

The Effect Of Customer-Brand Identification On Brand Sacrifice : The Brand Love Mediating: An Applied Study Of Smartphone Brands In Iraq

Maytham Abed Kareem Al-Afridawi¹, Hussien Ali Abdul Rasool²

^{1,2} College of Administration and Economics, University of Al-Qadisiyah, Iraq,
Email: admin.mang21.27@qu.edu.iq¹, hussien.ali@qu.edu.iq²

Abstract

The key objective of the current study is to verify the role of customer-brand identification in identification through the mediating role of brand love (brand passion, brand intimacy, brand commitment) for some brands of smartphones, as the sample study consisted of 296 customers, The problem of study was therefore formulated with regard to the relationship between the variables of the study, which established the objectives of the study. The study hypothesis chart crystallized the formulation of the special hypotheses tested in the statistical package to model structural equations in the least squares method (AMOS.V.25) and to analyze what the study tool provided, a set of statistical methods were used: The deterministic factor analysis, the Cronbach Alpha coefficient, the determination coefficient (R²), and the normal distribution of data. The results of the study showed a clear and important perception of the relationship between Customer- brand identification, sacrifice for brand and brand love, and perhaps the most important results of the study are reflected in a positive statistically significant correlation and impact between Customer-brand identification, Sacrifice for brand, brand love, and customer intimacy with their brand means frequent buying and a pride in keeping with it despite other brands. In the light of those findings, the study made a series of recommendations.

Keywords: Customer-brand identification, sacrifice for brand, brand love.

INTRODUCTION

Today, in the business world, where there are many rapid fluctuations as a result of the development of communications technology and the intense competition that has affected production processes, many organizations have looked for modern practices and methods that suit customers' requirements, so the brand is the only salvation to overcome rapid environmental changes. Many of these organizations have adopted the concept of Customer-to-brand identification because of its benefits and Advertising in providing and supporting customer acumen to brand love, which in turn contributes to the sacrifice of the brand for the organization. Customer

identification toward the brand has become a must as a marketing approach that helps increase customer attention to different requirements, thereby achieving customer satisfaction and loyalty.

Customer-brand identification contributes to strengthening the organization's ability to invest the relationship with customers in order to achieve investments that benefit the customer, which will encourage the customer to be identical with the brand and to love Brand and be loyal to it. Building the brand's identification contributes to the improvement of the organization's performance through developing its ability to satisfy their needs and desires, which forces the customer to sacrifice for the sake

of the brand, which in turn leads to loyalty toward it. This is why the current study highlights the importance of studying the impact of customer-brand identification in the sacrifice for brand as the mediating role of brand love.

Part One: Study Methodology

First: The problem of study

Sacrifice for the brand is a key indicator of the brand's sustainability, and loyal customers are unlikely to turn to competitive brands, generating stable revenue that is not affected by negative advertising. The cost of maintaining is much lower than the cost of attracting new customers and they are more willing to pay higher prices and make more frequent purchases than unloyal customers.

Loyal customers also hypothesize that they frequently buy other services and products from Brands they feel sacrificed to compared to the signs to which they have little loyalty and loyalty," says Mitchell&Debra, 2019:130.

In order for organizations to build a lasting relationship with the customer, they seek higher levels of satisfaction through the creation of psychological, emotional or emotional bonds that bring the customer to match the character of the brand, which makes them willing to show loyalty to it by using their discretionary resources (such as money, time and energy). To the brand, and to convince others to buy it or use it. When a customer is similar to a brand, they will build a psychological relationship with it, by showing their brand preference, encouraging the brand to look for and benefit from it, and engaging in a higher level of management information sharing such as recommendations, suggestions and verbal communication words.

However, although there is a theoretical agreement among researchers that the perceived quality, value, and satisfaction give the best assessment of the sacrifice for

Brand (Debra&kin, 2019), the determinants of these dimensions in interpreting and anticipating sacrifice for Brand are widely recognized in marketing thought.

However, while researchers have made great efforts to enhance our understanding of the role of brands in the smartphone industry by studying issues such as brand personality, co-brand, online brand communities, and brand extensions, Little attention has been paid to explicitly investigating the role of brand-related variables in determining brand sacrifice in the smartphone industry.

Because individuals have a strong desire to maintain the relationship with the sign when they like it (Ahearne &gruen, 2005:577). Applying love to the brand context can make a significant contribution to our understanding of marketing relationship and how to achieve loyalty and sacrifice for the brand. It is striking that the concept of love is not receiving more attention than marketing academics (Albert,2008:1078).

Therefore, the current study seeks to verify a major question: "**Can the relationship between Customer- brand identification and sacrifice for Brand be reinforced through the mediating role of brand love?**" This question can be elaborated into sub-questions as follows:

- a. How similar is the customer to the Brand for the smartphones they consume?
- b. What level of customer love for the brand of smartphones they consume?
- c. What is the level of sacrifice for the badge for the smartphones it consumes?
- d. Is there any effect of customer-brand identification on brand love?
- e. Is there an effect of customer-grade identification on the sacrifice for Brand?
- f. Is there any effect of Brand Love on Sacrifice for brand?

Second: The importance of study

The current study stems from its attempts to introduce a new conceptual model in marketing thinking by reviewing the

applications of social identity theory to the nature of the customer's relationship with brands. In light of this, it can be said that the importance of the study is based on the following:

- a. Respond to the call of marketing researchers to check for the best assessment of brand sacrifice away from perceived quality, value, and satisfaction to learn the emotional elements and dimensions of customers and predict how they will affect the strength and consistency of the customer's relationship with the brand they consume and hold to it to the state of passion. Intimacy and willingness to sacrifice for the sign.
- b. However, although the above variables are of great importance, they are still largely unexplored in the smartphone industry, and investigating these installations is crucial. Looking at the relationships between these structures and how they drive brand redemption in the smartphone industry will be very useful for brands as it can help them develop more relevant and competitive marketing strategies to attract new customers and retain existing ones.
- c. To fill this gap, the current study is trying to identify and define the role of customer-brand identification in promoting brand sacrifice by mediating brand love as a critical variable in contemporary marketing thought associated with customer relationships, by employing modern theories as organizational identification, social identity theory). In explaining the relationship between those variables.
- d.

Third: Objectives of the study

The key purpose of the current study is **to try to verify the impact of customer-brand identification on the sacrifice of the brand in light of the mediating role that brand love can bring to smartphone brand customers in Iraq.** A set of sub-objectives follows from the above purpose:

1. Evaluate the level of customer identification with the brand for the smartphones they consume.
2. Learn how customers love the brand of smartphones they consume.
3. Determine the badge sacrifice level for the smartphones they consume.
4. Diagnosis of correlation effect of Customer-grade identification on brand love.
5. Recognize the nature of the relationships and influence customer identification—Brand on sacrifice for Brand it consumes.
6. Identify the association and effect of Brand Love on sacrifice for Brand.
7. To provide a practical model that draws the basic features of direct and indirect influence relationships between study variables in order to prepare for further studies in determining the extent to which this model is applicable in other sectors.

It is not a question of the same

Marketing research and studies in the context of a brand call for making sure that brands can overcome their satisfaction, which has a certain relationship age that drives the customer to turn into another brand, whatever the satisfaction, to determine the psychological and emotional path of the customer to explain the state of attachment and association with the brand away from false loyalty. The best evaluation of brand redemption and the extent of its impact on the strength of the emotional and emotional elements of the customer's relationship with the brand. Therefore, the current study attempts to model those relationships by creating a hypothonal diagram according to the researcher's perceptions in light of the problem and objectives of the research and as shown in Figure 1

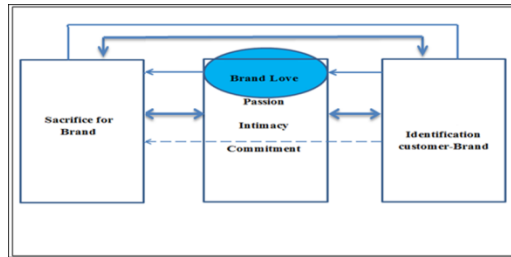


Figure 2 Study hypothesis Chart

Source: Prepared by the researcher

Therefore, the current study, in light of the previous hypothesis scheme, tries to verify the key hypotheses, which are as follows:

1. There is a significant direct effect of Customer- brand identification in the sacrifice for Brand.
2. Mark love has a significant effect in Sacrifice for brand.
 - There is a significant direct effect of the distance of the passion for the Brand in Sacrifice for brand.
 - There is a direct effect of significant significance to the distance of the affinity of Brand in Sacrifice for brand.
 - There is a significant direct effect of Brand commitment dimension in Sacrifice for brand.
3. There is a significant direct effect between Customer- brand identification in brand love.

4. There is a statistically significant indirect effect relationship between Customer-mark identification and sacrifice for Brand by brand love.

Methods for collecting data and information

This paragraph focuses on the tools that have been placed on the field side to collect the specific data in the sample studied, in addition to this, the current study used the resolution measurement tool to reveal the considered sample's views and collect the necessary data and information. The resolution included three axes that can be explained in Table 1, which presents the components of the measurement tool, the number of paragraphs of each variable and the sources quoted from them as mentioned in the resolution, after amending some paragraphs and reformulating them according to the opinions of the arbitrators in a way that suits the purpose of the study, the culture and the particular of the study community. The resolution was finalized before distribution. The five-way Likert has been adopted and is one of the most widely used methods in administrative and social sciences.

Table (1) Key variables and sub-dimensions contained in resolution

Source	Number of paragraphs	Sub-dimensions	Key variables
(Alnawas & Altarifi,2016)	10	One dimensional	Customer- brand identification
(Akin, 2017)	8	Brand passion	Brand Love
(Albert et al.,2009)	6	Brand intimacy	
(Chen & Quester,2015)	7	Brand commitment	
(Loureiro,2012)	6	Sacrifice for Brand	

Part Two: Theoretical Background And Hypothesis Development

First: Customer-brand identification

1. Concept of Customer- brand identification

Markets have identified the importance of developing a long-term, highly profitable and sustainable relationship, based on the

similarity between the customer's identity and the brand's identity through the customer's knowledge of the overlap between their self-image and the brand image (Ashforth&Mael, 1989:26;Ahearne et al., 2005:579). In addition, the study has been conducted by the University of the United States, which has been working on the development of the University of Washington, where the University of Washington has been working on the development of the University of Washington, where the University of Washington has been working on the development of the University of Washington Not only does it have a high commitment to the mark, but it becomes supportive of, defends, and defends the mark with which it is similar in several situations (Bhathacharya&Sen, 2003:84).

There is a common definition of brand-symmetry as the feeling of a customer's brand. In addition, some modern concepts of symmetry are becoming the theory of social identity. In particular, Mael&Ashforth, 1992:115) focuses on exclusive cognitive elements, but (Tajfel, 1979:13) refers to the emotional value and importance of belonging to social identity. This is likely to be characterized by cognitive and emotional components, cognitive symmetry refers to the extent to which people see themselves as belonging to an organization, emotional symmetry is instead the extent to which people have positive feelings about being part of an organization, where cognitive symmetry precedes emotional symmetry (Piehler et al.,2016: 5-6).

2. The importance of Customer-brand identification

Customers choose products and brands not only for their utilitarian values but also for their symbolic benefits, because brands have deep meaning and build the self-perception or customer identities, customers use trademarks to build themselves, introduce

themselves to others or achieve their identity goals. Therefore, the concept of brand identification is based on the theory of social identity, which has been widely applied in other disciplines, where identification based on the theory of social identity is in fact the conception of belonging to a group of people. So marketing researchers argue that brand identification meets the need for social identity **and self-definition (Salam,2015:44). As a result of the decline in traditional media promotion activities and severe economic crises around the world, customer-to-brand identification has become more important than ever in terms of brand management. Also, this structure allows a long-term relationship between business and consumer/Customer. Because for customers, there are many brands that offer symbolic, functional and experimental advances that meet their requirements and needs, and that establishing strong brand identification can generate high income as a result of a long-term relationship. A high level of customer identification with the brand is useful in creating and maintaining long-term sustainable customer behavior büyükdağ & Kitapci, 2021:1).**

Second: The concept of Sacrifice for brand

The concept of "sacrifice" is less clear in the current literature and has two key uses, one of them, in anthropological and religious studies, such as the sacrifice of blood or other collective rituals in the religious practice of some historical or pre-modern peoples. As in the case of companies sacrificing products or individuals for greater profits (Bahr&Bahr, 2001:1234). Obtaining and delivering the perceived benefits that customers have gained from products or services is the perceived sacrifice that customers will bear from using these products or services (Zahid &Ahmed,2017:47). There are also wide

differences in how researchers define and measure sacrifice. In marketing, sacrifice is often portrayed on purely rational, cost-based terms. (Zeithamel et al.,1988:14) defines sacrifice as the cost to an individual in obtaining a product or service, while (Matear,2014:16) believes that the definition of sacrifice is viewed from the perspective of customer-aware gaps in expectations between mass-produced and privatizable consumer goods.

Third: Brand love

1. The concept of Brand Love

Since its introduction by (Shimp&Madden, 1988:164), brand love has gained increasing attention among brand researchers, and according to this view, customers can see the brand as an individual, so they can love it as they love someone (Sallam, 2015:44). (Albert et al., 2009:300) and Ahuvia,2006:81) defined brand love as the degree of deep emotional engagement of a customer who is very well-off with a particular brand name. (Malik and Guptha, 2013:7) Brand love is defined as "the sense of community as a race for brand love". Brand love (AKIN,2017:363) was defined as a "strong emotional relationship between brand and customer".

Explicitly (Batra et al.,2012) introduced brand love as a kind of customer-generated relationship with brands, which includes "multiple, interconnected cognitive, emotional and behavioral elements, rather than a specific and fleeting love passion," with the following characteristics (Bairrada et al., 2018: 658):

2. Dimensions of brand love

Brand love can be measured in the following dimensions:

- **Brand passion:** Passion has long been a subject of debate among philosophers, and in line with the origin of the word passion, which comes from the Latin word "Passio",

a group of philosophers among them (Kant and Hume) suggest that will is inevitably determined by passion, as Kant defined passion as "a desire that has become a familiar trend, and as the tradition destroys freedom, Passion causes loss of freedom," he said. While Kant and Humeet provide opposite answers to the question of whether a mind can overcome passion, both share a conceptual duality and see that mind and passion form exclusive categories (Swimberghe et al., 2014:2). Although the term "passion" was drafted in the 17th century, it did not appear in the literature until long after (Astakhova et al., 2017:3).

- **Brand intimacy:** Intimacy is derived from the Latin term *intima's*, which means inner or deep, so the disclosure or sharing of special deep parts of oneself seems crucial. (Baumeister& Bratslavsky, 1999:49-50) intimacy is a psychological "convergence" toward another party, and, in this way, deep intimacy is a decisive factor. It has a stronger and deeper knowledge structure, where the relationship is reinforced by these rich and acquired connections through the brand experience, where intimacy is the rich depth of knowledge and understanding of a particular brand, the motivating factor for processing information and determines whether an individual is being treated in an exploratory or systematic manner. Based on a motivation to promote the social identity of the individual. A low-profile individual can gain a more prestigious brand relationship, because such a relationship provides immediate respect, when someone has a low brand intimacy, it is likely to rely on any available guideposts, such as status, To issue a judgment (Donavan et al.,2015:614).

- **Brand commitment:** Brand commitment is the strength of the customer-brand relationship, and commitment is defined as a "constant desire to maintain a valued relationship". Commitment is at the

heart of brand relationships with the customer, and it is based on identification, association and shared values, and it stems from a broad judgment and does not directly rely on brand valuations (Albert et al., 2013:2).

part three: The practical aspect

First: The stability of the measuring tool

We note from Table 2 that the values of the alpha chromabach coefficient of the key study variables and their sub-dimensions ranged from (0.83-0.95). The results of the study were the most accurate, stable, and highly accurate, the study tool and its measures were valid for final application.

Table (2) the structural truthfulness and stability parameters of the study variables and dimensions

The structural validity coefficient	Alpha cronnbach coefficient	Variables and dimensions	structural validity coefficient	Alpha Cronnbach coefficient	Variable
One dimensional			0.91	0.83	Customer-brand identification
0.93	0.87	Brand passion	0.97	0.95	Brand Love
0.95	0.91	Brand intimacy			
0.94	0.89	Brand commitment			
One dimensional			0.95	0.91	Sacrifice for Brand

Second: Description of the sample study

1. Describe and diagnose the Customer- brand identification variable

The description and diagnosis of the customer identification variable—Brander and the description of the paragraphs of this variable are detailed as the results of the descriptive statistical analysis of the customer identification variable—Brander measured in ten paragraphs (ID1-ID10), where the total arithmetic mean of this dimension (3.6), standard deviation (1.89), and relative significance (72%) are shown in the table. This indicates that the sample members agreed on the sections of this dimension, which confirms that there is a

good identification between customers and their brands, as they care about what others see toward their brands, and the fourth paragraph of its content has been obtained (I always feel that the successes of my favorite marks are a success of my choices.) at the top of my score, at (3.9), at a standard deviation of (0.86), and with relative importance (79%), this indicates that the level of answers was high on this paragraph, while the third paragraph that contained it was (When I talk about my favorite Brand, I usually say we rather than saying it.) At least the mean of the calculation was 3.1 with a standard deviation of 1.07 and a relative significance of 64%, this indicates that the level of answers was also moderate for this paragraph.

Table (3): Descriptive statistics for study variables

Order of paragraphs	%	Answer level	Standard deviation	mean	No.
7	0.64	Moderate	1.07	3.1	When I talk about my favorite Brand, I usually say we instead of saying it.
1	0.79	High	0.86	3.9	I always feel that the successes of my favorite Brand are a success of my choice.
4	0.73	High	0.87	3.6	I think my favorite Brand matches my own characteristics.
3	0.75	High	0.84	3.7	There is something "lovely" that governs my relationship with my favorite brand.
6	0.67	Moderate	0.97	3.3	I always feel that I have an emotional relationship with my favorite Brand.
2	0.76	High	0.81	3.7	I am very happy with my favorite brand.
5	0.70	High	0.81	3.5	I feel giving for my favorite badge.
	0.72	High	1.89	3.6	The rate of the variable

2. Description and diagnosis of the Brand's love variable

Table 4 shows the results of the descriptive statistics of the love of Brand variable, which is measured in three field dimensions, with the total arithmetic mean of this variable reaching 3.4, the standard deviation (1.27), and the relative importance (69%).

These statistical results indicate that the brand love variable has been highly significant according to the responses of the researches. In the same way, the number of sub-brand names in the field is as follows (brand intimacy, brand commitment, brand passion), according to the responses of the sample respondents.

Table (4): Descriptive statistics for Brand Love variable with its dimensions

Order of paragraphs	%	Answer level	Standard deviation	mean	Dimensions
3	0.68	Moderate	1.95	3.3	Brand passion
1	0.70	High	0.89	3.5	Brand intimacy
2	0.70		0.96	3.4	Brand commitment
-	0.69		1.27	3.4	The general average of the Brand's love variable

3. Describe and diagnose the loyalty variable of the Brand

Table 5 shows the results of the descriptive statistical analysis of the sacrifice dimension for Brand measured in (6) paragraphs (SA1-SA6), with the total arithmetic mean of this dimension (3.1), the standard deviation (1.06), and the relative importance (63%). This indicates that the sample members of the study agreed on the sections of this dimension, confirming that customers are highly willing to save money for brand updates they own and make a lot of sacrifices to keep dealing with the same brand and not converting to another brand the first paragraph that has occurred Its

content (to buy the latest version of my favorite mark I am willing to provide part of my income) is on top of my account medium (3.3), with a standard deviation of 1.13 and with relative significance (67%), this indicates that the level of answers was high for this paragraph. While the fourth paragraph of its content (often dispense with some of my needs in order to acquire my favorite marks) received the lowest average of my account (3.0), with a standard deviation of 1.03 and with relative significance of 60%, this indicates that the level of answers was also moderate on this paragraph.

Table (5): Descriptive statistics for variable Sacrifice for brand

Order of paragraphs	%	Answer level	Standard deviation	mean	No.
1	0.67	Moderate	1.13	3.3	To purchase the latest version of my favorite brand I am ready to provide a portion of my income.
3	0.62		1.08	3.0	I'm willing to spend more money on things that have my favorite brand name.
4	0.61		1.03	3.0	I'm willing to give up some time to talk about my favorite badge positively.
6	0.60		1.03	3.0	I often dispense with some of my needs in order to own my favorite badge.
5	0.61		1.09	3.0	To buy my favorite brand products from market, I don't mind wasting a lot of time to get it.
2	0.65		1.03	3.2	To buy products with my favorite brand name, I am willing to change my shopping routine to save money.
-	0.63		1.06	3.1	Offset rate

Third: Test study hypotheses

Key hypothesis:

In this hypothesis, the amount of influence of the independent variable on the supported variable and its content (**there is a significant direct effect between Customer- brand identification in the sacrifice for Brand**) will be verified by relying on the structural modeling approach, which is a better alternative to route analysis, and multiple regression. The analysis of the time series because it extracts not only the magnitude of the statistical impact and the moral nature of the data, but also the suitability of the data for the proposed model of the study in the light of a number of statistical indicators.

Table (5) and Figure (2) show the set of results relating to the direct effect test between Customer- brand identification and sacrifice for Brand. The value of the determination (interpretation) coefficient (R2) (0.90), This indicates that Customer-brand identification explains (90%) changes in sacrifice level for Brander and the rekeying percent and 10% are due to the effect of other variables not studied in the

study's statistical model, while the value of the tested effect (= 0.950, $p < .01$) β_A value that indicates that the threshold slope coefficient indicates a positive direct relationship between the Customer-mark variable and the sacrifice variable for Brand, and these values are significant because (the critical value C.R.) I got more than (1.96) which is a significant value at ($P < .001$) and the content of this result indicates a good level of customer-brand identification will be reflected positively in increasing sacrifice for the brand they own.

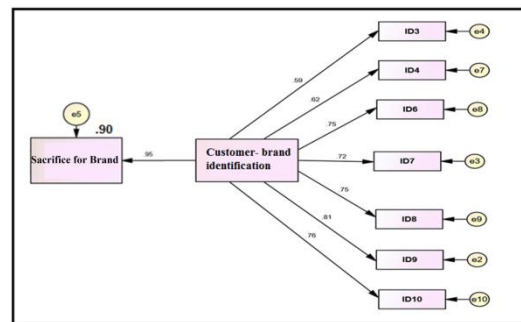


Figure (2) Test the direct effect of the first Key effect hypothesis

Table (5) downward weights to test direct effect hypotheses between Customer- brand identification and sacrifice for sign

P	C.R.	S.E.	Estimate	S.R.W	Variables	Path	Variable
***	31.329	0.038	1.190	0.950	Sacrifice for Brand	<---	Customer-brand identification

3. Test the Path to effect for Key hypothesis tow:

Table (6) and Figure (3) show the set of results relating to the direct effect test between Customer- brand identification and brand love. The selection coefficient (interpretation) (R2) (0.56) is the value. This indicates that Customer- brand identification explains (56%) of changes to mark acne level and the rekeying percent Brand (44%) is due to the effect of other variables not studied in the study statistical model, whereas the tested effect was (=

0.732, $p < .01$) β_A value that indicates that the threshold slope coefficient indicates a positive direct relationship between the Customer-mark variable and the acolytic variable, and these values are significant because (the critical value C.R.) I got more than (1.96) which is a significant value at ($P < .001$) and the content of this result indicates that the customer-brand is becoming more symmetrical and will be positively reflected in improving brand love in it.

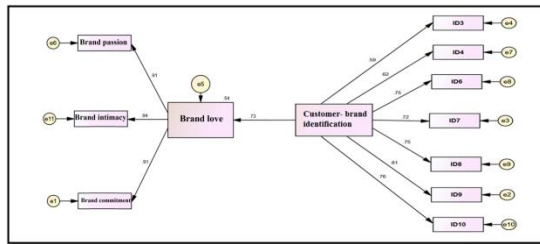


Figure 3 Test the direct effect of the third key effect hypothesis

Table (6) downward weights to test direct effect hypotheses between Customer- brand identification and mark love

P	C.R.	S.E.	Estimate	S.R.W	Variables	Path	Variable
***	16.756	0.054	0.913	0.851	Brand Love	<---	Loyalty to Brand

Part Four: Conclusions and recommendations

First: Conclusions

1- The fact that the sample has a high awareness of the fact that Brands belong to and are similar to Brands as a result of self-attachment, and that their identity matches the brand identity and its consumer perspective, so that they perceive themselves as intertwined with other customers for the same brand as a result of their happiness with the brand.

2- The sample expressed its emotional sense of brand love through their positive feelings, attachment to the brand, passion and positive evaluation of the brand through their direct statement of brand love, which was reflected in the following image:-

a. They are passionate about the sign in light of their strong tendency to the sign, their enthusiasm for it, their strong positive feelings and their desire to deal with the sign with great yearning.

b. They express psychological closeness to Brander in light of the depth of knowledge, psychological understanding of Brander, and interactions with Brander by sharing physical and non-physical experiences with Brander and deep awareness of the self-feeling when dealing with Brander.

The sample expressed its commitment to the brand by wanting to maintain the

relationship with the brand in the light of the shared values supported by emotional and emotional engagement with the brand.

3- The sample expressed the feelings of love for the brands you deal with through their passion for the brand, their affection for it and their commitment to that brand, which carries with it honesty and joy, their trust and their suitability for the customer's emotional needs, which confirms the loyalty of the sample in light of the following:-

a. A sample's passion for the attraction of the brand, the timeryand its prestige also means a conscious decision to engage in a conscious partnership with the brand and a strong tendency to invest time and effort in it based on trust and belief in the brand.

b. A feeling of psychological closeness toward the sign in light of the depth of knowledge and awareness of Brand, creating intimacy and affection with the sign, and the presence of behaviors and feelings that express trust, commitment and commitment to Brand.

Second: Recommendations

1- The need to promote marketing activities that will achieve harmony between what customers see as their favorite and that is of utmost importance in the characteristics of Brand and what makes them feel connected with them to achieve their self-perception and achieve the psychological and emotional intermeshing between Brand

characteristics and their own characteristics, to the continuous and high sign identification state.

2- Strengthen the relationship between preferred brands and their customers by ensuring that the relationship between them is strong and stable in the light of ongoing marketing research as this requires:-

a. The allocation of special relationship programs through which the benefits of a relationship can be invested in more value than the value of time interaction or extensive consumption.

b. Ensure continuous fit between brand and customers to achieve complete reliability and efficiency satisfaction.

c. Build on the results of the ongoing assessment of the customer's mental state around the image of that brand based on specific actions to gain loyalty in the light of an innovative marketing mix that targets the positive orientation of the customer's behavioral intentions toward the brand offering to achieve a continuous and lasting relationship.

d. Brands must achieve credibility in the relationship to maintain the feelings of uniformity and loyalty by making constant efforts to meet the biased or unique needs of customers.

3- Take advantage of the brand's customers' positive feelings, mental affection and strong relationship to communicate positive and emotional ideas to other customers by influencing their consumption pattern over time to achieve addiction and prevent brand conversion.

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