Mediating effects of Brand Prestige on Consumer Brand Identity towards Brand Love

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Abstract— **The purpose of this paper is to measure the mediating effect of brand prestige on consumer brand identity towards brand love. This paper also determines the association of demographics factors towards Consumer Brand Identity and Brand Love. The research design employed in this paper is descriptive research. Standardized questionnaires are adopted as a research instrument in this paper in order to collect primary responses. The sample units considered for this study are the consumers of Cadbury Dairy Milk, who have bought Cadbury Dairy Milk after the launch of the television advertising campaign featuring aliens emphasising that it 'tastes more chocolatey'. The geography of this paper refers to coastal belts of Kerala, Karnataka, and Maharashtra in India. The data collection process for this paper was carried through for a period of 6 months, from July 2018 to December 2018. The potential unbiased respondents were selected using convenience sampling. The recommendations of this paper bestow to the existing literature on consumer behavior.**

Keywords—— **Brand Prestige, Consumer Brand Identity, and Brand Love**

I. Introduction

The consumer brand identity is the concept of recognition where consumers associate themselves with the brand to gratify self-definitional needs as the key towards strong affinities between consumers and brands [1]. The brand is assumed as an active-bestowing extremity and not just an inactive object in merchandising transactions. Social Science investigators have observed the originating quality of research in empathizing the forerunners of consumer brand identity and brand love [2]. It is all-important for sellers to analyze the elements that would strengthen the impressions of brand love amidst the primary consumers, whereas intimacy being the jargon essence unlike potential love [3]. Nevertheless, there is utterly no investigation that foreground the mediating effects of brand prestige on consumer brand identity towards brand love.

Amongst the behavioral literature, brand prestige is ascertained as high status of product positioning associated with a brand [4]. While consumer satisfaction is considered as a cognitive judgment, brand love has a more inviolable affectional assimilation. Further, brand love is not merely an intense form of social liking of a brand. Considering the shortcomings, the purpose of this paper is to measure the mediating effect of brand prestige on consumer brand identity towards brand love. This paper also determines the association of demographics factors towards Consumer Brand Identity and Brand Love. Believing the intensity of consumer brand identity, it is astounding to acknowledge how very few researches have concentrated in these commercializing attributes. Accordingly, this paper would answer the following research questions.

A. Research Questions

The research questions appropriated for this paper are:
   a) What is the mediating role of Brand Prestige on Consumer Brand Identity towards Brand Love?
   b) What is the role demographics factors in ascertaining Consumer Brand Identity and Brand Love?

B. Objectives

The above listed research questions are responded using following objectives:
   1) To evaluate the mediating effects of Brand Prestige on Consumer Brand Identity towards Brand Love.
   2) To determine the association of demographics factors towards Consumer Brand Identity and Brand Love.

II. Literature Review

Reference [5] contemplated the influence of brand logo on consumer response based on an in-depth literature review on consumer brand identity in Portugal. The authors suggested that naturalness in brand logo was an indispensable element which magisterially influenced consumer affective responses to the logo. Reference [6] examined the influence of loyalty, community

identification, and self-brand connection on oppositional recommendations to a rival brand. Primary data were gathered from 809 high definition console industry respondents owing a PlayStation or an Xbox using online survey. The results demonstrated positive association between the desire to harm the rival brand and participation in trash-talking.

Reference [7] ascertained the impact of perceived quality towards brand prestige and personality congruence towards the ready-to-wear sector. The results of structural equation modeling using data from Generation Y consumers in Turkey revealed a direct positive effect between brand prestige and personality congruence towards brand loyalty. Reference [8] explored the affiliation between brand credibility and perceived value using empirical research design. The findings revealed significant relationship between susceptibility to normative influence, susceptibility to brand prestige, and brand credibility towards perceived value. Reference [9] attempted to measure the aftermaths of brand experiences and brand personality traits towards brand prestige with regard to the coffeehouse industry. Data from 309 coffeehouse customers revealed that brand experiences and brand personality traits had direct effects on brand prestige.

Reference [10] proposed a series of research propositions and explained the interrelationships between antecedents and consequences of brand love. The paper proposed that positive brand experience would contribute towards brand love and further lead to brand loyalty. Reference [11] looked into the pertinency of the two dimensions of the recognition conception towards the creation of brand love. Universally known brands were empirically surveyed in Germany and tested using partial least squares and structural equation modeling. It was observed that the relationship duration deviated the effects of the antecedents of passionate brand love. Reference [12] studied the impact of excitement and sincerity as attributes of brand personality in delimitating brand love. Using standardized scales in the context of online retailers, primary data were collected through from 500 respondents. The results of structural equation modeling manifested that the both the attributes of brand personality and brand love had positive influence on brand loyalty and positive word-of-mouth. Reference [13] attempted to apply the theory of planned behaviour to the context of brand love and probed the role of attitude, perceived control, subjective norms, and affordability on brand love. Data were collected from 274 respondents using convenience sampling technique. The results of confirmatory factor analysis revealed that the proposed framework had valuable discernments towards brand love.

III. RESEARCH METHODOLOGY

The research design employed in this paper is descriptive research. Standardized questionnaires are adopted as a research instrument in this paper in order to collect primary responses. The adopted standardized scales are partially modified to suit the Asian context. The sample units considered for this study are the consumers of Cadbury Dairy Milk, who have bought Cadbury Dairy Milk after the launch of the television advertising campaign featuring aliens emphasising that it 'tastes more chocolatey'. The geography of this paper refers to coastal belts of Kerala, Karnataka, and Maharashtra in India. The basic reason for selecting Konkan Coast is the researcher's awareness about the region. The data collection process for this paper was carried through for a period of 6 months, from July 2018 to December 2018. The potential unbiased respondents were selected using convenience sampling. After removing double-barreled and misleading responses, 339 filled out questionnaires remained (72.6% response rate), which are used for further analysis.

IV. ANALYSIS AND DISCUSSION

The demographic factors considered in this paper are gender, age, education, and income. It can be interpreted from descriptive statistics that majority of the consumers are female at 59.3% and female are at 40.7%. Reckoning the age of the respondents, it is noted that most respondents are below 21 years of age at 63.2%, which is followed by the age group between 21 - 26 years of age at 23.1%. Considering the educational of the respondents, it is noted that majority of the respondents are holding either a Bachelor's degree at 49.2%, which is followed by Master's degree at 33.9%. Lastly, the annual income of the respondents is found to be between 6.1 to 9.0 lakhs at 53.7%, which is followed by 3.0 to 6.0 lakhs at 22.6%. The mediating effects of Brand Prestige on Consumer Brand Identity towards Brand Love is measured using path analysis in AMOS statistical package. In this analysis, Brand Prestige is regarded as mediating variable, Consumer Brand Identity is regarded as independent variable, and Brand Love is regarded as dependent variable. The research hypothesis developed to evaluate this relationship is:

H_1: Brand Prestige will mediate Consumer Brand Identity towards Brand Love

It can be observed from the path analysis that Consumer Brand Identity substantially influences Brand Love. It is also ascertained that there is a direct effect of 49% between Consumer Brand Identity and Brand Love. Furthermore, the outcomes of mediating analysis brought out that Brand Prestige significantly mediates Consumer Brand Identity towards Brand Love. It can be observed from the path diagram that when Brand Prestige is brought in as a mediating variable, the impact of Consumer Brand Identity on Brand Love is increased by 23% (from 49% to 72%). Hence, H1 is accepted.

It can be inferred from the Chi-Square test that Gender is associated with Consumer Brand Identity [$\chi2$ (147) = 146.451; p < 0.001]; Age is associated with Consumer Brand Identity [$\chi2$ (214) = 654.143; p < 0.001]; education is associated with Consumer Brand Identity [$\chi2$ (123) = 416.221; p < 0.001]; and income is associated with Consumer Brand Identity [$\chi2$ (232) =

432.241; p < 0.001]. It can also be inferred from the Chi-Square test that Gender is associated with Brand Love [$\chi2$ (96) = 163.887; p < 0.001]; Age is associated with Brand Love [$\chi2$ (204) = 458.412; p < 0.001]; education is associated with Brand Love [$\chi2$ (169) = 565.421; p < 0.001]; and income is associated with Brand Love [$\chi2$ (198) = 336.514; p < 0.001]. Hence, it is proposed that merchandising practices should unquestionably consider Consumer Brand Identity and Brand Love and tailor them to the demographic profile of the consumers which would eventually impart towards the deeply rooted consumer behavior.

V. CONCLUSIONS

Scientific understanding of humankind conceiving self-identity for every moment in liveliness has gigantically exceeded the apprehension of consumers decision science. It is crucial to interpret how consumers relate trivial brand prestige as an origin for brand identity. Global organizations allot significant percentages of marketing budgets towards branding. Compounding demand for marketing efforts postulates managers to forfeit great grandeur to the efficiency of every brand initiatives. Eventually, by empathizing brand identity, this paper renders valued insights into the brand effectiveness. The research findings also serve as touchstones for rendering the antecedents of brand love. This paper conduces to the developing body of knowledge on brand prestige, consumer brand identity, and brand love. In general, the determinations of this paper disclose the impeccable prominence of brand identity in forecasting brand love. Apparently, this paper aspirates managerial implications marketing professionals, policy makers, advisors, and research scholars.

As this paper focused solely on the chocolate industry, no conclusions can be outlined about other product or service sectors, which bounds the generalisability of the determinations. Additionally, this paper is demonstrated on 3 geographic areas, which might bias the outcomes towards certain types of respondents. Since standardized scales were used, there is an assumption necessitating common method variance. A significant managerial implication of the determinations for practice is that brand identity is all-important to heighten brand love.

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