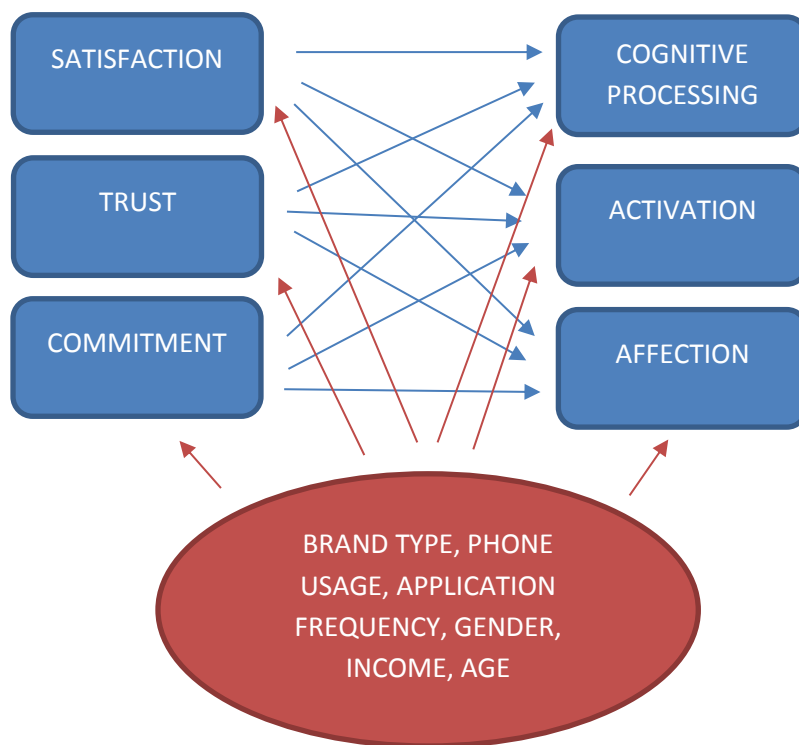
2.8 Conclusion

This chapter began by discussing the foundations of engagement driven by service dominant logic. It then discussed the definition, theory and theoretical relationships of engagement. It continued with a discussion on relationship quality and what forms consumer brand engagement. It then explored engagement and its relevance to the millennial generation. The chapter concluded with a justification for the conceptual model.

3.0 Methodology

3.1 Introduction

This chapter addresses the gap in the research, the hypotheses of this research, the research questions that need to be answered and the methodological approach that will be used to measure the identified research gap.

The chapter also discusses the design which will be undertaken to gather the data, the nature of the sampling used to address the research gap and the sample size requirements. Further, it discusses how and where the data will be collected, the description of items acquired and the sources from which these items were generated. The chapter then identifies an appropriate questionnaire design and pre-test, which will be conducted to help determine any flaws in the questionnaire. The chapter also describes data collection methods including the number of items used to measure the constructs. Data analysis of the research will include editing, coding and categorising the data. The chapter also describes the method by which the data will be analysed, and the different tests which will be run to gather information concerning the data. Finally, the chapter addresses ethical considerations and provides a conclusion to finalise the chapter.

3.2 Research Problem and Questions

The research problem in this study is the lack of research addressing the impact of relationship quality on consumer brand engagement. There is a lack of detail on precisely how any of the factors of relationship quality (such as trust, commitment or satisfaction) may influence the engagement construct (affection, cognitive processing or

activation). This research identifies the key drivers of consumer brand engagement by investigating the association between relationship quality (trust, satisfaction and commitment) and consumer brand engagement as there is an expected theoretical association between these variables (Hollebeek, 2011b).

After reviewing the organizational behaviour literature, Hollebeek (2011b) hypothesised that relationship quality which consists of trust, satisfaction and commitment is an important driver of consumer engagement – and pointed out that this is an area that needs further research. This research will aim to address if relationship quality is in fact an important driver of consumer brand engagement by comparing highly engaging brands with low engaging brands. In order to measure relationship quality in this research, appropriate measurement tools were selected from Glynn, Brodie and Motion (2012), Chaudhuri and Holbrook (2001) and Sahin et al. (2012) The scale created by Merlo, Stone and Bibbey's (2013) will be used to measure phone usage and lastly, the scale of Hollebeek, Glynn and Brodie (2014) will be used to measure consumer brand engagement.

The research questions are,

Does relationship quality with the brand affect consumers' brand engagement? Does phone usage and frequency play a role in consumer brand engagement and relationship quality? Do demographics affect differences in levels of consumer brand engagement and relationship quality?

3.3 Research Approach

3.3.1 Research Design

This study aims to test the relationship between trust, satisfaction and commitment against engagement's cognitive processing, affection and activation independently. By measuring the effects that engagement has on relationship quality, we can understand how marketing managers can help consumers reach a quality relationship with the brand. Additionally, we can gain an idea of which relationship quality concept (trust, satisfaction or commitment) will more predominantly support which engagement concept (cognitive processing, affection or activation). The results will help in gaining an in-depth understanding of the effects of each engagement concept's contribution towards relationship quality. This is important for marketing managers as it will enable them to concentrate their brand's utilities on the relationship quality that will help them reach the desired state of engagement. For example, if a brand wants to create more of an affectionate type of engagement, then it might concentrate on creating more consumer trust towards the brand.

ANOVA tests will be conducted to measure the remaining research questions in identifying the significant difference of phone usage and frequency on consumer brand engagement and relationship quality. The tests will also measure the effects of the significant difference of demographics on consumer brand engagement and relationship quality.

A sample of business students were used as participants. A paper form survey will be introduced to participants during class; this will ensure that the number of surveys required will be maintained in the easiest way possible. Participants that wish to

contribute will finish the survey after class and leave it in a box in the front. This method of data collection is practical in ensuring that the collection of a large number of surveys is easily managed. It also minimises lengthy response time for the data gathering as the survey is completed on the same day. Additionally, participants will not need to access the questionnaire online as this is a less convenient method for them. Once data has been collected, a regression analysis will be used to measure relationship quality's trust, satisfaction and commitment against engagement's cognitive processing, affection and activation concepts.

3.3.2 Sampling

Data will be collected from 200 Auckland University of Technology students in a marketing class to measure the relationship between consumer brand engagement and brand relationship quality. Lecturers will be contacted to request permission to address their class briefly regarding the research survey and upon agreement a time will be scheduled for data collection. The potential participants will then be provided with a participation information sheet during initial contact, and will be advised that the data collection will take place the following week. This is to allow them a week to read the participation information sheet and decide whether they wish to partake. The following week, surveys will be left in class for those who wish to participate. Finally, a collection box will be left in the front of the class for participants to leave their completed survey at the end of the class.

The questionnaire completed by 200 AUT students who choose to participate will assess their levels of cognitive processing, affection and activation engagement, brand trust, brand satisfaction and brand commitment towards the phone brand that they

currently use. Participants will be asked to specify which brand they have in mind while answering all the questions. Later, this information will be used to assess which brands are more engaging than others (highly engaging vs low engaging).

Firstly, participants will be asked a set of questions on their relationship with the brand, emphasising the subjects of trust, satisfaction and commitment. Secondly, they will be asked about the three constructs that form engagement: cognitive processing, affection and activation. Thirdly, they will be asked how frequently they use their mobile phones and how frequently they use different functions on their phones. Finally, some socio-demographic questions will be measured such as gender, age, income, and ethnicity. Once the questionnaires are completed and gathered. Data will be entered into SPSS for analysis.

Some mobile phone brands are considered very highly engaging. A study based in China conducted by the quarterly *En-Spire*, by research firms R3 and CSM, asked 1500 consumers about the most engaging phone brand. The top brand was Nokia, with a vote of 67.4% (Kenny & Benjamin, 2009). In another study by Mashable Australia (Zoe Fox, 2013), Samsung mobile was found to be the fifth most talked about brand on Facebook. Finally, in a study by Hollebeek et al. (2014) it was found that the Apple Ipod (electronic devices) was one of the more highly engaging brands. This demonstrates the importance that mobile phone brands have in consumers' everyday lives.

Mobile smartphones provide easy, constant and 'on the go' access to all social media platforms, online shopping, online searching and direct communication worldwide (through applications such as Viber, Skype, Whatsapp). Thus, this study will determine how often consumers use social media applications, internet search features and game

applications and how often they text, email and make phone calls. Further, the study will determine to what extent participants regard themselves as "addicted" to their phones how others view their phone usage and how they view their phone use in comparison to others.

3.3.3 Sample Size

Hair et al.'s (2006) discussion postulates the probability of detecting a significant R^2. The general rule for predicting generalizability is; one to five ratios, depending on the number of independent variables. Increasing the statistical power in multiple regression enables lower values of R^2 for the relationship to be statistically significant. This research has nine independent variables the items in the consumer brand engagement scale. Thus a sample of 100 means any R^2 above 15% will be significant. This research has a sample size of 200 well above the required samples.

3.3.4 Data Collection and Method

Data will be collected from 200 Auckland University of Technology students in a quantitative survey study to measure the relationship between brand relationship quality and consumer brand engagement. This will be done by employing 200 AUT students to complete a questionnaire assessing their levels of cognitive processing, affection and activation engagement, phone usage, brand trust, brand satisfaction and brand commitment towards a favourable mobile brand that they currently use. Lecturers will be contacted to request permission to address their class briefly regarding the research survey, and upon agreement a time will be scheduled for data collection. The potential participants will then be provided with a participation information sheet during initial

contact, and will be advised that the data collection will take place the following week. This is to allow them a week to read the participation information sheet and agree whether they wish to partake. The following week, surveys will be left in class for those who wish to participate. Finally, a collection box will be left in the front of the class for participants to leave their completed survey at the end of the class.

Participants will be asked a set of questions concerning their relationship with the brand, emphasising the subjects of trust (4-items have been selected to measure this construct), satisfaction (6-items have been selected to measure this construct) and commitment (4-items have been selected to measure this construct). They will then be asked about the three constructs that form engagement which are cognitive processing (3-items have been selected to measure this construct), affection (4-items have been selected to measure this construct) and activation (3-items have been selected to measure this construct). This will be followed by 8-items to measure phone usage as well as frequency of phone calls, text messages, emails and use of different applications. Further, a reflection of self and environment views of individuals' phone usage. Finally, socio-demographic questions will be asked concerning gender, age, ethnicity, employment and income.

3.4 Measures

This research aims to examine the different components that form to measure brand relationship quality and consumer brand engagement. To measure brand relationship quality and consumer brand engagement a variety of sources have been accurately selected to capture the essence of the qualities under examination. Together, these will provide a good insight into the components that build brand trust, satisfaction and

commitment as well as engagements cognitive, affective and activation elements. The following subsection explains the scales and items used to measure the desired concepts. Likert scales have been widely accepted in measuring personality, perception, social and psychological attitude (Bordens & Abbott, 1996; Hodge & Gillespie, 2003).

To assess satisfaction, items were carefully selected from two sources. Two items were selected from Glynn et al. (2012): "I am pleased with the brand" and "Overall satisfaction with brand". The second source used was Sahin et al. (2012). Four different items were selected to measure satisfaction from their nine item scale: "I am very satisfied with the service provided by this brand", "I am very happy with this brand", "This brand does a good job of satisfying my needs", and "I made the right decision when I decided to use this brand". Chaudhuri and Holbrook's (2001) four item scale was chosen to evaluate trust: "I trust this brand", "I rely on this brand", "This is an honest brand" and "This brand is safe". To measure commitment Chaudhuri and Holbrook's (2002) scale was selected. This scale consists of four items which closely measure brand commitment: "I am committed to this brand", "I would be willing to pay a higher price for this brand over other brands", "I will buy this brand the next time I buy (product name)" and "I intend to keep purchasing this brand". To measure engagement Hollebeek et al.'s (2014) scale of 10 items was chosen. These items were adapted and modified by the authors from several other studies to ensure an accurate measurement of the scale. The items are as follows:

1. Using [brand] gets me to think about [brand]

2. I think about [brand] a lot when I'm using it

3. Using [brand] stimulates my interest to learn more about [brand]

4. I feel very positive when I use [brand]

5. Using [brand] makes me happy

6. I feel good when I use [brand]

7. I'm proud to use [brand]

8. I spend a lot of time using [brand], compared to other mobile phone brands

9. Whenever I'm using a mobile phone, I usually use [brand]

10. [Brand] is one of the brands I usually use when I use a mobile phone

3.4.1 Questionnaire Design

The questionnaire was designed to ensure concepts are measured in line with the research questions. The decision was made to use previously developed quantitative style scales to measure concepts and assess the model. After exhaustive discussion with academics, items from highly cited literature were carefully chosen to form a thorough scale that will measure each concept required for the research. The questionnaire consists of 37 questions comprising four sections. The first section asks participants to explain their relationship quality with the brand (trust, satisfaction and commitment). The second section investigates participants' brand engagement. The third section asks participants about their phone usage. Finally, the fifth section includes five general demographic questions. The responses will be measured using a mixture of Likert scale answers as well as multichotomous answers. A five-point Likert scale (strongly disagree

to strongly agree) will be used to assess participants' relationship quality with the brand. A seven-point Likert scale (strongly disagree to strongly agree) will be used to assess consumer brand engagement. A six-point Likert scale (never to constantly) will be used to assess participants' phone usage. Finally, participants will be asked to tick the answer that best describes them in a multi-choice set of demographic questions.

The formation of the satisfaction scale was produced using the scales of Glynn et al. (2012) and Sahin et al. (2012). Glynn et al. (2012) used an adaptation of Cannon and Perreault's (1999) supplier satisfaction and performance scale to measure overall brand satisfaction and performance outcomes for retailers in their study. Sahin et al. (2012) used a variety of sources to provide a precise and accurate measure of the satisfaction construct. Nine items were finalised by Sahin et al. (2012) to measure brand satisfaction abstracted from the following studies and modified to fit the context: Grace and O'Cass, 2005; Fullerton, 2005; Garbarino and Johnson, 1999; Heitmann, Lehman and Herrmann,2007; Yi and Suna, 2004; Methlie and Nysveen, 1999; McAlexander, Kim and Roberts, 2003. An outline of the initial items the authors used to assess satisfaction were modified by Sahin et al., (2012) to form the brand satisfaction scale. Grace and O'Cass (2005) initially measured satisfaction using the following items: "I am very satisfied with the service provided by (service)", "This (service) does a good job of satisfying my needs", "The service provided by (service) is very satisfactory", "I believe that using this service is usually a very satisfying experience" and "I made the right decision when I decided to use this service". Fullerton (2005) measured both satisfaction and commitment using the following items for satisfaction: "I am satisfied with (brand) products", "I am satisfied with (brand)", "I am pleased with (brand)" and the following items for commitment: "I feel emotionally attached to (brand)", "(Brand) has a great deal of personal meaning for me", "I feel a strong sense of identification

with (brand)", "It would be very hard for me to switch away from (brand) right now even if I wanted to", "My life would be disrupted if I switched away from (brand)" and "It would be too costly for me to switch from (brand) right now". Garbarino and Johnson (1999) used the following items to measure satisfaction: "How would you rate your overall satisfaction with this theatre company", "How would you rate this theatre compared with other off-Broadway" and "companies on the overall satisfaction". Heitmann et al. (2007) measured satisfaction using the following items: "I found the process of deciding which product to buy frustrating", "Several good options were available for me to choose between", "I thought the choice selection was good", "I would be happy to choose from the same set of product options on my next purchase occasion", "I found the process of deciding which product to buy interesting" and "I was satisfied with my experience of deciding which product option to choose". Yi and Suna (2004) used two items to measure satisfaction: "Did you feel satisfied after visiting the family restaurant?" and "Did you feel happy after visiting the family restaurant?" Methlie and Nysveen (1999) measured satisfaction using two items: "So far, my bank has satisfied my expectations" and "I feel that my bank manages my loan and deposits in a good way". McAlexander et al. (2003) measured satisfaction using two items: "Respondent's overall evaluation of the experience with the casino" and operationalized it as "The extent to which the respondent is happy with the overall casino experience and whether the experience exceeds his/her expectations". The items used to measure the commitment scale were extracted directly from Chaudhuri and Holbrook's (2002) four-item scale. Chaudhuri and Holbrook (2002) developed their definition and scale using the same ideology as Gundlach, Achrol and Mentzer (1995), and defined brand commitment as "an average consumer's long term, behavioural and attitudinal disposition toward a relational brand" (Chaudhuri & Holbrook, 2002, p. 37).

The author's four-item scale will be used in this study to measure brand trust. Chaudhuri and Holbrook (2001) defined brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function". This has been advanced through the reflection of definitions implemented by Moorman, Zaltman and Deshpande (1992, p. 315) and Morgan and Hunt (1994, p. 23). After adapting and modifying the items, they will then be measured using a five-point Likert scale (1 = strongly disagree and 5 = strongly agree).

The engagement measurement items were taken from Hollebeek et al. (2014) and adapted and modified to accurately measure the engagement construct's three dimensions: cognitive processing, affection and activation. Hollebeek (2012) originally formed a 69-item scale to measure the engagement construct using the findings of Calder, Malthouse and Schaedel (2009) and Sprott, Czellar and Spangenberg (2009). In total, 23 items measure cognitive processing, 30 items measure affection and 16 items measure activation. A breakdown of how these items were developed is included below. The items were then run through several studies to finally form a short but reliable scale of engagement which consists of 10 items: three items to measure cognitive processing, four items to measure affection and three items to measure activation. Hollebeek et al. (2014) conducted a sequence of studies to form a reliable and thorough 10-item scale to measure engagement. Using the scales of Calder et al. (2009) and Sprott et al. (2009) as a foundation of their own scale, Hollebeek et al. (2014) employed several studies to assess exploratory and confirmatory factor analysis to narrow down the original 69-item scale into a more condense and reliable scale of only 10 items. Their first study consisted of an exploratory qualitative research to measure how much consumers were willing to exert cognitive, emotional and behavioural activity into their brand interactions. This study helped to reduce the items of the CBE scale from 69 to 39.

Using exploratory factor analysis, the second study reduced the items to 39 items and helped identify the dimensionality of the CBE scale and which consumer expressions were captured by these dimensions. The items loaded well into three separate factors and the scale indicated good reliability and discriminant validity. Study three used confirmatory factor analysis to test the stability of the scale and external validity. The results suggested excellent model fit, thus a stable, reliable and valid measurement tool. Study four undertook to investigate the broader nomological net of relationship associations with the CBE scale. When conducting confirmatory factor analysis, the researchers found that the three factors (10-item scale) had excellent model fit, confirming the results of studies one and two.

The cognitive processing scale by Hollebeek (2012), was adapted from various sources resulting in 23 items measuring the construct. These sources were Vivek (2009), Brakus et al. (2009), Mollen and Wilson (2010), Hollebeek (2011b), Calder et al. (2009), Schaufeli and Bakker (2003), Hollebeek (2011a) and O'Brien & Toms (2010). The 30 items of the affection construct were also adapted and modified from the following sources, Vivek (2009), Brakus et al. (2009), Hollebeek (2011b), Calder et al. (2009), Schaufeli and Bakker (2003) and O'Brien and Toms (2010). Activation had 16 items and was established from the following sources: Vivek (2009), Hollebeek (2011b), Calder et al. (2009), O'Brien & Toms (2010). Five items were also adapted the scale of Vivek (2009). These items were, "I pay a lot of attention when I use (brand)", "(Brand) grabs my attention when I use it", "Using (brand) stimulates my interest to learn more about (brand)", "I notice anything related to (brand) when I'm using it" and "Using (brand) stimulates me to focus my mind on (brand)" which was also adapted from Hollebeek (2011b). A further, two items were adapted from the scale of Brakus et al. (2009): "Using (brand) is thought-provoking to me" and "Using (brand) gets me to

think about (brand)" which was also adapted from Mollen and Wilson (2010) and Hollebeek (2011b). Six items were used from the scale of Calder et al. (2009): "While using (brand), I don't think about other (category) brands that I might use", "Using (brand) helps me make important decisions", "I give advice and tips to people I know based on using (brand)", "Using (brand) make me more knowledgeable", "Using (brand) helps me make good decision" and "I think about (brand) a lot when I'm using it" which was also adapted from Hollebeek (2011b). Six items were also adapted from the scale of O'Brien and Toms (2010): "When I'm using (brand), time just slips away", "I feel absorbed when I use (brand)", "I lose myself when I use (brand)", "I really get drawn in when I use (brand)" and "I lose track of time when I use (brand)" and "I block out other things around me when I use (brand)" which were also adapted from Schaufeli and Bakker (2003). A further three items were adapted from the scale of Schaufeli and Bakker (2003): "Time flies when I'm using (brand)", "When I use (brand) I forget everything else around me" and "In general, I'm engrossed in (brand) when I'm using it" which was also adapted from Mollen and Wilson (2010) and Hollebeek (2011b). Finally, "I'm very aware of (brand) when I'm using it" was adapted from Hollebeek (2011b).

To create the affection scale, the majority of items (11) were adapted from Calder et al. (2009). These were, "Using (brand) inspires me in my life", "Using (brand) touches me deep down", "Using (brand) often gives me something to talk about", "I bring up using (brand) in conversations with many other people", "Using (brand) reflects my values", "I'm a better person for using (brand)", "Using (brand) is a treat for me", "Using (brand) makes me happy", "I do quite a bit of socialising when I use (brand)", "I'd like to meet other people who regularly use (brand)", "I feel good when I use (brand)" and "Using (brand) makes a difference to my life". Two items were adapted from the scale

of Brakus et al. (2009): "Using (brand) induces positive feelings for me" and "I have strong emotions for (brand) when I'm using it". Four items were adapted from the scale of Sprott et al. (2009): "I have a special bond with (brand) when I use it", "I feel a close personal connection with (brand) when I use it", "Part of me is defined by using (brand)" and "I can identify with (brand) when I use it". Two items were adapted from the scale of Schaufeli and Bakker (2003): "I'm proud to use (brand)" and "I'm enthusiastic about using (brand)". Three items were adapted from the scale of O'Brien and Toms (2010): "To me, using (brand) is fun", "To me, using (brand) is worthwhile" and "Using (brand) has enriched my life". Four items were adapted from the scale of Vivek (2009): "I feel passionate when I use (brand)", "I'm really into (brand) when I'm using it", "Using (brand) is an important part of my life" and "I am obsessed with using (brand)". Two items were adapted from the scale of Hollebeek (2011b): "I feel very positive when I use (brand)" and "Using (brand) is very exciting to me". Finally, the item, "When I use (brand), I feel in control" was adapted to the scale of Hollebeek (2012) to complete the affection items.

For the activation dimension, three items from the scale of Hollebeek (2011b) were adapted: "I regularly use (brand)", "I undertake many different actions when I use (brand)", "I keenly participate in discussion or activities related to (brand)" and "I make a real effort to use (brand)". Seven items were adapted from the scale of Calder et al. (2009): "Using (brand) is part of my (category) routine", "(brand) is one of the brands I usually use when I use (category)", "I use (brand) as a big part of meeting my (category) needs", "I invest a lot of time, energy or effort when I use (brand)", "Whenever I'm using (category), I usually use (brand)", "I actively seek input, comments or feedback from other (brand) users" and "I give advice and tips to people I know based on using (brand)". Four items were adapted from the scale of Vivek (2009):

"I spend a lot of time using (brand), compared to other (category) brands", "I find myself using (brand) whenever I can", "I try to make time to use (brand)" and "Using (brand) is like a ritual to me". Finally, one item was adapted from the scale of O'Brien and Toms (2010): "I would recommend using (brand) to my friends and family". All items will be measured using a seven-point Likert scale (1 = strongly disagree and 7 = strongly disagree).

3.4.2 Questionnaire Pre-Testing

To ensure the strength of the questionnaire, a pre-test will be designed and printed to trial the content and ensure all questions flow well and are comprehendible. This pre-test will be given to a convenience sample of 10 participants to ensure questions are easy to answer and do not have confusing content. The pre-test will target the millennial generation who own a smart phone and feel engaged with the brand of their choice. It will test the amount of engagement participants feel with their preferred brand and examine the amount of trust, satisfaction and commitment they have with this brand. The pre-test will also help identify any cleaning that needs to be done on the content of the questionnaire, especially in terms of the comprehension side of the evaluation. It will ensure that there are no confusing or vague questions which may be difficult to comprehend and that the goal of each question is clear to everyone. It will also provide an indicator of response themes.

3.5 Data Analysis

The data analysis section will discuss the method of data collection, data entry and the coding which will be utilised. It will also discuss the method used to analyse the data,

from the basic analyses used to ensure data is ready for analysis, to the more in-depth regression method that will be utilised. It will also discuss how exploratory factor analysis will be applied to the scale to ensure its reliability and validity. Finally, it will discuss how demographic information will be analysed.

Data will be analysed using SPSS and the survey will be conducted and collected as a paper form survey. Paper surveys will ensure a fast collection of responses and encourage participants to contribute in the survey through the ease of access, use and delivery of the completed survey. Firstly, a preliminary examination of the data will be conducted to provide clear comprehension of the relationships between the variables, to make sure the data is clean and that it meets the basic requirements for further analysis (Hair, Black, Babin, Anderson, & Tatham, 2006). These tests will include calculating means, normality (skewness and kurtosis test), standard deviation, and boxplots to access and identify outliers in the data and missing data analysis to access patterns of missing data. After these initial tests, reliability and validity tests will be run on the items used to measure the two constructs of relationship quality and customer brand engagement. Reliability will be assessed using Cronbach's alpha, inter-item correlations and item-to-total correlations, as recommended by Hair et al. (2006). Next, discriminant and convergent validity will be tested. After this, exploratory factor analysis will be conducted to test how the items measure consumer brand engagement and relationship quality. This will ensure that the items measure what they are supposed to measure and that the constructs are separate from one another. A regression analysis will be run to measure the relationships between the six constructs. It will separately measure how trust, satisfaction and commitment affect customer brand engagement constructs of cognitive processing, affection and activation independently. This means that the concepts that form relationship quality (trust, satisfaction and commitment) will be

analysed against each of the engagement constructs (cognitive processing, affection and activation) separately to determine the strength of the relationship between them.

A quantitative survey has been chosen to measure the constructs because it is a useful means of measuring the connections between different variables (Bryman & Bell, 2007). Multiple regression measures the relationship between a single dependent variable against a set of independent variables (Hair et al., 2006). A simple regression analysis is a suitable method by which to determine how variables influence and affect each other. Demographic variables such as age, gender, income, phone usage and ethnicity will be compared against one another to distinguish if these variables have a distinct impact on relationship quality and customer brand engagement with phone brands.

The data will be edited, coded and categorised to ensure it is of high enough quality for further analysis (Sekaran, 2003). After the data is collected it will be transferred onto SPSS for editing, coding, categorising and analysis. Once the data is placed into SPSS it will make the analysis process easier to generate. The responses will be coded to fit and accurately interpreted in the analysis stage. Data will be checked for mistakes and empty responses to ensure a clean data set. The data will be coded for easier analysis: the coding will be from 1-7 for the engagement concept according to the scale used to measure the items and 1-5 for the relationship quality concept according to the scale used to measure the items.

3.6 Data Analysis Method

Firstly, the usual preliminary examination of the data will be conducted to provide a clear comprehension of the relationships between the variables and make sure the data is clean and meets basic requirements for further analysis (Hair et al, 2006). These tests include calculating means, normality (skewness and kurtosis test), standard deviation, and boxplots to access and identify outliers in the data and missing data analysis to access patterns of missing data.

After these initial tests, we will run a reliability and validity test on the items used to measure both constructs of relationship quality and customer brand engagement. Reliability will be assessed using Cronbach's alpha, inter-item correlations and item-to-total correlations, as recommended by Hair et al (2006). Validity will be tested through a discriminant validity and convergent validity.

Exploratory factor analysis will be then run to test how the items measure the right factor and don't cross over to measure other factors. It will ensure that the items are measuring what they are supposed to measure and that the constructs are separate from one another.

A regression analysis will be run to measure the relationships between the two constructs. It will separately measure how trust, satisfaction and commitment affect customer brand engagement's constructs of cognitive processing, affection and activation independently. This means that each relationship quality will be tested against each level of engagement separately to determine the strength of the relationship between them. It will be conducted in this manner as multiple regression measures the

relationship between a single dependent variable against a set of independent variables (Hair et al, 2006).

Finally, twelve ANOVA tests will be used to comprehend the significant differences between phone usage and frequency on consumer brand engagement and relationship quality. Additionally, other demographic factors will be also assessed against consumer brand engagement and relationship quality. The ANOVA tests generate an idea of the differences between variables for example how different genders react towards consumer brand engagement, or whether differences in age create a difference on levels of relationship quality with the brand.

3.7 Ethical Considerations

For this research ethical approval was obtained from the Ethics Committee of Auckland University of Technology. This approval relates to any ethical issues that may arise while the participants are responding to the survey. It also approves approaching participants and encouraging them to participate in the survey. A copy of the approval letter is attached in Appendices.

Students attending several lecture theatres will be clearly notified that participating in the survey is completely voluntary and their choice. They will also be made aware that all their answers will remain anonymous and confidential. This will be emphasised in the Participants Information sheet which will be provided to participants and which will also contain the link to participate, plus information about the study.

3.8 Conclusion

This chapter discussed all the major issues involved in carrying out this research. It also highlighted all key issues down to the small details that will be required to complete the survey and analyse results. The key issues are to ensure that the data gathering method is reliable and that it corresponds to the method of data analysis. The details of the research and its methodology need to be well thought out to ensure there are no flaws and that the results are valid and reliable.

This chapter also addressed the gap in the research, the hypotheses of this research, the research questions that need to be answered and the methodological approach that will be used to measure the identified research gap. It discussed the type of sampling needed to address the research gap and the method that will be undertaken to gather the data. It also calculated the sample size needed for a reliable and accurate sample. Further, the chapter discussed how and from where the data will be collected, the types of items being used and the sources of the items acquired. It also discussed the questionnaire design including a pre-test which will help determine any flaws in the questionnaire. Further information was provided on the number of items used to access the constructs and where participants will be targeted. The chapter also described the data analysis techniques of the research that include editing, coding and categorising the data and the method by which the data will be analysed. The different tests which will be run to gather information on the data were also highlighted and any ethical considerations were discussed.

4.0 Analysis of Data

4.1 Introduction

This chapter discusses the analysis results generated by multiple regression analysis on two constructs: consumer brand engagement and consumer relationship quality. The effects of consumer relationship quality on consumer brand engagement were established using enter multiple regression analysis. This analysis measured the significance of how much consumer's relationship quality affected their engagement with the brand. The purpose of the study was to investigate how much trust, satisfaction, and commitment affected consumers' engagement. Further, ANOVA was conducted to measure any significant relationships between relationship quality and engagement against phone brand, total frequency, total usage, gender, age, and income. The scale used to measure the concept of engagement was by Hollebeek (2010) and the scale used to measure relationship quality was adapted from several sources to generate a scale suitable for this study. The reliability and validity of the scales were then tested to ensure the scales were fit for the purpose of the study.

The chapter begins by discussing the data collection process, before providing an analysis of descriptive statistics. It then explains the results of the reliability test followed by an exploratory factor analysis to test the validity of the constructs. The chapter then highlights the ANOVA tests performed to measure direct comparisons between items and their relationships. Finally, the multiple regression results are reported followed by a conclusion.

4.2 Descriptive Statistics

Data was collected from several lecture theatres at Auckland University of Technology. Participants were asked to voluntarily participate in the survey during their lecture. All participants were students that fit into the target audience we wish to examine for this study. Out of a total of 204 different surveys collected, only 201 were fit to use in the analysis as three surveys had incomplete answers and were deemed unfit. Out of the total participants in the study, 114 respondents were females and 87 were males, 67.7% of respondents were between the ages of 18 and 22 years old, 23.9% were between the ages of 23 and 27, 5% were between the ages of 28 and 32 and only 3.5% were over the age of 33. Participant's income ranged from under $19,999 to over $50,000; 78.6% of participants had an income range below $19,999 and only 4% had an income over $50,000. Out of 201 participants, nearly half (43.3%) were New Zealanders. The second highest ethnicity was the "others" section with 38 participants from uncategorised ethnicities. Following this were participants of Chinese descent, followed by European, Indian, Maori, Samoan, Mixed heritage, Tongan, and Niuean.

Table 1: Demographic Profile of Respondents

	Frequency	Percent
GENDER		
Female	114	56.7
Male	87	43.3
Total	201	100.0
AGE RANGE		
18-22	136	67.7
23-27	48	23.9
28-32	10	5.0
33+	7	3.5
INCOME RANGE		
under $19,999	158	78.6
$20,000-$34,999	23	11.4
$35,000-49,999	10	5.0
$50,000+	8	4.0
Missing	1	.5
ETHNICITY		
New Zealand	87	43.3
Other	38	18.9
Chinese	31	15.4
European	15	7.5
Indian	13	6.5
Maori	5	2.5
Samoan	4	2.0
Mixed	4	2.0
Tongan	2	1.0
Niuean	2	1.0
OCCUPATION A		
Full-time student	110	54.7
Employment part-time	78	38.8
Employed full-time	6	3.0
Part-time student	6	3.0
Missing	1	.5
OCCUPATION B		
Full-time student	65	32.3
Part-time student	5	2.5
Unemployed	8	4.0
Missing	123	61.2

4.3 Normality and Outliers

Normality of the data is a measure of the degree of distribution of the data results. It ensures all data is distributed evenly throughout the scale. However, it is known that in larger samples that are 200 or more, normality becomes invalid or irrelevant due to the larger size of the sample; that is, there is more variation or leaning towards a certain outcome (Hair et al., 1998). In the case of the data, results showed a lean towards higher levels of engagement and relationship quality. However, even though this is unsatisfactory for a normality test, it provides better results in regression analysis.

Regression analysis is also a more robust measure than normality, even if the normality assumption is violated (Hair et al., 1998).

There are several ways to measure normality such as Q-Q plots, histograms, or skewness and kurtosis values. The most commonly used measure is skewness and kurtosis, which refer to the peakedness and flatness of the distribution of the data, or in other words, a measure of the symmetry of distribution (Hair et al., 1998). It is commonly agreed that data which falls inside the range of -1 to +1 is considered normally distributed data (Hair et al., 1998).

Below is a table of the skewness and kurtosis measures of the data, with each factor having been assessed separately. The results indicated that only cognitive processing had a normal distribution of results.

Table 2: Skewness and Kurtosis Test

Construct	Variable	Mean	SD	Skewness	Kurtosis
Relationship Quality	*Satisfaction*	37.1900	5.95071	-2.828	10.309
	Trust	23.6550	4.26814	-1.891	5.108
	Commitment	23.0650	5.15789	-1.435	1.931
Engagement	*Cognitive Processing*	16.3300	4.09082	-.814	.060
	Affection	23.3950	4.77314	-1.825	4.602
	Activation	18.3800	3.22453	-1.786	3.717

The labelling rule was used to detect outliers in the data set. This was done through a calculation using the 25 percentiles and 75 percentiles to measure the maximum and minimum scores that would be considered normally distributed data and not an outlier. Tabachnick and Fidell (2001) noted that the standard residual should be above 3.0 or less than -3.0. In this instance, the calculation was done through the labelling rule and the lowest figure in the calculation within normal range was above 3.4429. Some of the

outliers were then changed into the average number and another normality test was run; however, no major differences were noted and therefore the outliers were left unchanged due to their large number. According to Hair et al. (2006), researchers should use their judgement in accordance with the view that the outliers may influence the data and present a valid portion of the population.

4.4 Reliability Test

This section will discuss the investigation that measured the reliability of the multiple-item scale used to measure consumers' relationship quality (CRQ) and consumer brand engagement (CBE) with the phone brand. The scale was developed using several sources to pinpoint the accurate measure of both relationship quality and consumer brand engagement. Therefore, testing reliability was indispensable in ensuring a dependable scale. This was assessed using inter-item correlations and item-to-total correlations as well as Cronbach's alpha tests.

According to Hair et al. (2006), Cronbach's alpha reliability coefficient should be above .70, inter-item correlations should be larger than .30, and item-to-total correlations should be larger than .50. Reliability tests the internal consistency of the scale; that is, reliability measures the stability of the measurement tools. The results indicate how much the measurement tool can be depended on to produce an accurate measure of the construct. Specifically, Cronbach's Alpha, item-to-total correlation, and inter-item correlation indicate this percentage (or figure). This is done by measuring the inter-correlation between items in the scale, therefore reinforcing that they are measuring the same constructs (Hair, Black, Babin & Anderson, 2010; Sekaran, 2003). Cronbach's Alpha measures the consistency of the entire scale while inter-item

correlation assesses the correlation among items. Finally, total-item correlation measures the summated scale score or inter-item correlation (Hair et al., 2010).

Table 2.0 indicates the results for the reliability of relationship quality. All Cronbach's Alphas were very highly correlated. Ideally, Cronbach's Alpha scores should be higher than 0.70 (Hair et al., 2010). In assessing the Cronbach's Alpha of relationship quality, substantially high scores were found, the highest being satisfaction at 0.945, and the lowest being trust at 0.902.

According to Hair et al. (2010), inter-item correlation should be greater than 0.30 and total-item correlation greater than 0.50. In this instance, all of the inter-item correlation scores exceeded 0.60 with only two items in satisfaction less than 0.60: "I am very satisfied with the services provided by this mobile phone brand" and "I made the right decision when I decided to use this mobile phone brand" – both having scores of 0.572. In the item-to-total correlations, all items had a score over 0.70 except for one item in trust, "I rely on this mobile phone brand", at 0.695.

Table 3: Reliability Measures for Interval-scaled Variables: Relationship Quality

Construct	Relationship Quality	Cronbach's Alpha	Item-to-total correlations
Total Satisfaction	I am pleased with this mobile phone brand	.945	.877
	I am very satisfied with the services provided by this mobile phone brand		.720
	Using this mobile phone brand is usually a very satisfying experience		.838
	This brand does a good job of satisfying my mobile phone needs		.842
	I made the right decision when I decided to use this mobile phone brand		.827
	Overall I am satisfied with this mobile phone brand		.897
Total Trust	I trust this mobile phone brand	.902	.794
	I rely on this mobile phone brand		.695
	This is an honest mobile phone brand		.831
	I feel safe putting my trust in this mobile phone brand		.825
Total Commitment	I am committed to this mobile phone brand	.931	.852
	I would be willing to pay a higher price for this mobile phone brand over other mobile phone brands		.752
	I will buy this brand the next time I buy a mobile phone		.861
	I intend to keep purchasing this mobile phone brand		.912

Table 4 below demonstrates the reliability measures of the engagement scale. The highest Cronbach's Alpha was 0.956 for affection. Further, all concepts in relationship quality and engagement were above 0.9 except for activation with a Cronbach's Alpha close to 0.9 at 0.894. According to Hair et, al. (2010), the measure of reliability in these results indicates that the scales used in this research can be considered very highly reliable.

In testing inter-item correlation and total-item correlation, the scale had very good results. Ideally, inter-item correlation should exceed 0.30 (Hair et al., 2010). In this instance, the lowest was .684 for the following items in the activation scale: "I spend a lot of time using [brand], compared to other mobile phone brands" and "Whenever I am using a mobile phone, I usually use [brand]". All other items had a score over 0.70. Finally, total-item correlation should be over 0.50 (Hair et al., 2010). In the case of the

engagement scale, it was particularly high with only two items less than 0.80. One item

from the activation scale had a score of 0.729 – "I spend a lot of time using [brand],

compared to other mobile phone brands" – and the other item from cognitive

processing scale had a score of 0.777 – "Using [brand] gets me to think about [brand]".

Table 4: Reliability Measures for Interval-scaled Variables: Engagement

Construct	Engagement	Cronbach's Alpha	Item-to-total correlations
Total Cognitive processing	Using [brand] gets me to think about [brand]	**.904**	.777
	I think about [brand] a lot when I am using it		.865
	Using [brand] stimulates my interest to learn more about [brand]		.808
Total Affection	I feel very positive when I use [brand]	**.956**	.853
	Using [brand] makes me happy		.928
	I feel good when I use [brand]		.926
	I am proud to use [brand]		.865
Total Activation	I spend a lot of time using [brand], compared to other mobile phone brands	**.894**	.729
	Whenever I am using a mobile phone, I usually use [brand]		.814
	[Brand] is one of the brands I usually use when I use a mobile phone		.838

4.5 Exploratory Factor Analysis

Exploratory factor analysis is conducted to ensure that the items in the scale fit into the

right constructs. Exploratory factor analysis ensures the constructs are measured using

the right items and the items do not fit better under a different construct. Validity

explains the correctness or accuracy of the scale. Construct validity measures, in

particular, the degree that items measure the construct they are proposing to measure

(Churchill, 1979). Convergent validity is when two items in the same scale are highly

correlated and discriminant validity is when they are predicted to be uncorrelated.

Validity can be tested using correlation analysis and factor analysis (Sekaran, 2003).

To test the validity of the scales, an exploratory factor analysis (EFA) was conducted. The purpose of factor analysis is "to define the underlying structure among the variables in the analysis" (Hair et al., 2010). Three fundamental steps for factor analysis are firstly, assessing the importance of conducting the analysis; secondly, determining how many factors to extract; and thirdly, comprehending the factor loadings between the variables (Hair et al., 2010). Several tests were conducted for EFA to ensure the best rotation and results. Firstly, relationship quality and engagement were tested separately; an EFA was then run to test the two constructs together. This was done to ensure that the items fit into the correct construct.

Kaiser-Meyer-Olkin Measure of Adequacy (KMO MSA) and Bartlett's test of sphericity are the common tools used for determining the appropriateness of a factor analysis by examining the correlation matrix (Hair et al., 1998). Bartlett's test of sphericity measures whether or not all the correlations between the items in the correlation are significant. In this study, Bartlett's test for relationship quality indicated a high significance level = .000 and KMO was = .932. A correlation matrix, which is a visual observation, is used to identify variables that are statistically significant. Here the correlation value of 0.3 threshold is used (Hair et al., 1998). In order to quantify the degree of inter-correlation amongst the variables, The KMO MSA test is used, ranging from 0 to 1. When the index has reached 1, it means that each index is perfectly predicted without error by the other variables. As a result, a value greater than 0.8 is preferred; however, if a value greater than 0.5 occurs, then this can be acceptable (Hair et al., 1998).

A set of variables have to be similar with respect to the underlying factor structure in order for a factor analysis to be applied. A single factor analysis cannot be applied if the

two different factor groups have unique structures as this will be a poor representation of the correlations and factor structure (Hair et al., 1998). The exploratory factor analysis for relationship quality is in table (5) below.

Table 5: Results of Exploratory Factor Analysis for Relationship Quality

Variables	Rotated Component Matrix			Communa-lities
	Factor 1 Satisfaction	Factor 2 Trust	Factor 3 Commitment	
I am pleased with this mobile phone brand	.865			.845
I am very satisfied with the services provided by this mobile phone brand	.485			.649
Using this mobile phone brand is usually a very satisfying experience	.774			.784
This brand does a good job of satisfying my mobile phone needs	.885			.816
I made the right decision when I decided to use this mobile phone brand	.789			.820
Overall I am satisfied with this mobile phone brand	.862			.878
I trust this mobile phone brand		.647		.809
I rely on this mobile phone brand		.418		.684
This is an honest mobile phone brand		.929		.867
I feel safe putting my trust in this mobile phone brand		.884		.865
I am committed to this mobile phone brand			.829	.853
I would be willing to pay a higher price for this mobile phone brand over other mobile phone brands			.825	.758
I will buy this brand the next time I buy a mobile phone			.857	.855
I intend to keep purchasing this mobile phone brand			.895	.913
Eigenvalues	**8.887**	**.758**	**1.103**	
Percentage of variance	**68.361**	**5.827**	**8.482**	

Extraction Method: Principal Component Analysis. Rotation Method: Promax with Kaiser Normalization.

The correlation matrix for relationship quality showed that all the correlations were greater than 0.4 and all had a significance of 0.000. The KMO MSA test showed a high level of significance with a value of 0.932 ($\geq$ 0.8). Bartlett's test showed that the correlations between the variables were significant (approx. X^2 (1128) = 15644.92 and sig. = 0.000). These results demonstrated that a factor analysis was appropriate for the

variables of relationship quality (satisfaction, trust, and commitment). Further, there was no requirement for further validity checking due to these results.

Similarly, the correlation matrix for engagement showed promising results. All correlations were above 0.3 with significant levels of 0.000. Tests for KMO MSA were significant with a value of 0.899 ($\geq$ 0.8). Correlation for Bartlett's test was also highly significant (approx. X^2 (45) = 2129.662 and sig. = 0.000). This signified that no further tests were required for the engagement construct and that factor analyses for cognitive processing, affection, and activation were appropriate.

The factor analytical tool used in this study was Principal Component Analysis (PCA). This was used to examine the number of factors to extract using Promax with Kaiser Normalization rotation. PCA tends to estimate the correlation matrix by searching the characteristic equation of the matrix (Kline, 1994). When selecting the number of factors, multiple criteria were adopted, including the percentage of variance, latent root, as well as the scree plot (Hair et al., 2010).

Generally, the highest percentage of variance is preferred in determining how many factors to extract, even though there is no threshold value. It is recommended that Eigenvalues are used to identify how many factors to extract for the analysis. The latent root identifies the strength of the factors. The main criteria used to identify the factors were the scree plot. The scree plot is often used to pinpoint the optimal number of factors by ensuring that the number of factors is extracted before the unique variance starts to become higher than the common variance structure (Hair et al., 2010).

In terms of relationship quality, the items loaded onto three factors. This was confirmed using the scree plot which is the most commonly used method for identifying the factor solution. Percentage of variance and latent root were also used as indicators in assessing the tool. Similarly, the consumer brand engagement construct also loaded onto three factors supported by the scree plot displayed below. Even though the Eigenvalues were not all over 1.0, the scree plot provided enough indication to gather three factors from the analysis.

Total variance for engagement explained why three factors formed the construct. Eigenvalues and the scree plot also supported this notion. Similarly, for relationship quality, the results of total variance, eigenvalues, and the scree plot indicated that there were three separate factors for the construct. The scree plot demonstrated that there were three unique factors generated from the analysis: meaning trust, satisfaction, and commitment are three separate factors from each other. The scree plot is often used to identify the amount of factors generated from factor analysis.

Figure 2 : Scree Plot for Relationship Quality
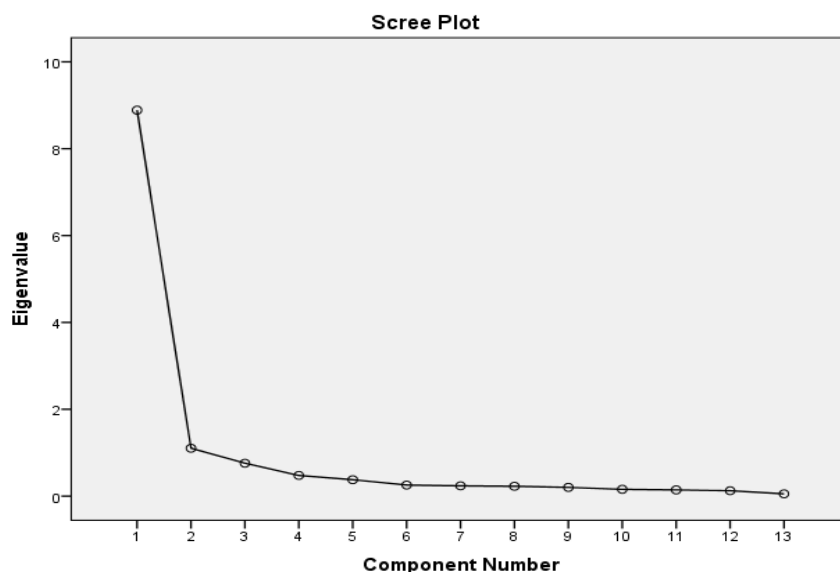
The last stage in the factor analysis was performed using Principle Component Analysis, using the Promax rotation of the factor solution with Kaiser Normalization for both engagement and relationship quality. This rotation provided a clearer separation of the factors. In addition, it has been proven to be a successful analytical approach in order to acquire an orthogonal rotation of factors, referred to as a factor-loading matrix. The correlation between an original variable and its factor is represented by the factor loadings. For a sample size greater than 150, the factor loadings need to exceed 0.4 (Hair et al., 2010). The purpose of this validity checking is to investigate whether the variables are loaded into the correct construct.

The factor loadings were superb for both relationship quality and engagement. No factor loaded less than 0.4, which is the acceptable cut-off for factor loadings. Most items loaded higher than 0.7 which is deemed very satisfactory. Further, all factors loaded onto the correct constructs in the engagement construct; cognitive processing loaded separately to affection and activation; and in relationship quality, satisfaction, trust, and commitment also loaded separately.

Table 6: Results of Exploratory Factor Analysis for Engagement

Variables	Rotated Component Matrix			Communalities
	Factor 1	Factor 2	Factor 3	
	Affection	Cognitive Processing	Activation	
I feel very positive when I use [brand]	.733			.846
Using [brand] makes me happy	.835			.901
I feel good when I use [brand]	.923			.847
I am proud to use [brand]	.920			.848
Using [brand] gets me to think about [brand]		.917		.911
I think about [brand] a lot when I am using it		.970		.924
Using [brand] stimulates my interest to learn more about [brand]		.685		.891
I spend a lot of time using [brand], compared to other mobile phone brands			.663	.732
Whenever I am using a mobile phone, I usually use [brand]			.983	.893
[Brand] is one of the brands I usually use when I use a mobile phone			.872	.876
Eigenvalues	**6.732**	**1.372**	**.565**	
Percentage of Variance	**67.318**	**13.724**	**5.650**	

Extraction Method: Principal Component Analysis. Rotation Method: Promax with Kaiser Normalization.

4.6 Further Discriminant Validity Tests

A six-factor analysis was run with both the consumer brand engagement and relationship quality constructs to identify if both constructs and their six factors loaded separately from one another. The factors loaded separately onto six separate factors, additionally, each factor loaded on its own in the right manner. There was, however, a few items that loaded onto two factors; moreover, they loaded at a higher rate in their original correct factor.

The correlation matrix for the six-factor analysis showed that all the correlations were greater than 0.4 and all had significance of 0.000. The KMO MSA test showed a high

level of significance with a value of 0.947. Bartlett's test showed that the correlation between the variables was significant (approx. X^2 (276) = 5500.543 and sig. = 0.000).

These results demonstrate that a factor analysis was appropriate for the six variables of relationship quality (satisfaction, trust, and commitment) and consumer brand engagement (cognitive processing, affection, and activation). In this scenario Principal Axis Factoring was a better fit than Principle Component Analysis; however, the same rotation method Promax with Kaiser Normalization was used as in previous discriminant validity tests. Further, there was no further requirement for validity checking due to the outcome of the results loading onto six factors. This indicated that all the scales used in this research were valid and accurate in their measurement.

Table 7: Results of Exploratory Six-Factor Analysis

	Variables	Rotated Component Matrix						Commun-alities
		F.1	F.2	F. 3	F.4	F. 5	F. 6	
Satisfaction	I am pleased with this mobile phone brand	.868						.808
	I am very satisfied with the services provided by this mobile phone brand	.460						.687
	Using this mobile phone brand is usually a very satisfying experience	.750						.751
	This brand does a good job of satisfying my mobile phone needs	.811						.775
	I made the right decision when I decided to use this mobile phone brand	.725						.811
	Overall I am satisfied with this mobile phone brand	.891						.845
Trust	I trust this mobile phone brand					.602		.750
	I rely on this mobile phone brand					.322		.699
	This is an honest mobile phone brand					.889		.793
	I feel safe putting my trust in this mobile phone brand					.866		.773
Commitment	I am committed to this mobile phone brand			.703				.809
	I would be willing to pay a higher price for this mobile phone brand over other mobile phone brands			.547				.681
	I will buy this brand the next time I buy a mobile phone			.935				.897
	I intend to keep purchasing this mobile phone brand			1.032				.917
Cognitive processing	Using [brand] gets me to think about [brand]		.762					.710
	I think about [brand] a lot when I am using it		1.085					.800
	Using [brand] stimulates my interest to learn more about [brand]		.751					.804
Affection	I feel very positive when I use [brand]						.548	.844
	Using [brand] makes me happy						.684	.903
	I feel good when I use [brand]						.838	.903
	I am proud to use [brand]						.741	.833
Activation	I spend a lot of time using [brand], compared to other mobile phone brands				.545			.653
	Whenever I am using a mobile phone, I usually use [brand]				.990			.763
	[Brand] is one of the brands I usually use when I use a mobile phone				.854			.812

Extraction Method: Principal Axis Factoring. Rotation Method: Promax with Kaiser Normalization.

4.7 Testing First Research Question

A multiple regression analysis was adopted to assess how the engagement construct was affected by relationship quality. Three multiple regression tests were conducted. The first tested the relationship of cognitive processing in contrast to satisfaction, trust, and commitment. The second tested the relationship of affection in contrast to satisfaction, trust, and commitment. Finally, the third tested the relationship of activation in contrast to satisfaction, trust, and commitment.

The hypotheses imply that consumer brand engagement will be positively affected by the relationship quality with the consumer. Results indicated that this positive relationship exists and will be reported in more detail in the following section.

To test variance and correlation of the model significance, two measurements are generally used. Firstly, R^2 is used to measure the percentage of variance of the model; this measured relationship quality's effect on cognitive processing. Secondly, the ANOVA *F*-test and significance level measure the correlation between the concepts and whether the model explains a significant portion of the variation this was the measure of relationship quality's satisfaction, trust, and commitment with engagement's cognitive processing (Hair et al., 1998).

The model summary table (8) below presents the results concurred with multiple regression analysis on the effects of relationship quality on engagement's cognitive processing construct. Relationship quality was a significant predictor of engagement's cognitive processing construct. The combined effect of satisfaction, trust, and commitment explained 36% of the variance in consumers' cognitive processing (F = 36.572, sig. = .000, R^2 = .359). This meant that the exploratory power of the effects of

relationship quality on engagement's cognitive processing was moderately strong. Further, the ANOVA F-test presented a strong correlation between relationship quality and cognitive processing and the model also demonstrated a highly significant result. This meant the model could be interpreted as acceptable.

Table 8: Regression Output: Relationship Quality Effects on Cognitive Processing

Variable	Cognitive Processing		
	Standardized Beta	t	Sig.
Satisfaction	.203	1.805	.073
Trust	.246	2.454	.015
Commitment	.203	2.175	.031
R Square	.359		
Adjusted R Square	.349		
F Change	36.572		
Sig. F Change	.000		
df1	3		
df2	196		

The table above (8) demonstrates the findings of significance and the coefficient of relationship quality's three constructs – satisfaction, trust, and commitment – and explains how they individually affect cognitive processing. The standardised beta coefficient is an adjusted beta that helps compare the relative effect of relationship quality in relation to cognitive processing. The significance value simply explains the impact of the significance of relationship quality on cognitive processing (Hair et al., 1998).

The ANOVA significance level was highly significant (sig. = .000), implying a significant relationship between relationship quality and engagement's cognitive

processing. The results also indicated a positive coefficient, meaning a positive increase by each relationship quality influences towards a total increase in cognitive processing. 'Trust' had the highest beta standardised coefficient (β = .246), while both 'satisfaction' and 'commitment' had the same beta standardised coefficient (β = .203). The findings demonstrated that there was an influence on cognitive processing depending on the levels of trust or commitment the consumer had with the brand. Satisfaction, however, was not significant.

The model summary table below (9) presents the effects on engagement's activation construct and the results concurred with multiple regression analysis. Although cognitive processing had a good variance, relationship quality was a much more significant predictor of engagement's activation construct. The combined effect of satisfaction, trust, and commitment explained 54% of the variance in consumers' activation (F = 76.797, sig. = .000, R^2 = .540). This meant that the explanatory power of the effects of relationship quality on engagement's activation was very strong, much stronger than cognitive processing. Further, the ANOVA F-test presented a very strong correlation between relationship quality and activation and the model also demonstrated a highly significant result. This meant the model could be interpreted as very acceptable.

In analyzing activation coefficients, the results indicated a large positive coefficient, meaning a large positive increase in each relationship quality influenced the total increase in activation. Surprisingly, 'commitment' had the highest beta standardised coefficient (β = .384). 'Trust' had the lowest effect on activation (β = .115), while 'satisfaction' had a strong beta standardised coefficient of (β = .295). Satisfaction and commitment were both significant against activation, however trust was not

significant. This meant that when consumers were satisfied and committed to the brand, they tended to actively engage with the brand. However, trust was not significant.

Table 9: Regression Output: Relationship Quality Effects on Activation

Variable	Activation		
	Standardised Beta	t	Sig.
Satisfaction	.295	3.095	.002
Trust	.115	1.351	.178
Commitment	.384	4.857	.000
R Square	.540		
Adjusted R Square	.533		
F Change	76.797		
Sig. F Change	.000		
df1	3		
df2	196		

The third model summary table (10) below presents the effects on engagement's affection construct and the results concurred with multiple regression analysis. Out of all the constructs, relationship quality had the highest effect on engagement's affection construct. The combined effect of satisfaction, trust, and commitment explained 65% of the variance in consumers' affection (F = 122.020, sig. = .000, R^2 = .651). This meant that the explanatory power of the effects of relationship quality on engagement's affection was very strong, much stronger than both activation and cognitive processing. Further, the ANOVA F-test also presented very strong correlations between relationship quality and affection and the model also demonstrated a highly significant result. This meant that the model could be interpreted as very reliable and relevant.

Unlike the other two constructs, the affection model was highly significant. In analyzing affection coefficients, the results indicated a large positive coefficient, meaning a large positive increase in each relationship quality influenced the total increase in affection. Surprisingly, 'commitment' had the highest beta standardised coefficient (β = .333). 'Trust' had a slightly lower effect on affection (β = .249), and 'satisfaction' had a strong beta standardised coefficient of (β = .297). All relationship quality variables significantly influenced affection or emotional engagement.

Table 10: Regression Output: Relationship Quality Effects on Affection

Variable	Affection		
	Standardised Beta	**t**	**Sig.**
Satisfaction	.297	3.576	.000
Trust	.249	3.366	.001
Commitment	.333	4.834	.000
R Square	.651		
Adjusted R Square	.646		
F Change	122.020		
Sig. F Change	.000		
df1	3		
df2	196		

4.8 Analysis of Variance of Phone Usage, Frequency and Other Demographic Information

The ANOVA test is a univariate procedure as it assesses group differences on a single dependent variable. It is a measure to test the variation of means among and between two dimensions of the data results to figure out whether there is a significant correlation between the two concepts (Hair et al., 1998).

In assessing the engagement concept, the results indicated that the mobile phone brand a customer chose made a significant difference in consumers' activation and affection with the brand. However, in cognitive processing, there were no significant differences. This demonstrated that consumers did not often think about the brand; instead, they engaged in other ways such as interacting with the brand and forming strong emotions towards the brand. Cognitive processing results demonstrated that it was a difficult level of engagement to obtain as consumers' busy lifestyles, along with brand bombarding, meant they interacted and felt emotions towards the brand but spent little time cognitively engaging with the brand.

Total usage and total frequency had significant differences in all three engagement concepts. This meant that the more consumers used their phone and different applications on the phone, the more engaged with the brand through cognitive processing, affection, and activation they became. In other words, the more consumers used their phone and applications on the phone, the more they cared about the phone brand and were interested in it. This showed that high users of mobile phones generated a lot of effort in engaging with their phone's brand and were more likely to be susceptible to engaging in brand efforts.

Gender, age, and income all demonstrated no significant differences in terms of engagement. The tables (11, 12, 13, 14, 15, 16) below report the significance level for engagement against the other dimensions.

Table 11: Consumer Brand Engagement Variance of Gender

Variable	Gender	Number	Mean	Std. Deviation	F	Sig.
Total Cognitive Processing	Female	114	16.3684	3.78694	.032	.858
	Male	87	16.2644	4.46032		
Total Affection	Female	114	23.7368	4.13715	1.296	.256
	Male	87	22.9655	5.46968		
Total Activation	Female	114	18.7456	2.98020	3.189	.076
	Male	87	17.9310	3.47681		

Table 12: Consumer Brand Engagement Variance of Type of Brand

Variable	Brand	Number	Mean	Std. Deviation	F	Sig.
Total Cognitive Processing	Apple	116	16.3534	3.74225	.589	.805
	Samsung	47	16.6170	4.14704		
	LG	5	16.4000	6.54217		
	HUAWEI	6	18.3333	3.44480		
	Nokia	5	14.8000	3.89872		
	Vodafone	4	15.0000	6.97615		
	Microsoft	2	16.0000	1.41421		
	Motorola	2	12.0000	8.48528		
	HTC	9	15.5556	4.33333		
	Sony	5	16.2000	6.68581		
Total Affection	Apple	116	24.0172	3.53611	2.207	.023
	Samsung	47	23.3191	5.22164		
	LG	5	23.6000	4.82701		
	HUAWEI	6	25.8333	1.72240		
	Nokia	5	20.0000	5.00000		
	Vodafone	4	19.2500	9.63933		
	Microsoft	2	22.0000	5.65685		
	Motorola	2	15.0000	11.31371		
	HTC	9	22.0000	7.24569		
	Sony	5	20.0000	9.35414		
Total Activation	Apple	116	19.1724	2.42550	4.431	.000
	Samsung	47	18.2553	2.61657		
	LG	5	17.6000	5.45894		
	HUAWEI	6	18.3333	3.14113		
	Nokia	5	15.2000	3.89872		
	Vodafone	4	17.0000	5.65685		
	Microsoft	2	16.0000	1.41421		
	Motorola	2	11.5000	3.53553		
	HTC	9	16.1111	5.81903		
	Sony	5	14.6000	5.36656		

Table 13: Consumer Brand Engagement Variance of Total Usage of Phone

Variable	Number	Mean	Std. Deviation	F	Sig.
Total Cognitive Processing	201	16.3234	4.08165	3.589	.000
Total Affection	201	23.4030	4.76254	5.053	.000
Total Activation	201	18.3930	3.22176	1.996	.004

Table 14: Consumer Brand Engagement Variance of Total Frequency of Applications

Variable	Number	Mean	Std. Deviation	F	Sig.
Total Cognitive Processing	201	16.3234	4.08165	4.096	.000
Total Affection	201	23.4030	4.76254	8.100	.000
Total Activation	201	18.3930	3.22176	6.593	.000

Table 15: Consumer Brand Engagement Variance of Age

Variable	Gender	Number	Mean	Std. Deviation	F	Sig.
Total Cognitive Processing	18-22	136	16.0074	4.27654	.394	.758
	23-27	48	17.0833	3.51794		
	28-32	10	17.3000	3.43350		
	33+	7	15.8571	4.52506		
Total Affection	18-22	135	23.0074	5.21749	.800	.495
	23-27	48	24.7500	3.41149		
	28-32	10	23.1000	4.06749		
	33+	7	22.2857	2.81154		
Total Activation	18-22	136	18.4338	3.39434	.416	.742
	23-27	48	18.4792	3.00347		
	28-32	10	17.6000	2.54733		
	33+	7	18.1429	2.26779		

Table 16: Consumer Brand Engagement Variance of Income

Variable	Income	Number	Mean	Std. Deviation	F	Sig.
Total Cognitive Processing	*under $19,999*	158	16.1329	4.12249	.394	.758
	$20,000-$34,999	23	17.5217	3.90652		
	$35,000-$49,999	10	17.3000	3.12872		
	$50,000+	8	15.7500	5.14782		
Total Affection	*under $19,999*	158	23.1329	5.04768	.800	.495
	$20,000-$34,999	23	24.8261	3.53749		
	$35,000-$49,999	10	24.2000	3.08401		
	$50,000+	8	23.6250	3.73927		
Total Activation	*under $19,999*	158	18.2089	3.40111	.416	.742
	$20,000-$34,999	23	19.6957	1.91726		
	$35,000-$49,999	10	18.4000	3.16930		
	$50,000+	8	18.3750	1.92261		

Relationship quality had slightly different results than the engagement construct. For example, the significant differences in the choice of mobile phone brands were much stronger and demonstrated that a positive relationship quality with the brand depended on the phone brand they were using. This meant that they found their chosen phone brand satisfying, trustworthy and were more committed to it.

Significant differences were also very strong for total usage and total frequency. The perfect significance level highlighted that the more frequently they used their phone and the higher rate of usage they had, the more satisfied they were with their phone. Further, they also trusted the phone brand and were more committed to it.

In terms of gender dependency, the results indicated that satisfaction and trust had a high significance level, demonstrating that satisfaction and trust were dependent on the

consumers' gender. Results indicated that females tended to have more trust and be more satisfied with their chosen phone brand than males (as measured by the mean scores from the results). For satisfaction females had a mean score of 38.33 while males had 35.68. Likewise, for trust females had a score of 24.18 and males 22.98. Nevertheless, there were no significant differences for commitment.

Age and income demonstrated no significant differences, meaning that age and income were not a factor in the type of relationship consumers had with the phone brand. Unlike the engagement construct, relationship quality seemed to be more easily influenced by consumers and the phone brand by demonstrating a stronger significant difference.

Table 17: Relationship Quality Variance of Gender

Variable	Gender	Number	Mean	Std. Deviation	F	Sig.
Total Satisfaction	*Female*	114	38.3333	4.64047	10.240	.002
	Male	87	35.6897	7.04522		
Total Trust	*Female*	113	24.1770	3.54872	3.943	.048
	Male	87	22.9770	4.99296		
Total Commitment	*Female*	114	23.5877	4.70889	2.476	.117
	Male	87	22.4368	5.65213		

Table 18: Relationship Quality Variance of Age

Variable	Gender	Number	Mean	Std. Deviation	F	Sig.
Total Satisfaction	*18-22*	136	36.8971	6.67586	.394	.758
	23-27	48	37.9792	4.28997		
	28-32	10	37.4000	3.27278		
	33+	7	37.1429	2.11570		
Total Trust	*18-22*	135	23.3556	4.73707	.800	.495
	23-27	48	24.4375	3.09362		
	28-32	10	24.1000	3.03498		
	33+	7	23.4286	2.63674		
Total Commitment	*18-22*	136	23.0809	5.51504	.416	.742
	23-27	48	23.3125	4.38157		
	28-32	10	21.5000	5.25463		
	33+	7	24.0000	2.16025		

Table 19: Relationship Quality Variance of Total Frequency of Applications

Variable	Number	Mean	Std. Deviation	F	Sig.
Total Satisfaction	*201*	37.1891	5.93583	4.710	.000
Total Trust	*200*	23.6550	4.26814	3.623	.000
Total Commitment	*201*	23.0896	5.15674	2.422	.000

Table 20: Relationship Quality Variance of Type of Phone Brand

Variable	Brand	Number	Mean	Std. Deviation	F	Sig.
Total Satisfaction	Apple	116	38.0948	3.28363	4.450	.000
	Samsung	47	37.9787	5.38714		
	LG	5	36.6000	7.50333		
	HUAWEI	6	38.5000	3.67423		
	Nokia	5	34.4000	7.63544		
	Vodafone	4	29.7500	16.02862		
	Microsoft	2	29.5000	12.02082		
	Motorola	2	23.0000	15.55635		
	HTC	9	34.3333	9.55249		
	Sony	5	30.4000	14.46720		
Total Trust	Apple	116	24.1391	3.26568	3.063	.002
	Samsung	47	24.2553	3.77329		
	LG	5	23.2000	4.43847		
	HUAWEI	6	25.0000	1.89737		
	Nokia	5	23.0000	5.29150		
	Vodafone	4	18.0000	9.41630		
	Microsoft	2	19.0000	8.48528		
	Motorola	2	16.0000	9.89949		
	HTC	9	21.2222	6.01618		
	Sony	5	20.2000	9.49737		
Total Commitment	Apple	116	24.5948	3.62594	5.614	.000
	Samsung	47	22.5319	5.53193		
	LG	5	20.0000	8.45577		
	HUAWEI	6	23.6667	3.14113		
	Nokia	5	18.6000	6.58027		
	Vodafone	4	16.7500	8.84590		
	Microsoft	2	18.0000	9.89949		
	Motorola	2	12.0000	5.65685		
	HTC	9	19.0000	5.63471		
	Sony	5	19.2000	6.30079		

Table 21: Relationship Quality Variance of Total Usage of Phone

Variable	Number	Mean	Std. Deviation	F	Sig.
Total Satisfaction	201	37.1891	5.93583	9.716	.000
Total Trust	200	23.6550	4.26814	5.527	.000
Total Commitment	201	23.0896	5.15674	7.013	.000

Table 22: Relationship Quality Variance of Income

Variable	Income	Number	Mean	Std. Deviation	F	Sig.
Total Satisfaction	*under $19,999*	158	36.8228	6.42003	.770	.546
	$20,000-$34,999	23	38.4348	3.77583		
	$35,000-49,999	10	38.7000	2.71006		
	$50,000+	8	38.7500	3.01188		
Total Trust	*under $19,999*	158	23.3758	4.54664	.730	.573
	$20,000-$34,999	23	24.6522	3.00921		
	$35,000-$49,999	10	24.7000	2.94581		
	$50,000+	8	24.6250	3.02076		
Total Commitment	*under $19,999*	158	22.7975	5.40907	2.243	.066
	$20,000-$34,999	23	24.3043	3.83091		
	$35,000-$49,999	10	24.1000	3.38132		
	$50,000+	8	25.0000	2.44949		

4.9 Conclusion

This chapter presented the data collection and descriptive statistics of the participants. This was followed by normality and outlier tests. Reliability was then measured using Cronbach's Alpha and Item-to-item correlations. An exploratory factor analysis was run to ensure the items fit in the right factors separately. Three factor analyses were conducted; one for engagement, one for relationship quality, and one combining the two constructs. In total, six factors were generated. Further, 12 ANOVA tests were conducted to measure the effects of income, age, total frequency, total usage, gender, and type of brand on consumer brand engagement and relationship quality. Finally, three multiple regression tests were conducted, the first test was the effects of satisfaction, trust, and commitment relationship qualities on cognitive processing, secondly, the effects of satisfaction, trust, and commitment relationship qualities on

affection and finally, testing the relationship of satisfaction, trust and commitment on activation.

The data analysis was conducted to answer the following questions: ***Does the relationship quality with the brand affect their consumer engagement? Does phone usage and frequency play a role in engagement and relationship quality? Do demographics affect differences in levels of engagement and relationship quality?***

The multiple regression analysis answered the first question. Results indicated high levels of relationship quality and this relationship quality had a positive effect on consumer brand engagement. The two remaining questions were answered using ANOVA analysis. Results demonstrated that usage and frequency both had a significant influence on consumer brand engagement and relationship quality with the brand and several results were discovered in analysing demographic information.

5.0 Discussion and Conclusion

5.1 Introduction

This chapter's main aim is to discuss research findings through the use of different analysis techniques. The chapter starts with an overview of the study and its aims, followed by a discussion of the research findings. It also discusses theoretical and managerial implications of the study, followed by limitations of the study and suggestions for future research. Finally, a conclusion for the thesis discusses the empirical contribution of the research.

This is not a replicated study from previous work, rather an original study addressed through a gap advised by Hollebeek 2011b. Hollebeek (2011b) mentions that future research should investigate the effects of relationship quality on engagement as this has not yet been investigated. Engagement requires further work to discover its antecedents and consequences. This study is the first of its kind to investigate the relationship between engagement and relationship quality. Further future research will be recommended in the sections below.

5.2 Overview of the Study

The current study investigated the effects of relationship quality on consumer brand engagement. It found that consumer brand engagement consists of three factors: cognitive processing, affection and activation, which were measured using a 10-item scale. Relationship quality also consists of three factors: satisfaction, trust and commitment, which were measured using a 14-item scale. Phone usage was measured using a 3-item scale, measuring perceived usage by users and their family and friends.

Frequency of usage of different applications, text messaging and calling was measured using a 7-items scale.

This researched aimed to answer research questions which have not been addressed in the prior literature. Engagement is a newly emerging topic of interest for brands, academics and marketing professionals. Previous research has defined the concept of engagement and grasped its core fundamentals and roots (Hollebeek, 2011b). In support of the proposition of Hollebeek (2011b), the findings of this study confirm the theory that consumer relationship quality with the brand has an influence on consumers' cognitive, affective and behavioural responses of engagement.

This research answers questions that have not been addressed in previous literature surrounding measures of how relationship quality affects their consumers' brand engagement with the phone brand and how phone usage and frequency play a role in consumer brand engagement and relationship quality. The research also shows how demographics affect the difference in levels of consumer brand engagement and relationship quality. Other information was assessed in the analysis stages of this research, resulting in a deeper understanding of whether demographics, different phone brands or frequency of phone usage have a significant influence on engagement and relationship quality.

A survey technique assessed the research questions and aim of the study. Several statistical assessment tools were utilised in analysing the data. The use of a multivariate exploratory factor analysis confirmed that the scales used to measure the constructs were valid. The use of ANOVA analysis was to measure significant differences between

the variables, and multiple regression was used to predict the relationship between construct variables.

5.3 Discussion of Research Findings

This section discusses the research's findings in accordance with the existing research questions and aims. The section begins by discussing how the scale was verified to ensure that it accurately answered the research questions. These questions focused on how satisfaction, trust and commitment in relationship quality affect cognitive processing, affection and activation as a result of consumer brand engagement. The next section discusses the significance of variance between age, gender, income, total phone usage, total frequency of usage and type of brand in consumer brand engagement and relationship quality.

5.4 Consumer Brand Engagement and Relationship Quality

Through the use of exploratory factor analysis (EFA), the results indicate six separate constructs which generate relationship quality and consumer brand engagement. This confirmed that satisfaction, trust, commitment, cognitive processing, affection and activation were six separate constructs respectively. This verification of the scales ensures that the research questions are answered by a reliable and valid scale. Further, EFA ensures that the items measured through the survey correspond to the constructs and fit the correct construct. For example, the trust items all loaded onto the same dimension, confirming the reliability of the scale. If any items did not fall under the construct it would mean that this item does not measure trust. It was vital to use EFA as

some of our scales have been developed during this research, therefore a confirmation of reliability and validity was necessary.

After ensuring the scale was reliable and valid, the regression analysis helped in providing evidence for the first research question: ***Does consumers' relationship quality with the brand affect their brand engagement?*** The results of this research indicate that the more time and effort a consumer uses to build relationship with the brand, the higher the levels of psychological connection and cognitive engagement with that brand. The results also indicate that the higher a consumer has satisfaction, trust and commitment towards the brand, the more they feel the brand is fulfilling their goals, expectations, predictions and desires and performing in a way they deem acceptable in terms of creating cognitive, emotional or behavioural engagement with the brand. This is known to lead to heightened customer loyalty and future re-purchase behaviour and it also means that the consumer can form a more favourable attitude towards the brand (Vivek et al., 2012). Further, it creates higher levels of an emotional bond, a strong cognitive attachment and leads to continual positive behavioural outcomes which includes repurchase behaviour (Sashi, 2012).

More specifically, the results of trust showed a positive influence on cognitive processing; however, there was no significant relationship between cognitive processing and satisfaction or commitment. The R squared was also the weakest of the three engagement concepts with .359 relationship influence. It can be concluded from the results that consumers tend to trust the brand after they cognitively engage with the brand. However, satisfaction or commitment to the brand does not necessarily lead to being cognitively engaged. This also means consumers generally only think about the brand or stimulate interest in it when they trust it. Likewise, being committed to the

brand or satisfied with it does not necessarily mean the consumer actively thinks about the brand or stimulates interest towards the brand.

In contrast to the effects of cognitive processing on relationship quality, engagement's activation concept was found to have a significant relationship with satisfaction and commitment and a non-significant relationship with trust. This means that consumers behave differently when only cognitively processing the brand, as opposed to actively engaging with the phone brand. It also means that satisfaction with the brand and being committed to the brand is more important than trusting it in terms of activation. It can further be explained that consumers generally need to be satisfied with the brand and committed to it, to physically engage in using it. Furthermore, if a brand can ultimately generate higher satisfaction and commitment towards the brand, it physically engages the consumer while using the brand to the point that they only use this particular brand. Activation also had a high R squared of .540.

Affection had the highest R squared out of the engagement concepts, with a score of .651. Affection also had the strongest and most significant results out of all of the relationship quality factors. Satisfaction, trust and commitment all significantly influence engagement's affection. This means that the more they are satisfied, committed and trusting in the brand, the more the brand makes customers feel positive and the happier and more proud they are in using the brand. This also means that the stronger their relationship with the brand, the more affectionate they feel towards the brand. Further, the stronger their relationship with the brand, the more emotions generated for the brand.

The results of this study advance the understanding of the effects of the nomological network of relationship marketing on consumer brand engagement. Building, supporting and justifying, through empirical evidence, the different propositions of researcher such as Vivek et al. (2012) and Hollebeek (2011b), confirms that in effect there is a conceptual link between consumer brand engagement and brand relationship quality development. The research also highlights the significance and importance of the use of relationship quality in the building stages of brands' consumer engagement.

Formerly, studies have concentrated on the conventional understanding of consumer brand relationship through brand loyalty (e.g., de Matos & Rossi, 2008; Schau, Muniz,and Arnould 2009). This traditional approach measures the direct consumer outcomes from the exchange of current or future transactions with the brand (Vivek, 2009). With the expansion of today's new media channels and endless virtual platforms, brands have been able to create a more meaningful non-transactional encounter with the consumer on a deeper level beyond the purchase encounter. This contrasts with the traditional approach which concentrates purely on purchase specific transactions. These new mediums have provided brands with the ability to connect with the consumer directly and the ability for the consumer to directly interact with the brand, thus building and enhancing their engagement and relationship quality.

According to the hypothesis of van Doorn et al. (2010) and Wirtz et al. (2013), trust and commitment can act as moderators between engagement and its antecedents. Further, in her study, Hepola (2015) also hypothesised that trust and commitment are moderators between engagement and its antecedents. This research reinforces these findings in that it found that there is a direct impact on consumer brand engagement measured by the amount of relationship quality a consumer has with the brand.

5.5 How Phone Usage, Frequency and Demographics Analysis of Variance with Consumer Brand Engagement and Relationship Quality

This section of analysis results responds to the two remaining research questions: *Does phone usage and frequency play a role in consumer brand engagement and relationship quality? Do demographics affect differences in levels of consumer brand engagement and relationship quality?* The analysis of variance indicated how high/low frequency of phone application usage and phone usage in general affects consumer brand engagement and relationship quality with the phone brand. Further, the analysis of variance also provided a deeper understanding of whether demographics and different phone brands significantly affect differences in levels of consumer brand engagement and relationship quality. The results and interpretation of the contribution of each analysis of variance for each variable against relationship quality and consumer brand engagement is provided below.

5.5.1 Differences of Gender on Consumer Brand Engagement and Relationship Quality

Gender did not indicate a significant difference for consumer's engagement with the brand. All concepts of engagement were non-significant in the ANOVA test. This indicated that both males and females had similar behaviours in engaging with brands and gender did not play a role in how a consumer engaged with the brand in terms of all three constructs. This meant that both males and females thought similarly about the brand, were immersed in the brand, took an interest in the brand, generated positive emotions towards it, and that the brand allowed them to feel happy and proud. Further, both males and females had the same sort of commitment towards using the brand and in actively seeking to use a particular phone brand.

Gender indicated a significant difference for satisfaction. Results showed that females were overall more satisfied with the phone brand than males according to the analysis of variance between genders. This meant that females were generally more pleased with the brand, satisfied with the services provided and found using the phone a satisfying experience. In other words, the phone satisfied their needs, they felt the phone was the right choice for them and overall they felt more satisfied with the phone brand than male consumers. Trust showed only slightly significant results between males and females, meaning that female consumers were slightly more trusting of their phone brands. Overall, females were more likely to feel they could rely on the brand and that the brand was trustworthy and honest. However, gender did not play a significant role for commitment. Males and females were generally equally committed to the phone brand, were willing to pay more for the brand and intended to continue using the brand both short term and long term.

5.5.2 Differences of Type of Brands on Consumer Brand Engagement and Relationship Quality

The type of phone brand did not indicate a significant difference for engagement's cognitive processing. This meant that consumers did not generally engage in thinking about the brand, were not immersed in the brand and were not interested in the type of brand they were using. However, the type of brand did generate a highly significant difference in activation. The highest results were generated by Apple, HUAWEI and Samsung and the lowest results by Motorola, Sony and Nokia. This meant that consumers' choice of a certain brand and their physical engagement with a brand differed significantly from one brand to the other. In terms of affection, the three highest

scoring brands were HUAWEI, Apple, LG and Samsung, and the lowest were Motorola and Vodafone. The fairly significant differences meant that consumers' positive feelings towards a brand and whether the brand made them feel happy and proud differed from one brand to the other.

The type of brand used by consumers had a highly significant effect on all three relationship quality constructs. This meant that consumers had either a positive or negative relationship with a brand, depending on the type of brand. For brands such as Apple, HUAWEI and Samsung consumers were highly pleased with the brand, highly satisfied with the services provided and found using the phone a satisfying experience. They felt the phone satisfied their needs and that it was the right choice for them. In other words, consumers had overall satisfaction with the phone brand. These three brands also had a high response from consumers in terms of their trust in the brand, the honesty of the brand and the feeling that they could rely on the brand. Further, Apple, HUAWEI and Samsung had the highest scores for consumers' commitment to the brand, meaning that the consumer was willing to pay more for the brand and intended to continue using the brand short term and long term. The least favoured brand in all three constructs was Motorola. The rate of significance for all three constructs was at its highest, meaning that consumers really cared about the brand they were using when it came to building a relationship with that brand.

5.5.3 Differences of Total Usage on Consumer Brand Engagement and Relationship Quality

In the ANOVA test for total phone usage, all results indicated a significant difference for the engagement concepts. This confirmed that there was a difference between high phone users and low phone users in terms of their engagement. This meant that the more the consumer perceived themselves as a high phone user and the more family and friends also perceived them as a high phone user, the more they engaged with their phone brand. This also meant that the more a consumer used the phone, the more likely they were to engage with the phone brand. Being a high user of their phone meant they thought about the brand, were immersed in the brand and had a strong interest in the brand. They also had positive emotions towards the brand and this particular brand allowed them to feel happy and proud. Finally, the consumer had a commitment towards using the brand and actively sought to use that particular phone brand.

Phone usage was also significant in terms of consumers' relationship quality with the brand. The more a consumer felt they were addicted to their phone and the more friends and family noticed this, the more they felt pleased with the brand and satisfied with the services provided. They found using the phone a satisfying experience and felt that the phone satisfied their needs. Overall, they felt that the phone was the right choice for them and they were satisfied with the phone brand. The consumer also felt that they could rely on the brand and that the brand was trustworthy and honest. Further, being committed to the brand meant that the consumer was willing to pay more for their brand and intended to continue using the brand short term and long term.

5.5.4 Differences of Total Frequency for Consumer Brand Engagement and Relationship Quality

Total frequency of use of applications, messaging, calling and email also played a major role in consumers' engagement. Consumers with a high total frequency of phone use were more likely to be highly engaged with the brand on all three levels of engagement. This meant that consumers that had a higher need for their phone in their everyday lives and communications (e.g., consumers that used their phone to access social media applications, search engines, games or music applications, online purchase applications, communication applications, email, messages and phone calls), were more likely to engage with the brand on a cognitive level. This meant that they thought about the brand, were immersed in the brand and were interested by the brand. On an affectionate level, this meant they had positive emotions towards the brand and this particular brand allowed them to feel happy and proud. On the activation level, this meant they had a commitment towards using the brand and actively sought to use that particular phone brand. These results indicated that the consumer had a high need for their phone in their everyday life and the more uses the consumer had for their phone, the more likely they were to engage with the phone brand.

Similarly, total frequency had a highly significant effect on relationship quality constructs. This meant the more a consumer used social media applications, search engines, games or music applications, online purchase applications, communication applications, email, messages and phone calls, the more the pleased the consumer felt with the brand and satisfied with the services provided. They were also more likely to find that using the phone was a satisfying experience, that the phone satisfied their needs and that the phone was the right choice for them. Overall, they were more likely

to feel satisfied with the phone brand. Total frequency also had highly significant results in term of trusting the brand, relying on the brand and regarding the brand as honest. Further, the results strongly indicated that the consumer would be willing to pay more for their brand and intended to continue using the brand short term and long term. These results are important in understanding how consumers use their phone on a daily basis and what implications this has on their engagement levels and relationship quality with the brand.

5.5.5 Differences of Age groups on Consumer Brand Engagement and Relationship Quality

Age did not indicate a significant difference for consumer's brand engagement with their phone. These results implied that regardless of age, consumers could be equally engaged or disengaged with their phones. These results meant that age was not relevant to how much consumers engaged with their phones and that younger consumers could engage as equally as older consumers. On all three engagement levels – cognitive, affectionate and activation – age did not create a significant difference in terms of how consumers engaged with the brand. This could have managerial implications in the future; that is, targeting engagement should not be dependent on age.

Similarly, age did not indicate a significant difference for consumer's relationship quality with the brand. This meant that regardless of age, consumers had similar amounts of satisfaction, trust and commitment towards a brand. These results may have been slightly biased as the majority of respondents were between the ages of 18-22. Therefore, future research should undertake a more in-depth investigation with a larger variety of age groups.

5.5.6 Differences of Income on Consumer Brand Engagement and Relationship Quality

An interesting finding was that income did not create a significant difference for consumers' brand engagement. This meant that engagement with a phone brand was not completely dependent on the price of the phone or consumers' ability to purchase a more expensive or cheaper brand of phone. On a cognitive, affectionate and activation level consumer's income was not significant in terms of their level of engagement. This is an area that could be further investigated in the future, with a focus on more expensive items that are more income dependant such as cars, houses or boats.

There were also no significant differences for income in terms of the relationship quality with the brand. These results may have been due to the target respondents being mostly students with the majority earning an income lower than $19,000. With a greater variety of incomes amongst participants, differences may have been more noticeable.

5.6 Theoretical and Managerial Implications

This research has contributed to the theory by measuring to what degree consumer's relationship quality with the brand has a positive effect on consumer brand engagement. Results indicate that the higher levels of psychological connection and relationship they build with that brand, the higher a consumer is cognitively, emotionally or behaviourally engaged with a brand, and the more time and effort a consumer puts into engaging with the brand. For example, the research indicates that targeting all three aspects of relationship quality with the consumer simultaneously, will generate the highest response for the consumer to affectionately engage. This means that if

marketing managers apply the findings of this research, they can generate emotional engagement towards their brand. This research demonstrates the vitality of the contributions made by the knowledge gained through this study.

Not only can brand managers and scholars learn from the results of this study, but they can also apply it to other brand categories or other sectors of marketing. The significant results also indicate that differentiation in the type of brand really does matter and that consumers are brand oriented. This can help managers establish which companies to invest in when selling or dealing in the future.

Results in this study have been detailed, presenting how different genders react differently towards engagement and relationship quality, and how income variance, age differences, the frequency of application use on phones and product usage in general affect engagement and relationship quality. The indication of a significant difference for product usage means that engagement and relationship quality really do heavily depend on the experience the consumer has while using the product. Further, how the consumer feels while using the product reflects on their relationship and engagement with the brand.

All of this information can be used by managers to better manage brands in the market place. It can also be used by scholars to expand the knowledge in this field of study to help in generating a wider nomological contribution to the understanding of the effects of consumer brand engagement.

5.7 Study Limitations

This study has several limitations which will be highlighted in this section. One of the main limitations of this study is that it was targeted at students. Although there were benefits in targeting this group as they are higher users of category, there were also disadvantages, specifically in the analysis of variance of income against relationship quality and engagement. Students in this study generally had low incomes – targeting a wider pool of respondents with a greater variety of incomes might have shown some differences in the analysis. However, because mobile phones are generally seen as a necessity, income may not play a major role in the purchase decision process.

Another limitation associated with the target audience was age. Most participants were between the ages of 18-22 and therefore no significant differences were found amongst relationship quality and engagement.

5.8 Future Research

This study suggests a number of possible areas for future research. A possible expansion of this research could include investigating different categories of brands such as fashion brands, specific service organisations such as gyms, or even more luxurious brands such as cars and boats. Future research could also seek a deeper understanding of how to engage a specific target market, what type of person is more likely to engage with a brand, and whether a consumer's personality characteristics influence this engagement or non-engagement. Additionally, a specific brands analysis could be conducted to discover how more engaging brands are perceived by consumers in terms of their characteristics (i.e. brand personality) and why these brands might engage specific consumer personality types.

Goal pursuit also needs to be further addressed in terms of its effects on engagement. Building on Higgins and Scholer's (2009) research, clarification is needed on whether consumers placed in different situations may change their goal pursuit and thus their engagement. For example, it is important to determine to what extent a brand's positive or negative customer service by the brand and how this may lead to overcoming and opposing the challenge that can strengthen or weaken engagement with the individual and intensify or diminish value. An example might include a stubborn personality characteristic who experiences heightened levels of goal pursuit or a person placed in a situation of extreme pressure (or control), both of who may later either positively or negatively engage with the proposed subject, item or brand. As an area of study, different consumer situations could be addressed in terms of a consumer's experiences with the product, brand, its employees, or advertising.

Disengagement is also a topic that requires more investigation. This occurs when a consumer experiences a trauma or disturbance relating to the brand that may lead to relationship termination (Bowden et al., 2015). This area could be investigated in terms of the consumer's relationship quality with the brand in the future.

Future research could also approach different or larger groups of participants to see how the results may differ. Further, a study could be applied to potential customers rather than existing customers, whereby the effect of consumer brand engagement is on consumer's relationship quality and results could be compared.

5.9 Conclusion

In conclusion, this study investigated the effects of consumer's relationship quality on consumer brand engagement in the context of mobile phone brands. From a theoretical perspective, this study has contributed to the emerging consumer brand engagement literature, relationship quality literature and brand management literature. This study provided a vast array of empirical evidence in identifying the relationship between consumer brand engagement and consumer relationship quality. It examined the degree of variance between consumer brand engagement and phone usage, frequency of usage, age, gender, income and type of brand. It also examined the degree of variance between relationship quality and phone usage, frequency of usage, age, gender, income and type of brand.

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Participant Information Sheet

Date Information Sheet Produced: 16th May 2015

The Consequences of Consumer Brand Engagement: The Effects on Relationship Quality.

Dear Participant

An invitation:

My name is Bella Cheri, I am currently a Master of Business student at the Auckland University of Technology. We invite you to participate in this research we are conducting to help in the research of how people engage with the brand and their brand relationships. The information you provide by answering our questions will be very useful in understanding these relationships.

As you make the decision to participate in this study it is important to understand what this project involved and the type of questions you will be asked. So please take the time to read the following information careful before making a decision. Participation is completely voluntary, upon completing the survey you have agreed for your information to be used for the purpose of this research only. All responses will be confidential and anonymous meaning the information will not be released to any third party and will not identify you personally in any way.

What is the purpose of this research?

The purpose of this research is to understand how engagement may lead consumers to build relationships with the brand. This research will contribute towards the Faculty of Business and law at the Auckland University of Technology (AUT).

How was I identified and why am I being invited to participate in this research?

You have been selected to participate in a research study as you are a student of Auckland University of Technology; you fit the criteria of the target group we wish to examine for this research. You should have owned or do own a smartphone.

What will happen in this research?

This study consists of a short questionnaire which should only take between 5-10 minutes to complete. The questions are regarding your brand satisfaction, trust, commitment and engagement towards mobile phones you own or have owned in the past. Keep one brand in mind when answering the questionnaire.

All information provided will be kept confidential and only used for the purpose of the study, it will not be distributed to any other third party or used for any other purposes. All copies of the surveys will be stored in a secured and locked location on AUT premises for 6 years then destroyed.

Risks, Benefits, Costs and Confidentiality

There are no foreseeable risks, discomforts, conflict of interests or benefits associated with participation in this study. The information collected will be kept anonymous and the records will be private in a password locked computer. They will only be used by the researchers and will not be shared other than for educational purposes. Any questions we might ask or reports we might publish will not include any information that will make it possible to identify you as a participant. There are no costs to participate in this research except contributing 5 minutes of your time.

What opportunity do I have to consider this invitation?

You will have a week to consider if you would like to participate in this survey. Surveys will be handed out next week in class. It is completely up to you if you wish to participate or not.

How do I agree to participate in this research?

By completing the questionnaire, you are giving consent for the information provided to be used for the purposes of this research only.

Will I receive feedback on the results of this research?

Feedback of this research will be posted after December 2015 on http://goo.gl/J2YnVJ

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Associate Professor Mark Glynn; 09 9219999 extension 5813; mark.glynn@aut.ac.nz.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEC, Kate O'Connor, ethics@aut.ac.nz, 921 9999 ext 6038.

Whom do I contact for further information about this research?

Researcher Contact Details: Bella Cheri; 02108420431; syc5922@aut.ac.nz.

Project Supervisor Contact Details: Associate Professor Mark Glynn; 09 9219999 extension 5813; mark.glynn@aut.ac.nz.

Thank you for taking the next 5-10 minutes to participate in this study, your contribution is very much appreciated. ☺

18 June 2015

Mark Glynn

Faculty of Business and Law

Dear Mark

Re Ethics Application: **15/191 The consequences of consumer brand engagement: The effects on relationship quality.**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Subcommittee (AUTEC).

Your ethics application has been approved for three years until 18 June 2018.

As part of the ethics approval process, you are required to submit the following to AUTEC:

- A brief annual progress report using form EA2, which is available online through http://www.aut.ac.nz/researchethics.   When necessary this form may also be used to request an extension of the approval at least one month prior to its expiry on 18 June 2018;

- A brief report on the status of the project using form EA3, which is available online through http://www.aut.ac.nz/researchethics. This report is to be submitted either when the approval expires on 18 June 2018 or on completion of the project.

It is a condition of approval that AUTEC is notified of any adverse events or if the research does not commence. AUTEC approval needs to be sought for any alteration to the research, including any alteration of or addition to any documents that are provided to participants. You are responsible for ensuring that research undertaken under this approval occurs within the parameters outlined in the approved application.

AUTEC grants ethical approval only. If you require management approval from an institution or organisation for your research, then you will need to obtain this.

To enable us to provide you with efficient service, please use the application number and study title in all correspondence with us. If you have any enquiries about this application, or anything else, please do contact us at ethics@aut.ac.nz.

All the very best with your research,

Kate O'Connor
Executive Secretary
Auckland University of Technology Ethics Committee

Cc: Nabila Marzouk syc5922@aut.ac.nz

<u>Consumer Brand Engagement Questionnaire</u>

Completion of this questionnaire will be taken as indicating your consent to participate.

Please write down ONE phone brand you use and will answer these questions in reference to? _____

<u>Instructions:</u> Please read the following statements and circle the number that most accurately gives your opinion regarding the mobile phone brand you mentioned above. Circling 1 means you strongly disagree with the statement and circling 7 means you strongly agree with the statement. Or you may circle any number in the middle that shows the strength of your opinion.

Number		Strongly disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly agree
1	I am pleased with this mobile phone brand	1	2	3	4	5	6	7
2	I am very satisfied with the services provided by this mobile phone brand	1	2	3	4	5	6	7
3	Using this mobile phone brand is usually a very satisfying experience	1	2	3	4	5	6	7
4	This brand does a good job of satisfying my mobile phone needs	1	2	3	4	5	6	7
5	I made the right decision when I decided to use this mobile phone brand	1	2	3	4	5	6	7
6	Overall I am satisfied with this mobile phone brand	1	2	3	4	5	6	7
7	I trust this mobile phone brand	1	2	3	4	5	6	7
8	I rely on this mobile phone brand	1	2	3	4	5	6	7
9	This is an honest mobile phone brand	1	2	3	4	5	6	7
10	I feel safe putting my trust in this mobile phone brand	1	2	3	4	5	6	7
11	I am committed to this mobile phone brand	1	2	3	4	5	6	7
12	I would be willing to pay a higher price for this mobile phone brand over other mobile phone brands	1	2	3	4	5	6	7
13	I will buy this brand the next time I buy a mobile phone	1	2	3	4	5	6	7
14	I intend to keep purchasing this mobile phone brand	1	2	3	4	5	6	7

Consumer Brand Engagement Questionnaire

Instructions: Please read the following statements and circle the number that most accurately gives your opinion regarding the mobile phone brand you mentioned in page one. Circling 1 means you strongly disagree with the statement and circling 7 means you strongly agree with the statement. Or you may circle any number in the middle that shows the strength of your opinion.

Number		Strongly disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly agree
15	Using [brand] gets me to think about [brand]	1	2	3	4	5	6	7
16	I think about [brand] a lot when I am using it	1	2	3	4	5	6	7
17	Using [brand] stimulates my interest to learn more about [brand]	1	2	3	4	5	6	7
18	I feel very positive when I use [brand]	1	2	3	4	5	6	7
19	Using [brand] makes me happy	1	2	3	4	5	6	7
20	I feel good when I use [brand]	1	2	3	4	5	6	7
21	I am proud to use [brand]	1	2	3	4	5	6	7
22	I spend a lot of time using [brand], compared to other mobile phone brands	1	2	3	4	5	6	7
23	Whenever I am using a mobile phone, I usually use [brand]	1	2	3	4	5	6	7
24	[Brand] is one of the brands I usually use when I use a mobile phone	1	2	3	4	5	6	7
25	I sometimes think that I might be "addicted" to my mobile phone	1	2	3	4	5	6	7
26	I use my mobile phone more often than other people I know	1	2	3	4	5	6	7
27	Friends or family members have commented to me about my mobile phone usage	1	2	3	4	5	6	7

Consumer Brand Engagement Questionnaire

Instructions: Please read the following questions and circle the number that most accurately gives your answer regarding the usage of your mobile phone. Circling 1 means this never applies to you and circling 7 means this constantly applies to you. Or you may circle any number in the middle that mostly applies to you.

Number		Never						Constantly
28	How frequently do you typically use social media applications on your mobile phone? E.g. Facebook, Twitter, Instagram, LinkedIn, and Snapchat.	1	2	3	4	5	6	7
29	How frequently do you typically use the internet search feature on your mobile phone? E.g. Google Search, Google Maps, Weather and YouTube.	1	2	3	4	5	6	7
30	How frequently do you use your mobile phone to play games or music? E.g. Spotify, TIDAL, iTunes, Dubsmash, Candy Crush, and Clash of Clans.	1	2	3	4	5	6	7
31	How frequently do you use communication applications on you mobile phone? E.g. WhatsApp, Viber, Skype, Fb Messenger, imo, Kik, and WeChat.	1	2	3	4	5	6	7
32	How frequently do you use online purchase applications on your mobile phone? E.g. Trade Me, eBay, Amazon, Nzsale, Groupon, and Expedia.	1	2	3	4	5	6	7
33	How often do you talk on the phone?	1	2	3	4	5	6	7
34	How often do you write text messages or emails?	1	2	3	4	5	6	7

Finally, some general demographic questions please **TICK** ☑ the box which applies to you more accurately.

35	Please indicate Gender ☐ Female ☐ Male
36	Please indicate Age range ☐ 18-22 ☐ 23-27 ☐ 28-32 ☐ 33+
37	Please indicate Income range ☐ under $19,999 ☐ $20,000-34,999 ☐$35,000-$49,999 ☐$50,000+
38	Please indicate Ethnicity ☐New Zealand ☐European ☐Mäori ☐Samoan ☐Cook Island Maori ☐Tongan ☐Niuean ☐Chinese ☐Indian ☐Other such as Dutch, Japanese or Egyptian etc. Please state:_____
39	Please indicate current Occupational status **(Tick all that apply)** ☐ Employed full-time ☐Employed part-time ☐Full-time student ☐ Part-time student ☐Unemployed

Thank you for the taking the time to complete the survey, your participation is greatly appreciated ☺