

Application Of Brand Resonance Model Assessing The Relationship Between Brand Resonance Dimensions And Extraversion Consumer Personality Trait

Neelam Akbar Marwat¹, Dr. Imran Rafiq², Dr. Jawad Hussain³, Dr. Asma Perveen⁴

¹. Lecturer, Centre for Management and Commerce University of Swat.

². Lecturer, DCMS, University of Malakand, Pakistan. irk755@gmail.com*

³. Associate Professor, Department of Commerce and Management Sciences University of Malakand, Pakistan.

⁴. Faculty of human development, Department of Psychology and Counseling, Sultan Idris Education University, Malaysia

Abstract

The battle for market share that enhance the credibility and reputation of a firms rests upon its branding strategies knotted in their brand resonance that helps them in gaining momentum with revolutionary changes in consumer behavior. Brand resonance is trending in marketing domain that serve as a supreme phenomenon for identification of consumer level of attachment with brands. The rationale of the research it to identify the connection between theory and practice by analyzing the relationship between extraversion consumer personality traits and brand resonance dimensions with main aim to understand the deep emotional and psychological bonding relationship between four dimensions of brand resonance. The quantitative data via structured close ended questionnaire was collected and tested via SPSS for analyzing the results of female targeted group of customers. Measurement of dependency of variables was judged with the application of multiple regression analysis. Results of the study proved that there is significant positive relationship between brand resonance dimensions and personality traits extraversion. Extravert female consumers consider luxurious clothing brands as product that goes in congruity with their personality traits. The link between personality traits and brand resonance measurement scales helps brand manager to come up with customized offerings for their actively engaged customers who feel sense of community and affiliation with the use of specific brands. Brand manager can develop, manage and sustain their brands according to where their brands stand at the level of resonance model. Knowing the positions of consumers in terms of their loyalty status managers can develop strategic moves for building and enhancing psychological bond between consumers and companies products

KEY WORDS- Brand resonance, extraversion, behavioral loyalty, attitudinal attachments.

INTRODUCTION

Marketing programs of assessing, building and implementing strong valuable brand is the hardest task in today's cluttered and competitive spheres which needs careful consideration by managers in linking their creative marketing decisions with brand value (Baghi, I., Gabrielli, V & Grappi, S. 2016). Branding represent three models that can help brand as well as marketing decision makers in their decision making process. On the first glance brand positioning describes the ways and techniques to break the rush hours for achieving competitive advantages, secondly Brand Resonance is the description of long term intense, active, and loyal relationship with customers,

third factor is Brand Value Chain which helps in explanation of how to draw the value mapping for understanding the financial gains of marketing dollars spent in terms of investments (Davies, G., Mendez, J, R., Mete, M,. Whelan, S., & Loo, Theresa 2017). Strong brands occupy desirable place in minds of target market which further leads to good reputation for creating a differential diagram in the minds of customers. It has a well-defined purpose of compelling group of customers for creating a desired response in terms of purchase. (Dwivedi & Merrilees 2013).

Reputable and loyal brands increase chances for company survival in terms of financial gains (Lithopoulos, Evans, Faulkner, & Rhodes, 2021).

Brands connect customers through the physical properties of products and services to socio-cultural values, norms and psychological traits of consumers (Hall, Menzies, Zutshi, & Creed, 2021). Adenan, Ali and Rehman (2018) discussed that Brands do talk about the personality traits and characteristics of an individual, the biggest challenge for successful brands in terms of keeping and maintaining the loyalty of their hard core loyal customer is to maintain and expand their competitive advantage with changing the needs and wants of their customers. Organisations spends billions of dollars to cope with intense competition and attempts to reach to the levels that are in affordable domain of customers reach for turning them into their permanent buyers (Khan, Chandak, & Kewalramani, 2022). Nowadays, company's main capital is considered their major brands. Brands do have life cycle starting from its inception, commercialisation, growth, maturity, decline, revitalization and retirement, are brought back to healthy life for regenerating cash flows and revenues for the firm (Kang, Koo, Han, & Yoo, 2022).

The main concern of this work is to shed light on personality trait extraversion which is the main pillar of five big personality traits model analysis of which further leads to significant relationship and correlation with behavioral loyalty and other determinants of brand resonance in terms of repeat purchases. The main concern of this work is to empirically test a conceptual model of brand resonance developed by (Ande, Gunasekaran, Murugesan, & Natarajan, 2017; Keller, 2001) that dig out the factors involved in building a strong brand. Brand resonance refers to the type of connection between consumers and the brand along with perceptual believes in congruence with the brand (Moura, Ferreira, de Oliveira, & da Silveira Cunha, 2019). Keller (2001) described the brand resonance as a composite of four elements; behavioral loyalty, attitudinal attachments, sense of community and active engagements. Consumers from the perspective from brand resonance model needs to active search for the brand related information that serves as guide in developing strong psychological connection with the brand (Moura et al., 2019).

For practical applicability of the above mentioned model famous well-known luxury designer clothing brands were selected with detail study on middle upper class female target group of Swat market. The major personality trait extraversion was used as a tool in gaining deep understanding and insight into selection of these luxurious designers clothing brand loyalty, attitudinal attachment, sense of community and active engagement. Extraversion is one of the most important consumer personality traits with most widely used social science phenomenon and researchers put it in some important psychological and consumer personality traits models for studying its relationship and impact on other disciplines related topics (YAR KHAN & Siddiqui, 2021). On the other continuum of the spectrum, extraversion explains the extent to which a person is interested in and intensity of his participation in social gatherings (Khatri et al., 2022). Characteristic of extraversion also explains the energy and motivation level, assertiveness, his engagement in excitement seeking behavior, degree of involvement in warmth feelings and positive emotions (Woolley, S, E., & Selzam, S 2019). Extraversion is the complex variable to work on but its selection is based on close relationship with branded product choices and preferences for designer and fashion brands (Li et al., 2021).

Practical implication of these 4 dimensions of brand resonance and its relationship with extraversion was investigated and applied to luxurious designers fashion industry clothing brands which is committed to provision of high quality designer embroidered stitched and unstitched fabric for sophisticated and cozy class of female target customers. These designers luxury goods market is growing in a rapid pace which are considered masterpiece and it's considered as social and status symbol in KPK Pakistan. This work is carried out in swat market where female consider the selected luxurious clothing brands as modern day perfection with superbly fashioned fabric which satisfies their self-esteem and social needs. The relationship of extraversion personality trait with brand resonance determinants is measured by close ended questions distributed amongst girl's colleges of Swat. The focus of study is on brand

resonance model that explains the nature of customer relationship with their favorite brands and the extent of harmonious and psychological satisfaction which customers feel about specific brand. Brand resonance explains the level of identifications of customers with brand. Brand resonance dimensions is previously investigated by renowned scholars and researchers with different angles and perspectives in combination with brand personality and personification identities (Jiménez-Marín, Sanz-Marcos, & Tobar-Pesantez, 2021). However, rare work has been carried out about the relationship of brand resonance with personality traits which will address the research gap in selected area.

The rationale of the study lies in brand resonance attitudinal attachments and active engagements that is marked as the peak of brand loyalty model with extraversion consumer personality traits because of the similarity in nature and perceptual thinking of consumers with regard to luxury brands. Luxurious clothing brands will serve the purpose of this research because consumers usually considered as esteemed with buying and using these type of brands. This research is organized into 5 sections in which the first section consists of the brief introduction, second section explains the literature review, and third section explains the theoretical framework followed by sections 4 and 5 which explains the methodology along with discussion of statistical techniques. The last section 6 explains the concluding portion of the overall research.

LITERATURE REVIEW

This section provides viable literature on brand resonance model along with personality trait extraversion which is considered as one of the important part of research and is written work done by scholarly and accredited researchers on specific topic for performance of thorough review, overview or looking again of past work done on similar nature areas and related factors, issues and theoretical contributions for development of conceptual model.

Brand resonance model

Brand Resonance model developed by (Keller, 2001) that describes the four major constructs of building strong brand that are ladder into

series wise steps starting from brand identification, giving comprehensive meaning to brand responses and relationship which is related with creating brand resonance (Raul, U, R., Brito, P, Q & Pawar, P, A 2019). The ultimate goal of model lies in how and what customers are learning, feeling, seeing and hearing about a specific brand overtime (Kapferer, 2008, p. 438). Brand resonance model shows the customer involvement and strength of loyalty to a specific brand (Jiménez-Marín et al., 2021). High level of commitment and loyalty means spreading positive word of mouth with more favorable opinions of the brand to the community in which they move (Cruz-Milan, 2022). Brand resonance four components are behavioral loyalty, attitudinal attachment, sense of community and active engagement. In brand loyalty research, the main challenge rests on explaining the brand loyalty conceptual elements and its measurement. Javalgi and Moberg (2017) investigated the concept of brand loyalty keeping in view the behavioral, attitudinal, active engagement and commitment perspectives.

Behavioral aspect of personality is based on the actual purchase criteria while attitudinal perspective explains consumer choices and priorities regarding specific brand categories (Raut, U, R & Brito, P 2014). As loyalty moves up customer repurchase behavior turns into deep feelings of love and they view the brand as valuable possession the use of which gives them pleasure. The third dimension of brand resonance model is sense of community which leads customer in the imaginative world of social satisfaction and affiliation with community using their favorite brand. The last dimension of the model explains the concept of active engagement which is known as strongest affirmation of the brand loyalty. Consumers in active engagement are willing to exert high level of energy, time, and other resources in consumption of that product (Keller, K, L & Lehmann, D 2003). Attitudinal attachment varies over time and didn't show consistency and stabilization in terms of brand preferences and choices. (Park & MacInnis, 2006). general tendency towards brand relationship in this case is simple and leads to purchase decision. Attachment is considered as

true antecedent of loyal behavior which force customer for action (Fournier & Yao, 2017).

Sense of community in brand resonance model depicts something more than being loyal where consumer has interpersonal and socio cultural connection and interaction with brand communities. (Singh & Pattanayak, 2016). It is a specialized bound community on the basis of well-organized set of social relationship among group of specific brand users and brand community refers to collectors of social club who enjoys same social status not necessarily bound by geographical proximity but by shared values, goals, cultural trends in joint actions for accomplishment of these collective goals (Bapat & Thanigan, 2016). These communities share, interact, recommend, and help in use of their social class related brand preferences along with active participation in community activities (Huber, Meyer, & Schmid, 2015). Brand communities as a symbol of social values and structured system based on common set of trends, fashion, fads, rituals and objectives (Becheur, Bayarassou, & Ghrib, 2017).

Extraversion

Extraversion is the selected consumer personality trait for this study which is characterized by social, energetic, assertive, talkative, affiliation, ambitious and goal oriented consumer (Cuartero & Tur, 2021). They are highly adaptive and welcoming to changing environment (Davies, G., Mendes, R, J & Mete, and M 2017). Extraverts get bored by routine tasks and their response to conditioned stimuli is slow with cravings for changes in environment where they enjoys going to parties and risky activities (Gruda & Ojo, 2022). This type of consumer personality is characterized by amount of time a person spends with others, his involvement in social activities and number of friends he enjoys (Woolley, S, E., & Selzam, S 2019). This research is carried out to assess the extraversion personality trait relationship and psychological bond between brand resonance components (behavioral loyalty, attitudinal attachment, sense of community and active engagement). Extraverts are socially conscious in terms of the use of branded products. An extravert gets their energy by interaction and

socializing with others (Otonari, Ikezaki, Furusyo, & Sudo, 2021).

THEORATICAL FRAMEWORK

Identification of dependent and independent variables

Extraversion (Dependent variable)

Extraversion is the personality trait which is taken as dependent variable in this study. We will analyze how extraversion personality trait is affected by the four dimensions of brand resonance model developed by Keller. These four aspects of brand resonance are taken as independent variables which will help in explanation of how these active and loyalty determinants affect a specific and closely related personality trait extraversion. These four brand resonance parameters are behavioral loyalty, attitudinal attachments, sense of community and active engagement. Extraversion is the complex variable to work on but its selection is based on close relationship with branded product choices and preferences for designer and fashion brands.

Behavioral Loyalty (Independent Variable)

Customer satisfaction in fashion industry is determined by how loyal she or he is with his favorite brand. If customer has high score on extraversion he will opt for the brand again and again in order to satisfy his social and psychological needs of being accepted by society and self-esteem.

Attitudinal attachment (Independent Variable)

It refers to high level of attachment with a brand, these feeling gives customers a sense of pleasure and achievement which is in line with their social and cultural values and acceptance. These emotions and feelings are more intense in this stage. An extravert will exert high level of energy, money, time, efforts in attaining attitudinal attachment.

Sense of community (Independent Variable)

Sense of community is taken as independent variable effects of which are studied on extraversion personality trait. This trait is related with highly assertive, motivated, social, confident

and active. They enjoy with group of people and community who are using same brands. Sense of community has positive effects on extraversion personality trait

Active engagement (Independent Variable)

It shows deep emotional and psychological bonds with specific brand which acts as a symbol of perfection for their status and esteem needs. Customer active engagement with specific brand is explained by how he or she is interested in social gatherings, his or her related personality traits of being interactive and participative in their socio cultural system. It's characterized by emotional attachment with a brand.

Explanation of theoretical framework brand resonance model and extraversion personality traits shows the level of commitments and loyalty with a specific brand. Based on above explanation we hypothesize that behavioral loyalty and extraversion are positively related

H1: There exists significant correlation between extraversion consumer personality trait and behavioral loyalty

The relationship between attitudinal attachment and extraversion is also hypothesized as directly proportional based on assumption those

customers who are extravert and social exert high level of efforts for coming into the zone of brand use and acceptance by society members.

H2: There is linearly positive relationship with attitudinal attachment and extraversion consumer personality trait

Third pillar of brand resonance model is sense of community which is also assumed to have positive relationship with extraversion trait of personality. Sense of community is the conversion of brand love into strong association with group of people using the same brand so we can easily assume its relationship as positive

H3: There is significant relationship between sense of community and extraversion consumer personality trait

Brand resonance last dimension is also assumed to be positively related with extraversion because a customer who enjoys social interaction with their social class will prefer branded product with zeal and zest.

H4: There is significant relationship between active engagement and extraversion consumer personality trait

Conceptual framework

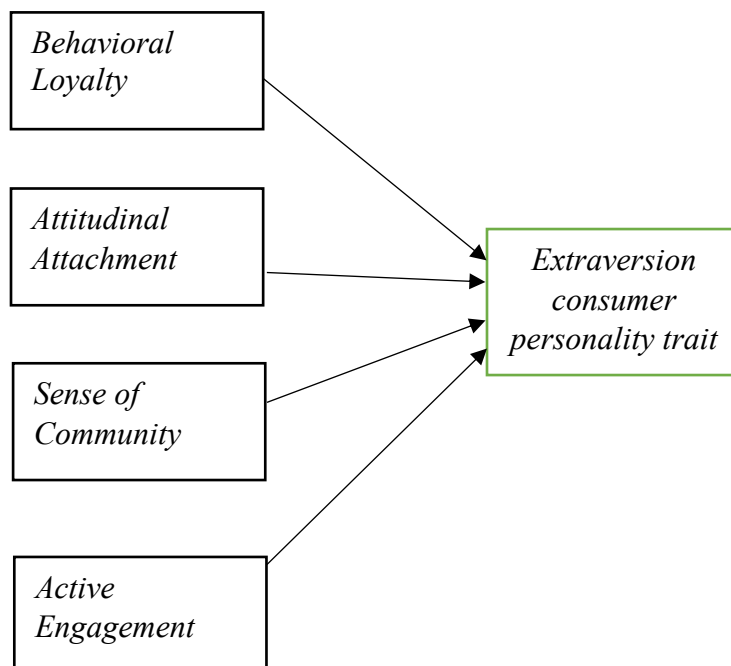


Table # 1

Variables	Definition
Extraversion	Consumer personality trait who are very social, talkative, assertive and motivated
Behavioral loyalty	Regular repeat purchase
Attitudinal attachment	Consumers love the brand.
Sense of community	Consumers level of commitment with the brand, product and company
Active engagement	Intense involvement of consumers with the use of specific brand, product or company which gives them feelings of affiliations and engagements

Variables definition

METHODOLOGY

Data collection method

Simple random sampling was employed for collection of data via structured close ended questionnaire which was distributed among girl's colleges and swat university female students. This study is basically conducted on fashion luxurious fashion clothing brands, this industry is famous for its commitment to give customers with designer's embroidered fabric. Female targeted group of customers are selected for this empirical study for analysis of practical applicability of theoretical framework of brand resonance pyramid and its relationship is assessed with basic personality trait extraversion. A questionnaire consists of two sections in which first section questions were designed to know about personality traits, likes, preferences and choices in selection of their outfit while second sections covered aspects of brand loyalty, attitudinal attachment, sense of community and active engagement and its relationship with personality trait. LIKERT psychometric scale is used in setting questions which were helpful in getting the hidden and unknown aspects of behavioral relationship with personality traits. 300 close ended Questionnaire were distributed amongst girl's colleges which were targeted mostly to senior class students and faculty members along with MS level students of Swat University.

Data analysis method

For analysis and interpretation of results SPSS was employed along with descriptive and inferential statistic tools. This software helps in finding the mean and standard deviation along with best assessment of dependent and independent variables relationships. Correlation and multiple regression analysis were used for interpretation of data.

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4e$$

$$EV = B_0 + B_1BL_1 + B_2AA_2 + B_3SC_3 + B_4AE_4e$$

In this equation (EV) is dependable variable extraversion and (BL) refers to independent variable Behavioral loyalty. (AA) is attitudinal loyalty independent variable. (SC) sense of community is the third independent variable. (AE) active engagement is the fourth independent variable.

RESULTS

Descriptive Statistics

The crux of overall data analysis methods when passed through statistical analysis showed a moderate to highly significant relationship between dependent and independent variable. We used correlation analysis to draw inferences about the type of relationship between variables. The descriptive statistics shows the number of

observation along with mean and standard deviations.

Table Descriptive Statistics

	Mean	Std. Deviation	N
Extraversion	3.467	1.0971	150
BL	3.213	1.2563	150
AA	3.527	1.4913	150
SC	3.513	1.4034	150
AE	3.393	1.4279	150

Correlation Statistics

Correlation is used for exploration of the strength of relationship between two continuous variables. It explains the strength of relationship as well as the direction (Positive and Negative) of relationship. Positive correlation indicates that if one variable increase other variable will also increase showing same direction of movement. Negative correlation explains the relationship of two variables in inverse direction, if one increase other will decrease and move in opposite direction. Correlation is used to find out positive, negative or neutral relationships. Linear correlation is known as Pearson correlation and its value falls in the continuum of 0 to 1 which represents the strength of association. Cohen (1988) has given following guidelines for interpretation of “r” value ranging between + 0 to + 1.

Negative value represents reverse correlation among variables while positive value means both variables will move in same direction. Correlation coefficients “r” value 1 or near to 1 depicts perfect correlation which means value of one variable can be easily identified if value of other variable is given. Pearson coefficient of correlation “r” was used for assessment of

relationship between variables under study. Values in correlation table depict medium to strong correlation between brand resonance dimensions and extraversion consumer personality trait. Strong correlation was shown between active engagement and extraversion consumer personality trait with r value 0.694. All correlation values were positive and significant at confidence level 99%. Relationship between dependent variable extroversion consumer personality trait and independent variables behavioral loyalty, attitudinal loyalty, sense of community and active engagement were found significant and positive.

As illustrated in Table 6 the Behavioral loyalty and extraversion were strongly and positively correlated with r value 0.582** which was above 0.50. Attitudinal attachment depicts r value 0.624** which showed strong connection between these two constructs. Sense of community and extraversion consumer personality trait r value was 0.377 which showed significant and medium correlation among variables. 0.694 r values between active engagement and extraversion consumer personality trait showed strong positive relationship and correlation.

Table # 2: Correlation Statistics

		Extraversion	BL	AA	SC	AE
Extraversion	Pearson	1				
	Correlation					
	Sig (2-tailed)	320				
	N					

BL	Pearson Correlation Sig (2- tailed) N	.582** .000 320	1 320			
AA	Pearson Correlation Sig (2- tailed) N	.624** .000 320	.635** .000 320	1 320		
SC	Pearson Correlation Sig (2- tailed) N	.377** .000 320	.309** .000 320	.409** .000 320	1 320	
AE	Pearson Correlation Sig (2- tailed) N	.694** .000 320	.547** .000 320	.556** .000 320	.562** .000 320	1 320

Note. ** Correlation is significant at the 0.01 (2-tailed)

Table #3: Coefficients

Model	Unstandardized coefficients		St coefficients	T	Sig.
	B	Std.Error	B		
1 (constant)	4.573	.686		6.670	.000
BL	.359	.028	.582	12.778	.000
AA	.414	.036	.547	7.127	.000
SC	.380	.027	.624	.5.857	.000
AE	.417	.035	.556	6.849	.000

- Dependent Variable: extraversion
- Independent variables. Behavioral loyalty, attitudinal attachment, sense of community, active engagement

Multiple regression analysis

Multiple Regression is sophisticated and advance technique of analyzing interrelationship between variables. Multiple regression is used for identification of predictive capability of independent variables on criterion validity and used to test the relationship between a set of independent variables on one dependent variable. The technique of multiple regression is used to forecast the value of one variable in terms of other variable. Predictor variable is used for prediction of value of criterion variable. It helps in

identifying the variance in criterion value with reference to predictor variable. It helps in explaining the variance, how much variance in dependent variable is cause by independent variable. All independent variables in model summary represent .774 R square which shows that these independent variables in regression model accounts for.774 percent of the total variation in dependent variable that is Extraversion in our example. A good fit indeed. Left over portion of the results can be better explained with other loyalty variables.

Table Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880	.774	.769	1.0883

CONCLUSIONS

This research is conducted to look into the deep psychological and social relationship of single personality trait extraversion with brand loyalty stages of brand resonance model. Consumers who are more prone to social gatherings and attracted by participation in different activities leads to high level of behavioral loyalty, attitudinal attachment, sense of community and active engagement. The practical applicability of the theoretical framework and personality trait is done keeping in view the luxurious designers famous female clothing Brands which is considered as a symbol of status and esteem. Outcomes of the research putted stamp on hypothesized relationship between brand resonance dimensions and personality traits. Designer's female brands are considered and marked as brand that is loyal to its regular customer in terms of providing high quality elegant products which satisfies social, cultural, esteem and psychological needs. Consumers having extraversion personality traits consider it as being accepted by society and social group upon which their social survival depends. Their regular customers enjoys the level of loyalty and beyond that which makes them fall in love with these fashion brands, mostly assertive and enthusiasm in social interaction, parties, weddings, birthdays they wear the designers brand for their social acceptance. Results depicted strong connection between the components of brand resonance model and extraversion consumer personality trait. Motivated consumers participation in these designers fashion brands mega competitions, exhibitions, getting their memberships, and discount cards are the examples of active loyalty, attachment, sense of community and active engagement. Extravert female consumers consider luxurious clothing brands as product which is in harmony with their personality traits

and this brand gives them the feelings of warmth and pleasure.

The outcomes also explains the relationship of personality trait extraversion with image and impression formation, designers brands are used as symbol to impress others in specific social and situational context and consumers opt for these brand in order to show their personality dimension of being sophisticated, classic, elegant, decent and simply it is used as symbolic sentence in which consumer adopt a specific outfit in order to show their personality and impress others. Looking in to the deep emotional bonding relationship designers brands should come up with active promotional campaigns suitable to the target market trends and cultural norms with aggressive advertising. They should come up with idea of increasing the number of outlets in most of the regions and nearby localities for order and need fulfillment of their demanding and variety seeking customers who go to other cities for shopping from their outlets.

MANAGERIAL IMPLICATIONS

The brand management team should analyze the series of brand resonance for their organizations products and services. They should scrutinize the consumer's perceptions, social norms, values and attitudes by which they can predict the personalities of their loyal customers. The link between personality traits and brand resonance measurement scales helps brand manager to come up with customized offerings for their actively engaged customers who feel sense of community and affiliation with the use of brands. Brand manager can develop, manage and sustain their brands according to where their brands stand at the level of resonance model. Knowing the positions of consumers in terms of their loyalty status managers can develop strategic moves for building and enhancing psychological bond between consumers and companies products. Understanding consumers personality traits

which are more at harmony with the social assertiveness tied with social pressure will help brand manager to stimulate the social needs of their targeted group of consumers via strong promotional campaigns. These brand resonance levels are helpful for the managers for reaching at the top of the ladder position. Strongest affiliations between corporate brands and consumers will yield long term productive results in terms of healthy cash flows.

References

1. Algesheimer, R., Dholakia, U.M. and Herrmann, A. (2005), "The social influence of brand community: evidence from European car clubs", *Journal of Marketing*, Vol. 69, July, pp. 19-34.
2. Bagozzi, R.P. & Dholakia, U.M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International journal of research and marketing*, 23, 45-61
3. Baghi, I., Gabrielli, V., & Grappi, S. (2016). Consumers' awareness of luxury brand counterfeits and their subsequent responses: when a threat becomes an opportunity for the genuine brand. *Journal of Product & Brand Management*, 25(5), 452-464.
4. Bapat, D., & Thanigan, J. (2016). Exploring relationship among brand experience dimensions, brand evaluation and brand loyalty. *Global Business Review*, 17(6), 1357-1372.
5. Becheur, I., Bayarassou, O., & Ghrib, H. (2017). Beyond brand personality: Building consumer-brand emotional relationship. *Global Business Review*, 18(3S), 1-17.
6. Davies, G., Rojas-Méndez, J. I., Whelan, S., Mete, M., & Loo, T. (2018). Brand personality: theory and dimensionality. *Journal of Product & Brand Management*, 27(2), 115-127.
7. Digman, J.M., "Personality structure: Emergence of the five-factor model," *Annual Review of Psychology*, 41, 41,4-440 ,1990
8. Fournier, S., & Yao, J.L.(1997). Reviving brand loyalty. A reconceptualization within the framework of customer based relationship. *International journal of research and marketing*, 14(5), 451-472
9. Gordon, G.L., Calantone, R.J., and di Benedetto, C.A., 1993 Brand Equity in the Business-to-Business Sector: An Exploratory Study. *Journal of Product and Brand Management*. 2(3), 416.
10. Huber, F., Meyer, F., & Schmid, D. A. (2015). Brand love in progress—the interdependence of brand love antecedents in consideration of relationship duration. *Journal of Product & Brand Management*, 24(6), 567– 579. doi:10.1108/JPBM-08-2014-0682.
11. Javalgi, R.R. and Moberg, C.R. (1997), "Service loyalty: implications for service providers", *Journal of Services Marketing*, Vol. 11 No. 3, pp. 165-79
12. Kevin Lane Keller, Brian Sternthal, and Alice Tybout (2002), "Three Questions You Need to
13. Ask About Your Brand," *Harvard Business Review*, September, 80 (9), 80-89.
14. Kevin Lane Keller (2001), "Building Customer-Based Brand Equity: A Blueprint for Creating
15. Strong Brands," *Marketing Management*, July/August, 15-19.
16. Kevin Lane Keller and Don Lehmann (2003), "How Do Brands Create Value," *Marketing Management*, May/June, 26-31.
17. Kuhn, Kerri-Ann and Alpert, F. (2004) Applying Keller's brand equity model in a B2B context: limitations and an empirical test. In: ANZMAC 2004: marketing accountabilities and responsibilities, 29 November-1 December 2004, Wellington, New Zealand.
19. Keller, K.L. (1993), "Conceptualizing, measuring, and managing customer-based brand equity", *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22
20. Mc Alexander, J. H., Schouten, J.W. & Koenig, H.J. (2002). Building brand community. *Journal of Marketing*, 66, 38-54
21. Muniz, A.M., & O Guinn, T.C. (2001). Brand community. *The journal of consumer research*, 27, 412-432

22. McEnally, M.R., and de Chernatony, L., 1999. The Evolving Nature of Branding: Consumer and Managerial Considerations. *Academy of Marketing Science Review*. 1999, 1.
23. Mudambi, S., 2002. Branding Importance in Business-to-Business Markets. *Industrial Marketing Management*. 31(6), 525-533.
24. Park, C.W., & MacInnis, D.J. (2006). What's in and what's out: Questions on boundaries of the attitude constructs. *Journal of consumer research*, 33, 16-18
25. Smith-Woolley, E., Selzam, S., & Plomin, R. (2019). Polygenic score for educational attainment captures DNA variants shared between personality traits and educational achievement. *Journal of personality and social psychology*.
26. Singh, K. P., & Pattanayak, J. K. (2016). Study of the relationship among the factors of brand equity: A study on fast-food brands. *Global Business Review*, 17(5), 1227–1239.
27. Ande, R. A., Gunasekaran, A., Murugesan, P., & Natarajan, T. (2017). Brand resonance score for CBBE model: an application in financial services. *Benchmarking: An International Journal*.
28. Cruz-Milan, O. (2022). Consumer-Based Brand Equity as Predictor of Three Behavioral Intention Outcomes on a Coastal Tourism Destination: An Abstract. Paper presented at the Academy of Marketing Science Annual Conference.
29. Cuartero, N., & Tur, A. M. (2021). Emotional intelligence, resilience and personality traits neuroticism and extraversion: predictive capacity in perceived academic efficacy. *Nurse Education Today*, 102, 104933.
30. Gruda, D., & Ojo, A. (2022). All about that trait: Examining extraversion and state anxiety during the SARS-CoV-2 pandemic using a machine learning approach. *Personality and individual differences*, 188, 111461.
31. Hall, E., Menzies, J., Zutshi, A., & Creed, A. (2021). Opera participants' perceptions of brand resonance. *International journal of consumer studies*.
32. Jiménez-Marín, G., Sanz-Marcos, P., & Tobar-Pesantez, L. B. (2021). KELLER'S RESONANCE MODEL IN THE CONTEXT OF FASHION BRANDING: PERSUASIVE IMPACT THROUGH THE FIGURE OF THE INFLUENCER. *Academy of Strategic Management Journal*, 20(6), 1-14.
33. Kang, I., Koo, J., Han, J. H., & Yoo, S. (2022). Millennial consumers perceptions on luxury goods: capturing antecedents for brand resonance in the emerging market context. *Journal of International Consumer Marketing*, 34(2), 214-230.
34. Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands.
35. Khan, A. H., Chandak, S. J., & Kewalramani, B. (2022). Analysing the brand resonance amongst telecom subscribers in Nagpur City. *International Journal of Public Sector Performance Management*, 9(1-2), 90-105.
36. Khatiri, J., Marín-Morales, J., Moghaddasi, M., Guixeres, J., Giglioli, I. A. C., & Alcañiz, M. (2022). Recognizing Personality Traits Using Consumer Behavior Patterns in a Virtual Retail Store. *Frontiers in Psychology*, 13, 752073.
37. Li, J., Yao, G., Liu, S., Li, X., Zhao, W., Du, X., . . . Xu, Y. (2021). Mechanisms of the Effects of Parental Emotional Warmth on Extraversion in Children and Adolescents. *Neuroscience*, 467, 134-141.
38. Lithopoulos, A., Evans, W. D., Faulkner, G., & Rhodes, R. E. (2021). Marketing Physical Activity? Exploring the Role of Brand Resonance in Health Promotion. *Journal of health communication*, 26(10), 675-683.
39. Moura, L. R. C., Ferreira, P. R., de Oliveira, A. D., & da Silveira Cunha, N. R. (2019). Test and validity of the Brand Resonance Model's. *Revista Gestão & Tecnologia*, 19(1), 4-24.
40. Otonari, J., Ikezaki, H., Furusyo, N., & Sudo, N. (2021). Do neuroticism and extraversion personality traits influence disease-specific risk factors for mortality from cancer and cardiovascular disease in a Japanese population? *Journal of Psychosomatic Research*, 144, 110422.
41. YAR KHAN, H., & Siddiqui, D. A. (2021). How Positive Thinking affect Life

Satisfaction and Wellbeing: The Role of positive affect and meaning in life Complemented by Neuroticism and Extraversion personality traits. Danish Ahmed, How Positive Thinking affect Life Satisfaction and Wellbeing: The Role of positive affect and meaning in life Complemented by Neuroticism and Extraversion personality traits (October 15, 2021).