

The Role of Psychological Needs and Types of Branding Behaviors on Brand Identification by the Customer (Case study: Zara brand customers)

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Abstract— Today, the brand, like capital, creates value for the organization and its products. Therefore, brand promotion has become the basis of strategy in many cases. Considering the role that the brand has in revealing the relative and absolute advantages of the producers of the products to the customers and creating financial and credit values for the companies, in order to use the brand based on the specific value of the product, the customer recognizes the component. Brand excellence, relative and absolute advantage points from the customers' point of view and providing solutions to recognize the role of quantitative and qualitative indicators in order to highlight the advantages, such research is necessary and important, as well as evaluating the success of manufacturers (service providers). Also provides customer convenience in comparison with competitors in the use of factors. Therefore, this study was conducted to investigate the role of psychological needs and types of branding behaviors on brand identification by Zara brand customers. In this study, research variables were evaluated by a questionnaire. The questionnaire was distributed among 385 people from the statistical population, which is all customers of Zara brand in Tehran. The research method was descriptive-correlational. To answer the questions and test the research hypotheses with Smart-PLS software, the method of structural equation analysis and path analysis by partial least squares (PLS) method was used. The results of this study indicate that belonging and self-confidence have a positive and significant effect on consumer behavior within a role in branding. The results of this study also confirm the positive and significant effect of self-confidence and individual independence on consumer role-playing behavior in branding. The results also show that in-role consumer behavior and extra-role consumer behavior in branding have a significant effect on brand recognition.

Keywords— Psychological needs, in-role and extra-role behaviors, brand identification, Zara brand.

I. INTRODUCTION

How to create a strong brand has been raised as an important and new topic in recent texts (Lin, 2015; Voorhees et al., 2015). While customer retention tactics, including recurring programs and other customer loyalty schemes, have been widely used to build customer loyalty, the effectiveness of this approach has been questioned. Some researchers even describe repetitive brochure programs as "a failure in competitive strategy." Because brand identity helps consumers develop a strong brand relationship through brand recognition, scientists have recently suggested that corporate brand identity management represents a particularly important aspect. Is a brand (Balmer et al., 2009).

Over the past two decades, marketing researchers have re-examined the principles of consumption and proposed different forms of it, for example, individual transactions are complemented by community-based experiences (Mathwick et al., 2008). Consumption experiences in the community are also increasingly evident with brands. Social brands allow consumers to be in the form of a community and to welcome a brand away from geographical constraints based on an organized set of social relationships (Muñiz and O'guinn, 2001). The spread of the Internet has created greater access to brands for consumers around the world. As a result, groups with online brands have become more popular and social media has evolved in the field of consumption (Johnson and Lowe, 2015; Singh and Sonnenburg, 2011; Smith et al., 2012). Today, many consumers regularly spend more than a third of their waking hours on social media (Adler, 2014), so it is not surprising that participation in communities with online brands is more than usual. The interesting thing is that the members of the brandy community do not have many, and they simply share their information or post their opinions on topics. But they often actively support the brand and work for the benefit of the brand community. Members of various business communities, such as San Java, Jeep, Apple, Coca-Cola, Nike and Volkswagen, have moved to create a brand community on social media, making their brand more famous. These actions inherently motivate members of the community, and these individuals do not expect direct rewards from companies (Mathwick et al., 2008).

Despite documentaries and their growing presence on social media, many companies have not yet fully demonstrated some of their latent marketing potential in brand communities. How can companies motivate consumers inherently in the interests of their brand? And more importantly, how can such an incentive be created by influencing the role of the consumer in the brand community so that the consumer is then identified with that brand? To answer this important question, one must be familiar with new concepts in marketing, such as brand identification.

The concept of customer brand identification provides a comprehensive understanding of how customer brand relationships develop (Bhattacharya & Sen., 2003; He et al., 2012). Brand recognition is defined as a consumer mental state of perceiving, feeling, and valuing belonging to a brand (Lam et al., 2010, 2013). Brand relationship texts show that

consumers do not buy brands just because they work well. People also buy brands because of the meanings that brands add to their lives (Fournier, 1998) and to express themselves (Sirgy, 1982). In the wider consumer context, empirical studies show that identifying a company or brand also increases product use and repetition frequency (Kuenzel & Halliday, 2008).

In other words, strong brand recognition often leads to increased consumer support and brand promotion. Unlike conventional business research, in which brand identification is often thought to open the door to real concepts and behaviors, the research proposal helps to communicate with consumers and shows that in buying a The brand does not need to be precisely identified. In fact, it is possible to identify a brand after purchasing it. This perception often arises when buying new products. In this study, we examine brand identification influenced by individual branding behaviors that include in-role and extra-role behaviors, as well as individual psychological needs that include self-confidence, belonging and individual independence as an introduction to the impact of individual branding behaviors on identification A brand is introduced. Therefore, in this study, the researcher seeks to determine the effect of psychological needs on brand identification by the consumer with respect to the mediating role of in-role and extra-role behaviors?

II. THEORETICAL FOUNDATIONS

2-1- Motivations of branding behaviors in society

Motivation is the driving force to do something. In this way, a person who feels no motivation is called unmotivated at work. While energetic and active people are considered motivated and inspiring (Ryan and Deci, 2000). The theory of autonomy states that motivation refers to natural processes that are the force for proper functioning, and that this force is met through the satisfaction of three basic psychological needs: 1) belonging, 2) self-confidence, and 3) individual independence. (Gagné and Deci, 2005). The above concept leads us to think that if the satisfaction of these three basic needs is created, the interaction of members of a brand community in internal and external roles will increase branding behavior. Some psychological needs may agree with internal roles. While other needs are more related to external roles.

In a brand community, a high level of motivation to participate in role-playing behaviors can be achieved by integrating the expectations and responsibilities of the brand community that are created within individuals. In general, these conversations take place quite internally, the social environments for each person should provide support for both the attributes of belonging and self-belief. This is because, internally, expectations and responsibilities, each person should: 1) The perception that we feel these expectations and responsibilities are significantly appreciated by the people with whom we are in contact (belonging). Research shows that most people in their values, beliefs and behaviors are always trying to be approved by others, and due to this characteristic, people are related to each other, 2) the effective feeling that is

achieved by meeting these expectations and doing Giving these tasks are created in the individual (self-confidence) (Morhart et al., 2009). Therefore, the following hypotheses are presented:

Hypothesis 1. Belonging has a significant effect on consumer behavior within a role in branding.

Hypothesis 2. Self-confidence has a significant effect on consumer behavior within a role in branding.

In contrast, for members of a brand community, expectations and responsibilities go beyond what is defined by the community, for example, participating in role-playing behaviors must be inherently interesting, enjoyable, and satisfying in order to be accomplished. In other words, the motivation to do it is innate and natural in the individual (Gagné and Deci, 2005). In cross-role behaviors where members try to exceed society's expectations, similar methods are needed to motivate. Researchers further suggest that skill and independence (closely related to personal causation) are needed to motivate individuals naturally (Notin et al., 2003). In other words, in order to increase or maintain intrinsic motivation, it is necessary to: 1) the feeling by which he performs the relevant behavioral information in the absence of pressure to achieve a particular result or in a particular way (autonomy), and 2) Feel that your self-esteem is growing in the social environment. Therefore, the following hypotheses are presented:

Hypothesis 3. Self-confidence has a significant effect on consumer role-playing behavior in branding.

Hypothesis 4. Individual independence has a significant effect on trans-role consumer behavior in branding.

2-2- Brand identification

According to the theory of social identity (Ashforth and Mael, 1989), brand identification is defined as a degree of consumer perception in sharing a self-identifying feature similar to a brand, and including the identification of the initial psychological state can be a deep type, Committed, and named meaningful relationships that marketers increasingly seek to build with their consumers (Bhattacharya and Sen, 2003). (Lam et al., 2010) Thus, according to previous research, identifying the brand name as an important structure in branding consists of three basic parts: cognitive (ie, sense of membership awareness), evaluation (for example, information about some Meanings of gratitude), and emotional (e.g., emotional investment in awareness and evaluation). Previous research has shown that members of a brand community consistently use symbols, meanings, and brands to construct their individual identities (Arnould and Thompson, 2005). First, brand recognition processes take place and then branding is done through the participation of members in strengthening the behaviors of the community with internal and extra-role roles.

For example, when members welcome new users into the community and direct them to important resources in the community, they are more likely to accept the values and behavioral norms of the community as part of their individual identity. Transcendental behaviors, however, affect the formation of a brand identity in different ways, but the basis of

this formation is the strengthening of internal roles. To be clear, when members enthusiastically praise their favorite brands (Muñiz and O'guinn, 2001) or strongly support community cohesion (Mathwick et al., 2008) and certainly with such activity introduce different levels of society to the brand in question. These members actively change their individual identity with a combination of narratives, meanings, and values of a brand and, more importantly, willingly show their commitment as an ambassador for the brand (Muñiz et al., 2009). Therefore, the following hypothesis is presented: Hypothesis 5. Behavior within the consumer role in branding has a significant effect on brand recognition.

Previous research has shown that optimal role-playing behaviors are related to a vendor's level of recognition of a brand (Hughes and Ahearne, 2010). Although these findings are strongly applied to employee issues, there is a clear relationship between role-playing behavior and brand recognition despite a level of organizational cognition of employees, thus acknowledging the desirable effects of brand recognition (Hughes and Ahearne, 2010). In this study, we further suggest that members of a branding community increase their knowledge of the brand beyond transgender behaviors to help branding in the community. Therefore, the following hypothesis is presented:

Hypothesis 6. Consumer extra-role behavior in branding has a significant effect on brand recognition.

2-3- Conceptual model of research

All research studies are based on a conceptual framework, which identifies the variables and the relationships between them. This conceptual framework is the model by which the researcher theorizes about the relationships between the factors identified in creating the important problem. This theory can not necessarily be the word of the researcher and logically originated from the results of previous research on the issue.

Since every field and survey research requires a mind map and a conceptual model that is drawn in the form of appropriate analytical tools, variables and relationships between them, accordingly, the theory is conceptually shown in Figure 1, which can be done with 6 hypotheses. The test is visible. Please note that all direct communications are assumed to be positive.

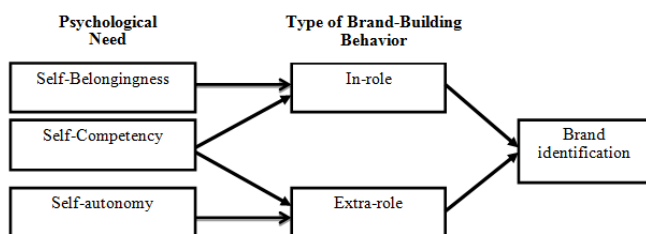


Figure 1: Conceptual model of research

III. RESEARCH METHODOLOGY

Methodologically, this research is a correlational research. The present study is a descriptive research based on how to obtain the required data and in terms of research classification

according to their purpose. This research is applied in terms of type and descriptive-survey method.

In this research, in order to compile the basics, definitions and theoretical concepts, library resources including existing documents, books and scientific articles were used. Also, a standard questionnaire was used to collect the data needed to test the research hypotheses. Information about measuring research data was collected with a valid questionnaire. The questionnaire of this research includes 23 standard questions, of which 4 questions are self-confidence, 4 questions are belonging, 3 questions are individual independence, 3 questions are in-role, 4 questions are extra-role and the other 5 questions are brand identification. They were asked to comment on each question. This questionnaire was designed and developed by He et al. (2017).

The questionnaire of this research was subjected to the judgment of several experts and professors of business management and marketing working in universities for the validity of the content. Those 30 questionnaires were distributed in the statistical community and at first it was not possible for the respondents to understand a number of questions and after several translations of the text and omitting a number of questions, the questionnaire had sufficient formal validity and finally the agreed questionnaire the data collection tool was used.

The statistical population of the present study is all Zara brand customers in Tehran. In the present study, since the exact information of the statistical population is not available due to the confidentiality of information and competition between clothing manufacturing and supply companies, therefore, the statistical population of the research is unlimited and to estimate the sample size of the estimation formula A relative error of 5% and a maximum variance of 50% are used. Therefore, the number of samples is estimated at 385 people.

IV. DATA ANALYSIS

In this research, structural equation modeling has been used with the help of partial least squares method and PLS software to test the hypotheses and accuracy of the model. PLS is a variance-based approach that requires fewer conditions than similar techniques to structural equations such as LISREL and AMOS. Its main advantage is that this type of modeling requires fewer samples than LISREL. It is also considered as a powerful method in situations where the number of samples and measurement items is limited and the distribution of variables can be uncertain. PLS modeling is done in two steps. In the first stage, the measurement model should be examined through validity and reliability analyzes and confirmatory factor analysis, and in the second stage, the structural model should be examined by estimating the path between variables and determining the model fit indices.

4-1- Step 1: Measurement model

The measurement model test is related to checking the validity and reliability of measuring instruments.

4-1-1- Validity

To evaluate the convergent validity, AVE (average variance extracted) and CR (composite reliability) were used.

The results of this criterion for the dimensions of the six research variables are shown in Table (1). Composite reliability higher than 0.7 and mean variance higher than 0.5 are two necessary conditions for convergent validity and correlation of structures. As can be seen from Table (2), all composite reliability values are higher than 0.7 and the values of mean variance are higher than 0.5, and this confirms that the convergent validity of the present questionnaire is acceptable.

In the divergent validity part, the difference between the indices of one structure and the indices of other structures in the model is compared. This is calculated by comparing the

AVE root of each structure with the values of the correlation coefficients between the structures. To do this, a matrix must be formed in which the principal diameter values are the square matrix of the AVE coefficients of each structure and the lower values of the principal diameter are the correlation coefficients between each structure and other structures. This matrix is shown in Table (2). As can be seen from Table (2), the AVE root of each structure is greater than the correlation coefficients of that structure with other structures, which indicates that the divergent validity of the structures is acceptable.

Table 1: Results of mean variance extracted from research structures

Variable	Self-belongingness	Self-competency	Self-autonomy	In-role	Extra-role	Brand identification
AVE	634/0	600/0	655/0	737/0	761/0	735/0
CR	844/0	865/0	837/0	882/0	890/0	715/0

Table 2: Comparison matrix of AVE root with correlation coefficients of structures (divergent validity)

	Self-belongingness	Self-competency	Self-autonomy	In-role	Extra-role	Brand identification
Self-belongingness	0.796					
Self-competency	0.555	0.775				
Self-autonomy	0.451	0.601	0.809			
In-role	0.387	0.512	0.315	0.849		
Extra-role	0.654	0.428	0.457	0.462	0.872	
Brand identification	0.479	0.457	0.348	0.581	0.661	0.857

Table 3: Cronbach's alpha coefficient

Research structures	Self-belongingness	Self-competency	Self-autonomy	In-role	Extra-role	Brand identification
Cronbach's alpha	846/0	811/0	866/0	854/0	852/0	823/0

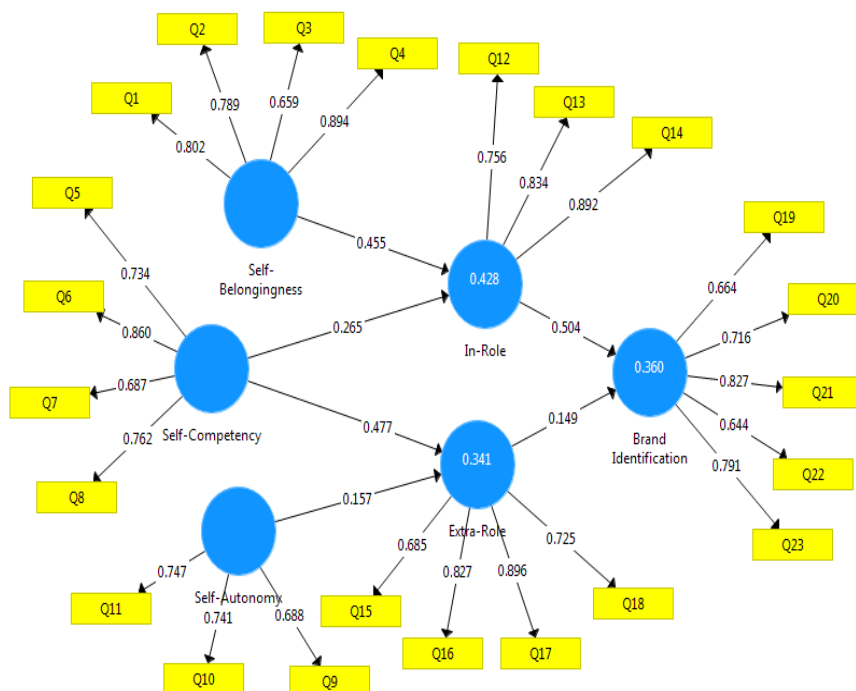


Figure 2: Software output - test model of the research (path coefficients and operating loads)

4-1-2- Reliability

In addition to Cronbach's alpha coefficient, which is presented in Table 3 and confirms the appropriate reliability of the questionnaire, the PLS method was used to evaluate the reliability of the questionnaire. The PLS method uses index reliability. The reliability of the index is also measured by measuring the factor loads by calculating the correlation value of the indices of a structure with that structure, which if this value is equal to or greater than 0.6, confirms that the reliability in The case for that is an acceptable measurement model. However, if the value of the factor load between a question and the relevant dimension is less than 0.6, that question can be removed from the model and subsequent

analyzes. As can be seen in Figure (2), all values of factor loads between structures and questions are greater than 0.6, which shows a high correlation

4-2- Second stage: structural model and testing of hypotheses

Structural model test, which is related to testing research hypotheses and the effect of hidden variables on each other. To confirm the research hypotheses, the Bootstrapping command of Smart PLS software was used, which shows the output of t-coefficients (Figure 3). When the values of t in the range are more than +1.96 and less than -1.96, it indicates the significance of the relevant parameter and subsequently confirms the research hypotheses.

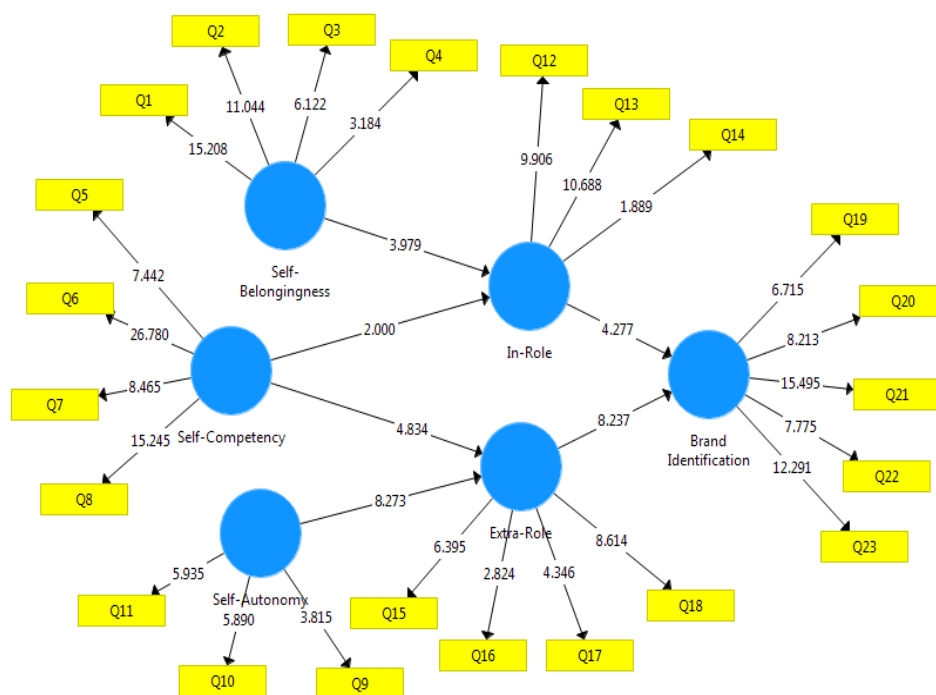


Figure 3: Software output - coefficients t

4-3- Quality test of measurement model or subscription index

This index is calculated by the cross-validity subscription index. This index actually measures the ability of the path model to predict observable variables through the values of their corresponding hidden variables. Since all values are positive, the model is of good quality.

Table 4: Quality test of measurement model or subscription index

Variables	1-sse/sso
Self-belongingness	0.321
Self-competency	0.431
Self-autonomy	0.487
In-role	0.321
Extra-role	0.528
Brand identification	0.547

4-3-1- Fit or Fit PLS model

One of the main differences between LISREL and PLS is the inadequacy of the available indicators to fit the models

estimated using PLS. Although existing PLS algorithms report fit statistics, such as the normalized fit index of Bentler and Bount, they are based on the assumption that the estimated model parameters are observed to reduce the difference between covariance matrices and are reproduced. Assumption not in PLS. Of course, Tennen House et al. (2005) have introduced a general fit index to examine the fit of the model. The general fit criterion (GOF) can be obtained by calculating the geometric mean of the subscription mean and R2.

$$GOF = \sqrt{\text{average (Comunalitie)} * R2}$$

According to Tannhaus et al. (2005), the GOF index in the PLS model is a practical solution to this problem by examining the overall fit of the model and acts like the fit indices in methods based on covariance and can be used to assess the validity or quality of the PLS model in general. This index also acts like the fit indices of the LISREL model and is between zero and one, and values close to one indicate the appropriate quality of the model. Of course, it should be noted

that this index, like the chi-square indices in LISREL models, does not examine the degree of fit of the theoretical model with the collected data. Rather, it examines the overall predictive power of the model and whether the tested model was successful in predicting endogenous latent variables.

Table 5: communality test

Variables	communality
Self-belongingness	0.801
Self-competency	0.841
Self-autonomy	0.886
In-role	0.921
Extra-role	0.879
Brand identification	0.902

The average value of the Common Values Index from the following forum is:

$$\text{Communality} = 1 / N * \sum \text{Communality}$$

The subscription amount is: 0.872

The value of R2 is also equal to 0.360. This value can be seen based on the output of path coefficients in standard mode.

According to the GOF calculation formula we have:

$$\text{GOF} = \sqrt{0.872 * 0.360} = 0.314$$

The GOF index is between zero and one. Wetzels et al. (2005) introduced three values of 0.01, 0.25 and 0.35 as weak, medium and strong values for GOF, respectively. According to the value of 0.314, the research model has a strong desirability.

4-4- Answer to research hypotheses

According to the results obtained from the path coefficient and t-statistic, all hypotheses of the research were confirmed, and the results showed that belonging and self-confidence have a positive and significant effect on consumer behavior within the role in branding. The results of this study also confirm the positive and significant effect of self-confidence and individual independence on consumer role-playing behavior in branding. The results also show that in-role consumer behavior and extra-role consumer behavior in branding have a significant effect on brand recognition.

Table 6: Direct effects, t-statistic and the result of research hypotheses

Hypothesis	Standardized path coefficient β	statistics T	Meaningful	No rejection or Reject
Self-belongingness → In-role	0.455	3.979	Sig<0.05	approved
Self-competency → In-role	0.265	2.000	Sig<0.05	approved
Self-competency → Extra-role	0.477	4.834	Sig<0.05	approved
Self-autonomy → Extra-role	0.157	8.273	Sig<0.05	approved
In-role → Brand identification	0.504	4.277	Sig<0.05	approved
Extra-role → Brand identification	0.149	8.237	Sig<0.05	approved

V. CONCLUSIONS AND SUGGESTIONS

Strategic brand management is essential to achieve goals such as customer loyalty, customer orientation and profitability. Failure to pay attention to the market share of strong and effective brands, causes small companies and careless to retain their customers and can not make their customers loyal. The main reason for this unfaithfulness is the lack of attention to the impact of branding with the aim of increasing profits and creating a position. Choosing the right name is one of the powerful tools for differentiation. Choosing the right name and identity helps businesses to differentiate, create unique value and position for their quality services and products, and create an opportunity to convey the values they have created for their brand. Branding creates a competitive advantage because the brand reflects quality and commitment to the buyer and encourages consumers to buy products / services and brand values. Brands are at the heart of marketing and business strategy, and strong brand value or positioning is one of the most important factors for a business success. This study examines in depth the theoretical understanding of the collective value of collaboration created in brand communities. According to this view, the relationships between consumer motivations are systematically researched and behaviors with internal and external role in branding and the level of familiarity with the brand are examined. Findings from a cross-sectional study and a convergent field experiment related to Zara brand in Tehran show that members of a brand community, with a sense of belonging and self-belief in the brand community have a higher interaction in branding with internal role behaviors. While with the understanding of self-belief and individual independence, the increase of interaction in extra-role behaviors is seen more. Involvement in internal and transnational roles, in turn, fosters brand recognition in society. These interesting findings help the existing brand community and have important implications for employees associated with the Zara brand.

First, our findings provide ways to motivate community members to represent the brand, so that they voluntarily defend the brand and promote the brand throughout the brand community. Social work is possible. The research model shows the extent to which the member has done this and how it functions in internal and external roles. While self-belief increases behavior with both roles, belonging only increases behavior with internal role, and individual independence increases only extra-role behaviors. This finding provides useful insights into current brand society theory.

On the one hand, research shows that, if marketers find the extracurricular activities of members of the community harmful or undesirable, marketers can well change the settings of the community in a variety of ways (for example, most discussions and new developments in the company).) In this situation, members of the community are given less independence, as a result of the extra-role activities of individuals become highly undesirable. On the other hand, if marketers find activities with a useful internal role (for example, congratulating company owners in various ways), it may create the conditions for cultivating members'

psychological needs and belonging to the community, (e.g., mergers). Mostly with social networking sites) that encourage such activities.

Second, research results help advance public theories in brand identification. While previous research typically examines the relationship between brand recognition and consumption behaviors (Akerlof and Kranton 2000; Hughes and Ahearne 2010; Kuenzel and Halliday 2008), this research intensifies the "feeling of learning" in the classical hierarchical model. It offers unique management knowledge to help marketers transform consumer perception and behavior into brand recognition, especially when the brand is new to the market. This is very important because brand identification, which is considered as a key interface, always remains constant against competitors' attacks, thus imposing strong geographical restrictions on brand behavior. Fournier and Lee (2009) argue that in order to nurture successful brand communities, marketers need the roles of community creators, nurturing and facilitating communities by creating the conditions in which they can grow. Our research shows that it is a useful and effective situation for the community in which members of the community are encouraged not to participate in social contributions, from dealing with internal roles to extra-role behaviors, because it also helps to identify the brand. Even if role-playing behaviors require more interaction and activity. In other words, participating in a brand community, even at a minimal level, helps consumers better understand the brand identity, which provides positive effects for companies at many levels. Research findings can help to prioritize costs and resource allocation in the management of brand communities.

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