

**“A study on Brand Resonance of Apple iPhone
with special reference to Ernakulam district”**

*Dissertation Submitted to Mahatma Gandhi University, Kottayam
in Partial Fulfillment of the Requirement for the Degree of*
MASTER OF COMMERCE

Submitted by

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MARCH 2022**

DECLARATION

I hereby declare that the project work titled **“A study on Brand Resonance of Apple iPhone with special reference to Ernakulam district”** is a bonafide record of the project work done by me under the supervision of Prof.CA. Dr. Joseph Joy Puthussery faculty of commerce, Bharata Mata College Thrikkakara for the partial fulfillment of the requirement for the award of master of Commerce. This project report has not been submitted previously by me for the award of any degree, diploma, fellowship or other similar titles of any other University or Board.

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ABSTRACT

In today's marketing environment, creating brand resonance in a cutthroat market can be an active strategy. Businesses and commercial enterprises have come to understand that having a strong brand resonance will provide them an advantage in the market and improve their overall credibility and reputation. Indeed, the research of brand resonance is becoming increasingly crucial to stay up with the current changes in modern marketing trends. This paper focuses on exploring various factors and their influence on the brand resonance of Apple iPhone. Specifically, it studies the effect of brand judgment, brand loyalty, brand attachment, brand feelings on brand resonance of Apple iPhone.

Keywords: brand resonance, brand judgment, brand loyalty, brand feelings, brand attachment, Apple iPhone.

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

In modern era a brand is an intangible marketing or business concept that helps people identify a company, product or an individual. People often define the term brand as an image which they have towards a business or a product. Creating a successful brand is very important for any business, the business should be able to imprint their brand in the minds of their customers. Branding is very much essential for a business for it creates loyal customers. The business should have the capacity to appeal to their customer's emotion through the process of branding and should be able to make their customers feel connected to their brand and the business.

Branding allows a business to build relationship with their customers, which can eventually turn them into loyal customers. This brings us to the term brand resonance.

Brand resonance is how well client and customers relate to a specific brand. It is how the customers perceive the values and the goals of that brand. It is how the brand can build a strong relationship with their target audience or target market. There are four categories of brand resonance and they are brand awareness, brand differentiation, emotional reaction and brand loyalty.

“It has been said that 80% of what people learn is visual.” – Allen Klein. A brand resonance model details each necessary branding step required in order to reach resonance. It offers a way for branding planning to take an illustrative effect, giving visual directions to reach important goals.

1.2 STATEMENT OF THE PROBLEM

The relationship between a brand and the customers is a unique one that can have a positive outcome for the both parties involved. A business should be capable of developing a strong relationship with their customer through brand and should be able to make the customers think of them as partners. A brand should become more human to their customers and obtain meaning and value. The relationship thus formed between the brands with their customers has become a subject of interest in the marketing world.

Apple iPhone being a luxury brand are high quality, expensive and non-essential products that appear to uncommon and exclusive, prestigious and authentic and offer high level of symbolic and emotional values. The Apple iPhone brand is mostly associated with status and prestige. The brand resonance on Apple iPhone has not yet been properly studied or accurately measured, which brings us to the problem faced. This study is a meek and respectful work to add to the existing knowledge. Hence keeping this in mind, this study is an attempt to study the brand resonance of Apple iPhone with special reference to Ernakulum district. The study mainly focuses on addressing the following research questions:

1. What are the various factors that lead to the creation of brand resonance among the customers with respect to Apple iPhone.
2. How does these factors affect the attachment and loyalty of the customers towards the said brand.

1.3 SIGNIFICANCE OF THE STUDY

Consumers often exhibit devoted and strong behaviour towards the brand to which they are loyal to. And majority of the above said consumer behavior have not been properly evaluated and studied. Therefore this study tries to bridge the gap in research works and helps in understanding whether a specific and well established brand trigger a consumer's different aspects of behavior.

1.4 SCOPE OF THE STUDY

Consumers often exhibit devoted and strong behavior towards the brand which they are loyal to. And majority of the above said consumer behavior have not been properly evaluated and studied. Therefore this study tries to bridge the gap in research works and helps in understanding whether a specific and well established brand triggers a consumer's different aspect of their behavior. The main purpose of this study is to understand the level of loyalty and attachment the consumers have towards the brand Apple iPhone. The topic of the study is titled "A study on the brand resonance of Apple iPhone with special reference to Ernakulum district".

The main objective is to find the relationship between the various brand resonance factors and the users of Apple iPhone. A sample size of 51 customers were taken into consideration for conducting this study. As survey was done through Google Survey Form, it was restricted to the people who have online connectivity and also limited to the person with the possession of an Apple iPhone.

1.5 OBJECTIVE OF THE STUDY

1. To explore the factors that leads to brand resonance with respect to Apple iPhone brand.
2. To understand how these factors helps in building a strong brand connection to the customers.

1.6 HYPOTHESIS OF THE STUDY

Following are the null hypothesis for the study:

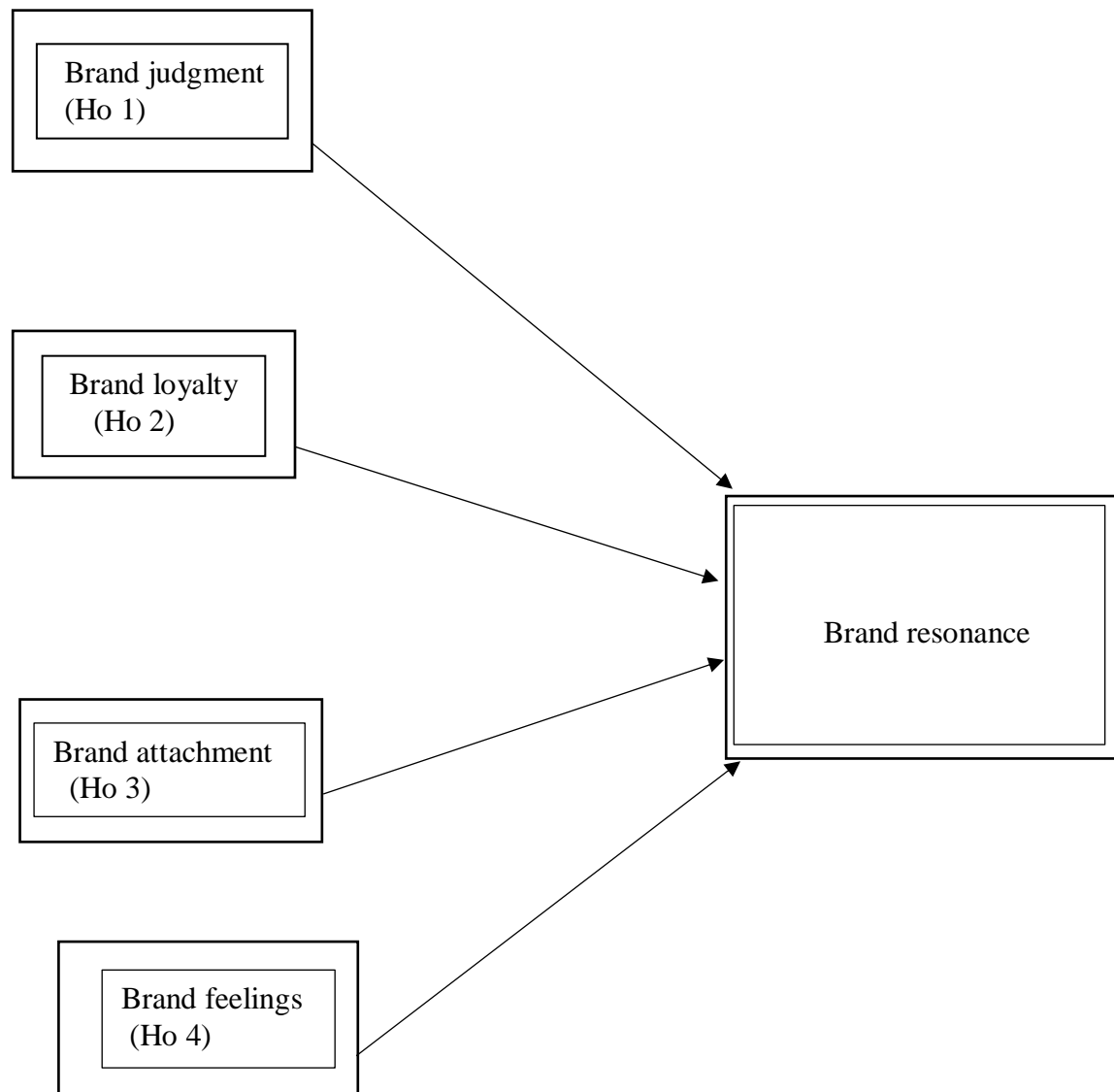
Ho1: There is no significant relationship between brand judgment and brand resonance.

Ho2: There is no significant relationship between brand loyalty and brand resonance.

Ho3: There is no significant relationship between brand attachment and brand resonance.

Ho4: There is no significant relationship between brand feeling and brand resonance.

Figure 1.1 HYPOTHESIZED MODEL



Source: Compiled by the Researcher based on extensive review

1.7 RESEARCH METHODOLOGY OF THE STUDY

This study was conducted in order to assess the effect of various factors leading to brand resonance with respect to Apple iPhone users. And here the data for the study is collected through convenient sampling method. A structured questionnaire is developed and distributed to the earlier selected samples as a means of collecting primary data. The Questionnaire has two sections: Demographical Profile and four factors influencing brand resonance of the Apple iPhone customers. The respondents are collected from the Ernakulam district. Secondary data was obtained through other distinct and reliable sources which include newspapers, dairies, articles, websites and others. The respondents of the study include the people who are the users of Apple iPhone and all those who desired to purchase an iPhone. The sample size of the study is 51 customers.

1.7.1 POPULATION

Using a structured and self-administered online survey, responses were collected. The population of study include the people who are the users of Apple iPhone and all those who desired to purchase an iPhone and also the people within the Ernakulam district.

1.7.2 SAMPLE DESIGN

The Sampling method used is convenience sampling. The questionnaire was distributed to 101 respondents who owned an Apple iPhone or desired to own an iPhone. 68 responses were collected and it was again filtered into 51 responses as 17 responses were incomplete and not properly answered. Thereby, 51 responses formed the basis of study. As the questionnaire was in Google Survey Form, so it was easy to reach to different sampling units in Ernakulam district.

1.7.3 SOURCES OF DATA

The data collected as Primary data was collected for the first time through Survey Method (Exploratory Research) and Secondary sources included information which were already available through books, websites, journals, articles etc. The information were collected to understand the concept of brand resonance on Apple iPhone. Tools for Data Collection were: for Primary data, information was collected through Survey method, based on Questionnaire, circulated in the form of Google Forms online. Secondary data was referred from various articles, journals, and research studies available online, newspapers etc.

1.7.4 TOOLS FOR ANALYSIS

The collected primary data were statistically processed, classified, tabulated and analyzed by using statistical and mathematical tools and techniques like percentages, mean, mode and standard deviation. Correlation and regression analysis was used to test hypothesis. In most case tables and statistical results were derived with the help of the software called Statistical Package for Social Science (SPSS).

1.8 LIMITATIONS OF THE STUDY

There are few limitations in the study like:

1. Time and resources factors are the most limiting one for the study.
2. As the sampling taken was convenience sampling, so it might not necessarily be the representation of the actual population of the Kerala.
3. As the survey was circulated through Google Survey Forms, which require internet connection. So, this study is limited to the internet users only.
4. Some of the respondents of sampling units filled the survey without any interest and knowledge or can be biased, which lead to sampling error to some extent.
5. There can be limitation of generalization.

6. The interpretation is fully capable of being different with different number of samples.

1.9 CHAPTERISATION

The study is presented in four chapters. They are:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Analysis of data

Chapter 4: Findings, Suggestions and Conclusion.

CHAPTER 2
THEORETICAL FRAMEWORK AND
LITERATURE REVIEW

2.1 Brand resonance

How successfully a customer connects with a branded element, such a retail product, is known as brand resonance. It is a person's perception of a brand and its ideals or objectives. Brand resonance models are employed to foster ties with consumers. Resonance can be defined by the strength or depth of the psychological connection the consumers have with the brand and the amount of activity this loyalty inspires. Harley-Davidson, Apple, and eBay are a few examples of well-known brands in connection with the topic.

2.1.1 Brand Definition:

An abstract concept called a "brand" is used in marketing or business to help buyers recognize a specific company, product, or person. Many times, brands are confused with recognizable markings like logos, slogans, or other marks, which are marketing strategies used to promote goods and services.

Giving your business a distinctive character in the eyes of your target market and clients is called the process of branding. At its most basic, a company's branding is comprised of its logo, graphic design, mission, and voice and many more. A brand is any characteristic that sets one seller's good or service apart from that of other sellers. It might be a name, a term, a design, a symbol, or anything else. In business, marketing, and advertising, brands are used to build and preserve brand equity for the recognized product, which benefits the brand's customers, owners, and shareholders. Sometimes, generic or retail brands can be separated from brand names. The term "branding" has evolved in the modern period to refer to the manager's use of marketing and communication strategies and tools to set a business or product apart from rivals and leave a lasting impression on consumers. A brand's identity, personality, product design, brand communication (via trademarks and logos, for example), brand awareness, brand loyalty, and other branding (brand management) tactics are the essential elements that make up its toolkit. Branding is one of the few surviving elements of product distinction because many businesses feel that there isn't much to differentiate between various sorts of products in the twenty-first century. A brand is essentially a promise made to customers about what they may anticipate from items, including both emotional and practical advantages. A company has achieved a high level of brand equity when a consumer is familiar with or prefers it above its rivals. To measure brand equity, specific

accounting standards have been developed. A brand, which is an intangible asset according to accounting standards, is sometimes the most valuable asset listed on a company's balance sheet. Brand managers diligently oversee their brands to increase shareholder value. A management strategy known as brand valuation assigns a monetary value to a brand and enables marketing expenditure to be managed to maximize shareholder value. Strong brand values and effective branding can increase sales of not just one product but also other products linked to that brand. If a consumer like and trusts Pillsbury biscuits, he or she is more inclined to try other goods the company sells, like chocolate-chip cookies, for instance. Brand development is a labor-intensive process that is frequently handled by a design team.

2.1.2 Elements of brands

Typically, brands include a variety of components, including:

Name: The word or words used to describe a business, good, or idea
Logo: a slogan or catchphrase that is visually distinctive for a brand
a brief statement that is consistently used in product advertising and is strongly related to the logo: One of Coca-trademarked Cola's logo elements is the "dynamic ribbon": The Volkswagen Beetle and Coca-Cola bottles' distinctive forms are both trademarked components of both firms' aromas: The Chanel No. 5 rose-jasmine-musk fragrance is a registered trademark. Kentucky Fried Chicken's unique formula of eleven herbs and spices for fried chicken has been protected by a trademark: The way that Lamborghini's car doors open is protected by a trademark.

2.1.3 Global brand variables

1. Brand name

An identifiable name for a product, service, or organization that distinguishes it from similar products in the same category is referred to as a brand name. A brand name may be made up of any combination of these elements, including words, phrases, signs, symbols, and graphics. A brand stands out from the competition and draws attention in the crowded market of today, which is filled with hundreds of goods and services that

are all becoming quickly commoditized.

Depending on how the brand is sold, advertised, and promoted, a brand name can inspire and represent loyalty, trust, faith, or mass-market appeal. A brand name serves as a "memory heuristic" for consumers, providing an easy way to recall their top product selections. A trademark, which refers to a brand name or a component of a brand that is legally protected, should not be confused with a brand name. For instance, Coca-Cola protects not just its trademark, Coca-Cola, but also the distinctive Spencerian lettering and the bottle's curved shape. It indicates that brand names and consumers' interactions with brands as a whole have changed over time. A brand name has evolved beyond the straightforward technique of product recognition to hold a spectrum of symbolic and social identity. For instance, one might purchase Nike in order to identify with the type of individuals who wear the brand and with the principles and characteristics associated with it. It is a message that you should seek to acquire in spite of the brand, not just a product.

Although the terms "brand name" and "brand" are frequently used interchangeably, the term "brand name" is more appropriately used to refer to the written or spoken linguistic components of any product. If a "brand name" exclusively identifies the brand owner as the commercial source of goods or services, it qualifies as a type of trademark in this sense. Through trademark registration, a brand owner may attempt to preserve their exclusive rights in connection with a brand name; these trademarks are referred to as "Registered Trademarks."

2.1.4 Types of brand names

Brand names are of different styles like:

Alliteration and rhyme: names that are enjoyable to pronounce and keep in the mind, like "Reese's Pieces" or "Dunkin' Donuts" descriptive names: names that explain a product benefit or function, like "Whole Foods" or "Toys R' Us"

Evocative: words like "Amazon" or "Crest" that can conjure up a strong mental image

Neologisms: words that are entirely made up, like "Wii" or "Häagen-Dazs" adopting a term from another language, like "Samsung" or "Volvo," as a founding name: geography: naming for places and landmarks, such as "Cisco" utilising names of real people, (particularly a founder's surname), such as "Hewlett-Packard", "Dell", "Disney", "Stussy" or "Mars". Personification is the practise of taking names from myths, such as "Nike," or from the imaginations of advertising executives, such as "Betty Crocker." Punny names include "Lord of the Fries," "Wok on Water," and "Eggs Eggscetera." Portmanteau names include "Microsoft," "Comcast," "Evernote," and "Vodafone," which are created by combining several words ("voice", "data", "telephone")

Associating goods or services with brands has become commonplace. Most products have some type of brand identification, from inexpensive table salt to pricey pants. Band-Aid, Nylon, and Kleenex are three examples of brandnomers; they are often used to refer to various brands of adhesive bandages, hosiery styles, and facial tissues, respectively. A brandnomer is a company name that has subtly evolved into a general description of a product or service. As an illustration, the term "copy" has evolved to refer to Xerox.

2. Brand line

A brand line enables the introduction of multiple product subtypes under a single, presumably well-known, brand name. Another line extension of the parent brand Coke is Diet Coke™.

3. Brand identity

Brand identity is how a brand is expressed, especially through its name, trademark, messaging, and outward appearance. Due to the fact that the identity is created by the brand owner, it represents how they want the consumer to view the brand and, consequently, the branded business, organization, good, or service. This contrasts with the brand image, which is the perception that a customer has of a certain brand. The owner of the brand will try to close the gap between the brand identity and the brand image. The brand's identity, which stands for how it differs from rivals, is essential to consumer recognition. Brand image is different from brand identity.

What the owner wishes to convey to potential customers is the brand identity. However,

a product's brand identity may change over time, obtaining new qualities from the consumer's perspective but perhaps not necessarily from the marketing messages that the owner percolates to the intended audience. Businesses therefore investigate consumer brand linkages. If a company's brand is well-known and has positive associations, it can be utilized by the company to draw in customers. A brand's visual presentation has a significant impact on how people identify and perceive it. The aesthetic of a brand's communications collectively is known as its visual identity. Effective visual brand identification is created by using distinctive visual features, such as unique typefaces, colors, and graphic elements, consistently. Every brand identity has a brand mark, also known as a logo.

A logo should serve the message strategy of a firm as part of its brand identification. An effective logo is clear, memorable, and suitable for use in both online and offline contexts. Color is a key component of visual brand identity, and color mapping is an efficient technique to make sure color helps differentiate products in a visually crowded market. The fundamental "believability" that every business establishes is brand trust. The intangible component of brand trust has a significant impact on the performance and behaviour of the business stakeholders in the commercial sector. It raises awareness to firm commitment by creating the foundation for a successful brand relationship with all stakeholders. Regular people who have a direct or indirect interest in the company become passionate brand champions as a result, which has additional benefits including making it simpler to accept brand expansions, elevating the brand's perceived value, and making it easier to overlook transitory quality flaws. Brand trust is frequently regarded as a crucial component when creating a company's brand. Foreign businesses usually use brands with a great reputation in an effort to build brand trust.

It is the outcome of an entity's activity, conduct, communication, and attitude, with its action component producing the most trust-related outcomes. The entity's behavior the key experience conveying primary audiences is crucial in establishing trust with all of the audiences who interact with the brand directly. However, the important secondary audience, which includes people that have never encountered the brand, can be won over through the use of communications technologies. Simplifying the process of recognizing and differentiating items was the original goal of branding. Manufacturers started using branded messages over time to give the brand a distinctive character.

Brands eventually adopted a performance or benefit promise, initially just for the product but later also for the corporation that created the brand.

Brands are significantly very important these days. The ability of businesses to rapidly and effectively express a complicated message with emotional impact, as well as their capacity to gain media attention is very important.

2.1.5 Types of brand

1. Corporate brand

Corporate branding is the practice of promoting a corporate entity's brand name rather than particular goods or services. Because a corporate brand often has a considerably wider reach than a product or service brand, different actions and ways of thinking are involved in corporate branding. Although corporate branding is a separate activity from product or service branding, these two different types of branding can coexist within a single business and frequently do. The corporate brand architecture describes how corporate brands and other brands interact. Because prospective customers are already familiar with the name, it also makes it easier for new products to be accepted. This tactic, however, may make it more difficult to develop distinctive brand identities or images for many products, as an overarching corporate brand makes it harder to position a brand with a distinctive identity and may hide the distinctive qualities of other products.

2. Personal branding

In order to advance their career, broaden their network, and have a greater impact, people use personal branding, which is the deliberate and intentional effort to shape how the public perceives them. This is done by enhancing their credibility, establishing them as an industry authority, and differentiating them from the competition.

The process of personal branding involves discovering your uniqueness, building a reputation for the things you want to be recognized for, and enabling yourself to do so. The final goal is to create something that is both marketable and conveys a message. Sometimes people link their enterprises to their real names or aliases. Notably, Donald Trump, the 45th President of the United States and a business magnate, utilizes his last

name on buildings and other ventures (e.g. Trump Tower). Celebrities may use their social standing to fund causes for monetary or social gain. For instance, Kim Kardashian uses her media presence to support companies and goods.

3. Product branding

Product branding is the creation of a unique brand for a specific product with the goal or aim of reaching a company's target market. Everything can have its own brand positioning and marketing plan, including vehicles, confectionery, and household cleaning. Product brands are the backbone of a company's brand identity and refer to its particular goods. They are in the brand architecture's lowest and most detailed hierarchy level. Coca-Cola, Nutella, and Ariel are just a few examples of well-known product brands.

4. Service brand

In a service branding approach, a provider's services are turned into products that can be individually marketed to maximize sales and reach. At the corporate level, service branding has a significant impact on value creation and economic growth. Services are not tangible like items.

2.1.6 Advantages of brand resonance

1. **Customer Recognition:** Building a brand image that customers will remember and use again is the goal of branding. A well-known example of this are McDonald's golden arches. Customers immediately associate the company's premium products with the logo. They usually return to McDonald's when they want a fast lunch or snack.
2. **A Strong Brand Generates Consumer Loyalty:** A strong brand generates customer loyalty. A person will develop loyalty to a product when they find it to be a source of pleasure and comfort. This is known to as a brand's "psychological worth." Nowadays, people consider quality when making purchases rather than in the past when cost was the sole consideration. Brands are created through advertising campaigns in order to differentiate themselves from other businesses

and encourage consumer trust.

3. **Credibility:** A brand is a name, a sign, a symbol, or a design that distinguishes the service or product of one seller from that of other sellers. It builds credibility. Because branding establishes credibility by fostering trust, it enhances the perception of a certain product. Branded goods are unconsciously associated with high quality and value among consumers.
4. **Explains the company's beliefs and motivations:** A brand is a symbol of the company's principles and goals. Any service or product should have a consistent image and identity so that customers understand the company's values. Some businesses employ catchphrases to describe themselves to consumers, while others utilize colors to do so, such as the red of Coca-Cola or the white stripes of Nike.
5. **Reduces competition -** Branding is a crucial aspect of the modern business world. It must be safeguarded because it is an organization's most priceless asset. By preventing competitors from focusing on potential clients, a brand can fight off the competition. Furthermore, when a company's branding is recognizable, it becomes more memorable.

2.1.7 Disadvantages of brand resonance

1. **Expensive:** Although branding is quite expensive to create, it is essential for keeping a brand or business alive. Nevertheless, depending on the size of your business, the cost of developing a strong brand might be anything from \$200,000 and \$2 million. A company's client base could be quite small if it lacks the funds to build a strong brand.
2. **Limited adaptability -** It can be challenging to change a company's branding after it has been significantly invested in. Changing branding strategies can be risky, and even if a company is changed, the new look might not be what is intended.
3. **Perception is difficult to shift —** Effective branding may be a powerful strategy. The beginning of branding, which enables customers to connect deeply with the business, is typically the logo and tagline. The issue is that it might be challenging to modify associations once they have been formed. For instance,

despite Nike's efforts to alter this impression in recent years, consumers still connect its emblem with sweatshops.

4. Frauds and controversies can harm a brand's reputation. It can be challenging to modify when you have a terrible reputation, which is yet another drawback of branding. For instance, Volkswagen's brand value plummeted after it was revealed in 2016 that the automaker was rigging emissions tests. A total of \$46 billion in fines, litigation, and recalls were incurred by Volkswagen.

2.1.8 How to create brand resonance?

What draws people to certain brands? Brands that succeed in the industry do so by developing meaningful connections with their intended audience that go beyond mere functionality. This connection results from a strong sentiment and comprehension of the brand's significance in regard to the person. Brand resonance refers to the connection a person has with a brand and the degree to which they can identify with it. Any brand that wants to succeed and compete must seek to develop brand resonance.

1. Identity: Who you are? Building brand awareness is the first phase in the process (also known as salience). This stage's goal is to broaden and deepen brand recognition. Make sure it stands out, gets acknowledged, and is known to your target audience.
2. Meaning: what are you? Who are you, exactly? This means learning everything there is to know about your brand's standing in the market and what sets it apart from competing brands. You must clearly identify and express what your brand stands for and implies.
3. Response: What about you? As a result of their experiences with your brand, your customers form opinions or feelings about it. They will assess your brand based on its actual or implied quality. Credibility is another issue that comes up. They assess your knowledge, creativity, dependability, likeability,

etc. Whether or not your brand is taken into account depends on how important you are to their particular demands.

4. Relationships: How about us both? In-depth loyalty among consumers is the end objective of a brand-consumer relationship. This happens when consumers identify strongly to your brand as they fully comprehend its significance and see it as necessary to satisfy their psychological requirements.

2.2 Previous study reviewed

Vanitha Swaminathan, Karen M. Stilley, Rohini Ahluwalia (2009)

The study is titled When Brand Personality Matters: The Moderating Role of Attachment Styles. According to this research, people with an anxious attachment style are more prone than people with a less anxious attachment type to differentiate between companies based on their personalities.

In a sector where prior literature in the context of interpersonal relationships implies brand attachments are most unlikely, strong brand can be most helpful for establishing consumer brand ties, according to research.

Vanitha Swaminathan, Karen L. Page, Zeynep Gurhan-Canli (2007)

The study is titled My Brand or Our Brand: The Effects of Brand Relationship Dimensions and Self- Construal on Brand Evaluations. The study was mainly based on consumer electronics and specifically focused on televisions. The findings show that brands are deeply symbolic objects that are intimately woven into the lives of consumers, helping to define and transmit both their personal and collective identities.

Brigita Jurisic, Antonio Azevedo (2010)

The title of the study is Building customer – brand relationships in the mobile communications market: The role of brand tribalism and brand reputation. The topic of

marketing techniques frequently brings up telecommunication services. Customers' long-term relationships with their operator after they have been acquired and connected to the telecommunications network through a specific operator are more crucial to the company's success in such a cutthroat market than any relationships they may forge with other service providers or producers in other industries.

In the current study, corporate brands of Portuguese mobile communication providers are revealed to differ from one another, and it is shown how brand loyalty, reputation, and customer satisfaction may be used to forecast how strong a relationship a brand will have with its audience.

Arvind sahay, Nivedita Sharma (2010)

The study is titled Brand Relationships and Switching Behavior for Highly Used Products in Young Consumers. The first research to do so scientifically suggests that young consumers form bonds on all brand relationship aspects. Despite the fact that young customers form ties with the brand, there is a distinction between the relationships that the younger age group forms and those that the older age group forms. Peer influence lowers inclinations to switch brands; however, this link is reduced by the size of the price difference, indicating that price might outweigh peer influence.

The findings imply that family influence outweighs peer influence. Indian youngsters still have very close ties to their families, which increases their propensity to buy products that are marketed to them by family members.

Aron O'Cass, Kenny Lim (2002)

The study is titled Toward Understanding the Young Consumer's Brand Associations and Ethnocentrism in the Lion's Port. This study made the claim that younger Singaporean consumers would have varied opinions of brands with various cultural backgrounds, suggesting that culture of origin is a significant extrinsic cue in brand evaluation.

Brand connections showed that a certain association with a brand will lead to a particular preference and purchase intention via a consumer's capacity to recognise a brand under various circumstances and is correlated with the power of the particular brand or trail in memory.

Pao-Long Chang, Ming-Hua Chieng (2006)

The study is titled Building Consumer–Brand Relationship: A Cross-Cultural Experiential View. Positive results were discovered for both private and public experiences, although they had varied effects on the brand associative network. Particularly, shared experience had a less significant impact on brand association than individual experience. It was discovered that corporate image and brand recognition were highly influenced by both brand image and brand personality.

This study also reveals that diverse mediating effects between brand experience and consumer-brand connection can be mediated by branding, brand personality, brand attitude, and brand image.

Rajeev Batra, Aaron Ahuvia,, Richard P. Bagozzi (2012)

The study is titled Brand Love. Although the study's participants sincerely loved some companies, they acknowledged that this was a different kind of love than individual and subjective. The research found that brand love was frequently characterised as a less strong relation than interpersonal love. In Study 2, nearly all participants (89%) claimed to have a genuine love for at least one brand.

Frank Huber, David Schmid (2015)

The study titled: Brand love in progress- the interdependence of brand love antecedence in consideration of relationship duration. Findings - With longer relationships, the impacts of the determinants of intense brand love change. Passionate brand love is more strongly influenced by inner self than by social self, and as a relationship develops, inner self plays an increasingly bigger role. Both utilitarian and hedonic value have significant direct and indirect benefits, but the economic utility becomes increasingly significant over time, supporting the rational character of brand love in a sustained consumer-brand relationship.

Umesh Ramchandra Raut, Pedro Quelhas Brito (2014)

The study titled an analysis of brand relationship with the perceptive of customer based brand equity pyramid. Many businesses place a high premium on brand development

since doing so has a variety of financial benefits. Brand resonance is the collective term for all phases of the consumer-brand connection in which the consumer felt an affinity for the brand. We must overcome many obstacles in order to turn consumer-brand interactions into a science, including widespread doubt that something so personalized can be generalized to the extent necessary for science. The study on branding demonstrates how a variety of brand-related aspects have an impact, proving that a single factor is not necessary for brand resonance. Marketing professionals need to understand the context and nature of consumer interactions with their brands.

2.2.1 Review of variables

2.2.1.1 Brand judgment

According to (**Keller's, 2008**) theory, brand reactions may be divided into two categories: brand judgments, which come from the "head," and brand feelings, which come from the "heart." At this point, businesses want to know how to get customers to respond favorably and easily. The brand's functional characteristics can be referred to when making quality judgments. Perceived quality reveals consumers' preferences and sets products apart from rival goods (**Pappu et al, 2005**). Customers' individual perceptions of the brand are the main focus of brand judgments, which are based on the links they make between various performance and imagery elements (**Keller, 1993, Keller, 2008**).

Customers May evaluates a brand using a variety of criteria, but four criteria stand out as being particularly crucial: quality, credibility, consideration, and supremacy (**Keller, 2000s**). In order to quantify it, a product category—let's say, energy drinks—is named, and then customers are asked to identify all the brands they connect with it.

SI.NO	Measure/Items	Reference
1	Brand offers superior values in comparison to its competitors	Babu Vinothkumar Y (2021), Umesh Ramchandra Raut, <u>Pedro Quelhas Brito</u> , <u>Prafulla Arjun Pawar</u> (2019)
2	Brand offers excellent features and good quality	
3	Brand yield high credibility and represent good value	
4	This is a good value brand	

Source: From existing Literature

The above measures were used to measure the construct Source Credibility

2.2.1.2 Brand loyalty

According to **Nueno and Quelch (1998)**, luxury goods are those whose functionality to price ratio is low but whose intangible and contextual utility to price ratio is high. Therefore, luxury companies compete to maintain sales levels and consumer loyalty through being able to conjure uniqueness, Brand Identity, Brand Salience, and value perception from the consumer's perspective. **Nisar and Whitehead (2016)** looked into how social networking might increase customer loyalty. They have demonstrated the connections between social media, brand loyalty, and consumer behaviour. **Yeh et al. (2016)** investigated the factors that influence brand loyalty for cellphones based on consumer brand recognition, practical utility, emotional value, and social value. Perceived customer equity is a model of brand appraisal that **Dwivedi and Merrilees (2016)** study. It is developed from the value, brand, and connection equity measures as well as the customer equity theory. It enables a reliable evaluation of consumers' overall assessments. **Wu and Lin (2016)** looked at the factors, mediators, and brand loyalty. They made predictions about how perceived social complexity and the desire for social validation will affect technology.

Sl.NO	Measure/Items	Reference
1	I consider myself loyal to this brand.	Ramchandra Raut, <u>Pedro Quelhas Brito</u> , <u>Prafulla Arjun Pawar</u> (2019)
2	This is the one brand I would prefer to buy	
3	I try to buy this brand whenever I can	

Source: From existing Literature

The above measures were used to measure the construct Source Credibility

2.2.1.3 Brand attachment

Aaker (1992) and Keller, two eminent scholars, are developing the theoretical foundation for customer-based brand equity models (1993). According to **Aaker (1992)**, brand equity is created through the use of five assets. Instead of introducing the concept of brand resonance, he placed a strong emphasis on brand loyalty because it helps a company maintain long-term profitability. Many of the ideas and concepts in are comparable to those in brand resonance. The four main structures **Keller (2001)** articulated are Brand Image, Brand Meaning, Brand Responses, and Brand Relations. These four structures are made up of six construction bricks that fit together to make a brand pyramid. When people are willing to spend time, energy, money, or other resources in a brand outside of purchase or consumption costs, that is perhaps the strongest indication of brand loyalty **Keller (2008)**. The emotional connection that brands have with their customers makes them less susceptible to price competition, allows them to charge a higher price, makes them less susceptible to negative reviews, and fosters loyalty, repeat business, and good word of mouth both online and offline (**Akgün et al. 2013**). Building enduring brand ties has been viewed as requiring emotional connections with customers (**Hirschman and Holbrook, 1982; Mowen, 1988, Aaker, 1992; Keller, 2008**). The degree to which brand connections are felt emotionally by consumers will ultimately determine a company's level of success in the

market (**Ambedkar et al. 2018; Akgün et al. 2013**).

SI.NO	Measure/Items	Reference
1	The brand gives me a sense of being in vogue.	Ramchandra Raut, <u>Pedro Quelhas Brito</u> , <u>Prafulla Arjun Pawar</u> (2019)
2	I would really miss this brand if it went away.	
3	This brand is more than a product to me.	
4	This brand is special to me.	

Source: From existing Literature

The above measures were used to measure the construct Source Credibility

2.2.1.4 Brand feelings

Consumers' emotional reactions to and responses to the brand are known as brand feelings. Brand feelings that are also connected to the shared currency that the brand evokes. What emotions are triggered by the brand's marketing campaign or other methods? What ways does the brand impact customers' opinions of who they are as people and how they interact with others? These feelings might be light or strong, and they can be favorable or unfavorable (**Keller, 2008**). The brand's ability to evoke strong associations with accessibility for product use or consumption.

SI.NO	Measure/Items	Reference
1	This brand gives me a feeling of fun.	Ramchandra Raut, <u>Pedro Quelhas Brito</u> , <u>Prafulla Arjun Pawar</u> (2019)
2	This brand gives me a feeling of security.	
3	This brand gives me a feeling of social approval.	
4	This brand gives me a feeling of self-respect.	

Source: From existing Literature

The above measures were used to measure the construct Source Credibility

2.2.1.5 Brand resonance

Oliveira et al. (2008) examined the link across 13 product categories. They defined Brand Equity as being disclosed at the degree of a brand's social benefit promise. The findings revealed that across all product categories, brand performance and customer-based brand equity varied. **Tolba and Hassan (2009)** examined the connections between consumer brand equity and the market. Brand Resonance is frequently cited in studies as the outcome of effective branding efforts. **Aaker's (1992)** CBBE model has been the focus of the majority of empirical studies, but Keller's (2008) model has received far less attention, creating an intriguing research gap. The 2017 study is the first to attempt to quantify Keller's Brand Resonance concept (**Ambedkar et al 2018**). The majority of studies have only examined the behavioral loyalty component of brand resonance, ignoring the other components—attitudinal attachment, active participation, and sense of community. The relationship between customer brand equity and the brand resonance has been examined by **Aziz and Yasin (2010)**. Their viewpoint relies on the theoretical foundation of the Brand Resonance model, which is customer-based brand equity. To determine if the independent factors (Brand Loyalty, Perceived Social Status, Perceived Service quality, and Price) and moderating variables (Income) are associated

with the dependent variable, **Khor (2010)** developed a methodology (consumer buying behavior). The findings showed that the relationships between the dependent variable, consumer purchasing behavior, and independent variable, brand loyalty, are not moderated by monthly income. Based on consumers' perceptions of private banking services, **Verma (2012)** sought to validate the factors that determine brand equity of services. According to the data, there is a strong correlation between brand resonance and brand performance, brand resonance and brand judgment, and brand resonance and brand feelings.

Kim and Ko (2012) investigated the relationship between brand salience, performance, and imagery in predicting judgments and feelings as well as the relationship between judgments and feelings in predicting resonance. **Kim (2012)** examined how the elements of **Keller's (1993)** align with cognitive, affective, and behavioral brand experiences. They also contrasted the cultural differences between two markets. **Sinha and Ahuja (2012)** evaluated and analyzed the connection between a consumer's emotional connection to a brand and their level of brand knowledge. It can be vital to take marketing communication into account when designing strategies and techniques aimed at creating solid and long-lasting relationships between customers and firms. **Abdolvand and Taghipourian (2013)** examined and contrasted the Brand Resonance of durables in the FMCG industry. According to factor analysis and the results, television has the most resonance in the durable category (75.3%), while mineral water has the highest resonance in the FMCG category (606). In compared to FMCG brands, the resonance of durable goods brands and its four dimensions is larger. According to **Keller (2013)**, customers develop long-term and durable relations with specific products that they know can be trusted and project an image that reflects their beliefs and lifestyles through improved Brand Salience and insights acquired from prior exposure or usage. Resonance between consumer brands **Latif et al. (2014)** recognized the crucial elements of brand resonance that will aid businesses and organizations in boosting their marketing effectiveness. They have put up a tenable framework for sequentially constructing Brand Resonance.

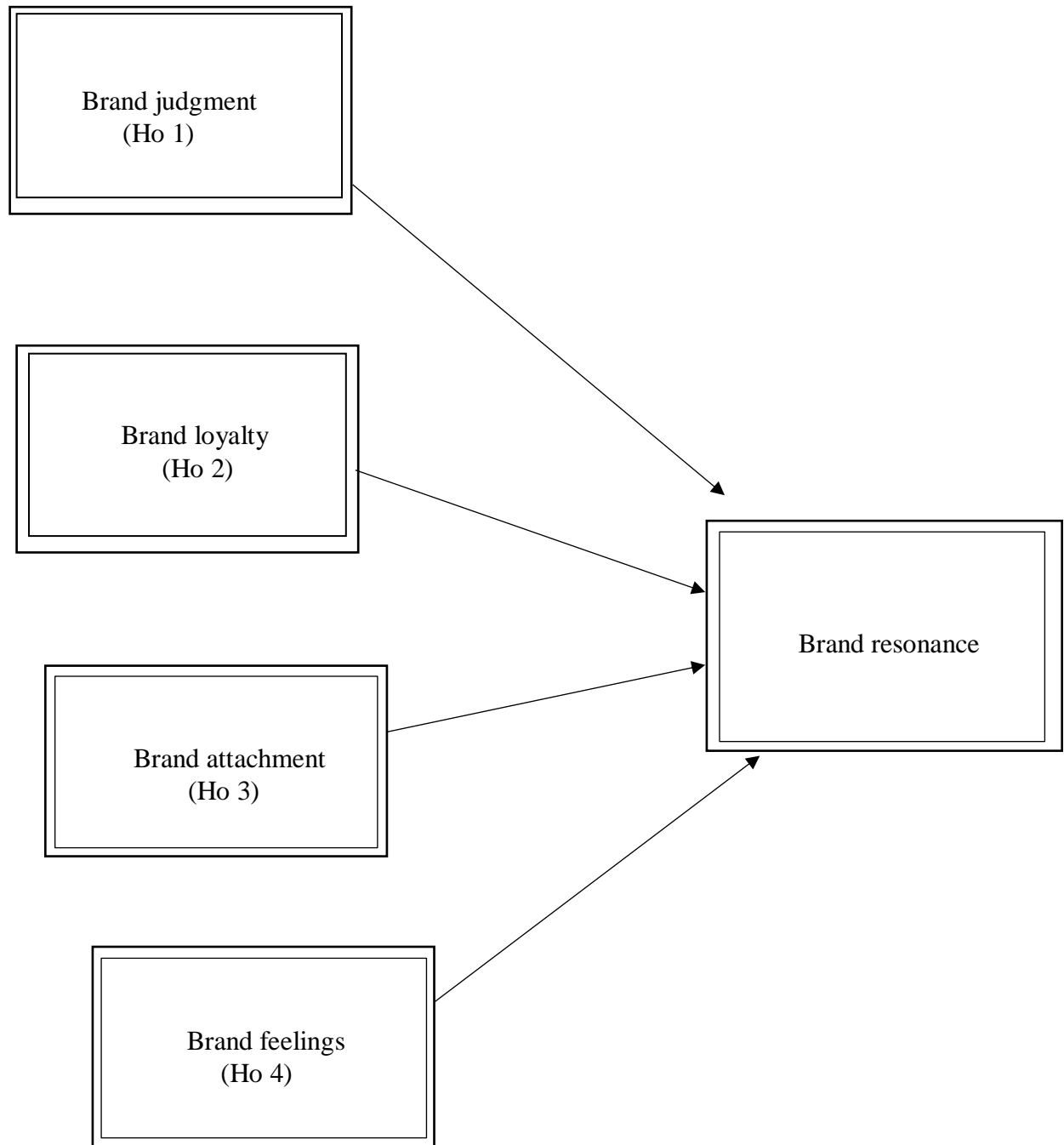
SI.NO	Measure/Items	Reference
1	This brand gives me a feeling of great pleasure.	Ramchandra Raut, <u>Pedro Quelhas Brito</u> , <u>Prafulla Arjun Pawar</u> (2019)
2	I'm attracted to this brand.	
3	This brand often dominates my thoughts.	

Source: From existing Literature

The above measures were used to measure the construct Source Credibility

2.3 MODEL DEVELOPMENT

Based on the above identified variables and review the following Model was developed for Validation



Source: Compiled by the Researcher based on extensive review

2.4 SUMMARY

In this chapter the theoretical framework of Brand resonance was reviewed. This chapter was mainly divided into three sections as theoretical framework, Literature Review and Model Development. In Theoretical Framework the theory related to the topic of study were identified from secondary data related to the topic. A lot of previous studies were reviewed from various sources and measures used for the study were identified. The model development was made according to the review regarding the constructs used in the study. This provides a comprehensive idea and structure to accomplish the objectives of the project. Exploring the literature helped in developing the questionnaire in tune with the objectives. The variables or construct mentioned here were measured using items identified in the previous review itself. To conclude, all the available previous studies were reviewed to make a meaningful hypothesized model and to bridge the void in literature.

CHAPTER 3
DATA ANALYSIS AND
INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analyses of the data collected. The data was analyzed in three different stages. The first section is the profile analysis which includes a brief analysis of the Demographic profile of the sample respondents. In the second section the descriptive analysis and reliability test of the measures are done. In the third section the hypothesis formed at the outset were tested and model validation.

Section I

3.1 Demographic Profile of the respondents

3.1.1 Age

Table 3.1.1 Age

Age	Frequency	Percentage
below 25 years	45	88.2
25-35 years	2	3.9
46-55 years	3	5.9
above 55 years	1	2.0
Total	51	100.0

Source: Primary Data

Table 3.1.1 presents the Age- wise composition of respondents. Out of total 51 respondents, 88.2 per cent are from the age group below 25 years, 3.9 per cent are between 25 and 35, 5.9 per cent are between the age group 46-55 years, and the per cent of respondents above 55 years stood at 2. It is evident that most of the respondents are below 25 years.

3.1.2 Gender

Table 3.1.2 Gender

Gender	Frequency	Percentage
Male	16	31.4
Female	35	68.6
Total	51	100.0

Source: Primary Data

Table 3.1.2 presents the Gender- wise composition of respondents. Out of total 51 respondents, 31.4 per cent are distributed by male and 68.6 per cent by female. It is evident that female respondents are more.

Section II

3.2 Reliability Analysis

A Reliability Test was carried out using Cronbach's Alpha, which measures the internal consistency of research constructs and the result is exhibited in Table 3.2.1. The Alpha values for all the six factors are above 0.70, the threshold suggested by Nunnally (1978). Thus, it can be concluded that the scale has internal consistency and reliability. In other words, the items that are used in it measures what are intended to measure.

Table 3.2.1

Cronbach's Co-efficient Alpha- BJ, BL, BA, BF, BR

SL.NO	Factors (Constructs)	Acronym	Number of Items	Cronbach's Alpha
1	Brand judgment	BJ	4	.854
2	Brand loyalty	BL	3	.886
3	Brand attachment	BA	4	.833
4	Brand feelings	BF	4	.837
5	Brand resonance	BR	3	.849

Source: Author's Calculation

Section III

3.3 Descriptive analysis

3.3.1 Brand judgment

According to (Keller's, 2008) theory, brand reactions may be divided into two categories: brand judgments, which come from the "head," and brand feelings, which come from the "heart." At this point, businesses want to know how to get customers to respond favorably and easily. The brand's functional characteristics can be referred to when making quality judgments. Perceived quality reveals consumers' preferences and sets products apart from rival goods (Pappu et al, 2005). Customers' individual perceptions of the brand are the main focus of brand judgments, which are based on the links they make between various performance and imagery elements (Keller, 1993, Keller, 2008).

Customers May evaluates a brand using a variety of criteria, but four criteria stand out as being particularly crucial: quality, credibility, consideration, and supremacy (Keller, 2000s).

Table 3.3.1 Measures of Brand judgment

Measures	Item Acronym	Mean	Mode	Standard Deviation
Brand offers superior values in comparison to its competitors.	BJ1	4.39	5	.695
Brand offers excellent features and good quality.	BJ2	4.41	5	.698
Brand yield high credibility and represent good value.	BJ3	4.31	5	.735
This is a good value brand.	BJ4	4.63	5	.488

Source: Primary Data

From table 3.3.1, it is evident that both Mean and Standard Deviation shows highest of 4.63 and 0.735 respectively. The highest mean is for BJ4 and highest standard deviation is for BJ3. This means that customers agree to the statement that it is a good value brand. Standard Deviation is highest for BJ3 hence the respondents react vividly to the statement that the brand yield high credibility and represent good value of money.

3.3.2 Brand loyalty

According to **Nueno and Quelch (1998)**, luxury goods are those whose functionality to price ratio is low but whose intangible and contextual utility to price ratio is high. Therefore, luxury companies compete to maintain sales levels and consumer loyalty through being able to conjure uniqueness, Brand Identity, Brand Saliency, and value perception from the consumer's perspective. **Nisar and Whitehead (2016)** looked into how social networking might increase customer loyalty. They have demonstrated the connections between social media, brand loyalty, and consumer behavior. **Yeh et al. (2016)** investigated the factors that

influence brand loyalty for cellphones based on consumer brand recognition, practical utility, emotional value, and social value. Perceived customer equity is a model of brand appraisal that **Dwivedi and Merrilees (2016)** study. It is developed from the value, brand, and connection equity measures as well as the customer equity theory. It enables a reliable evaluation of consumers' overall assessments (**Wu and Lin 2016**).

Table 3.3.2 Measures of Brand loyalty

Measures	Item Acronym	Mean	Mode	Standard Deviation
I consider myself loyal to this brand.	BL1	4.18	4	.684
This is the one brand I would prefer to buy	BL2	4.27	5	.777
I try to buy this brand whenever I can	BL3	3.98	4	.883

Source: Primary Data

From the table 3.3.2, it can be inferred that the highest of Mean and Standard Deviation is 4.27 and .883 respectively. The highest mean was reported for BL2 which means that most of the respondents agrees that they prefer to buy the brand. Standard Deviation is highest for BL3, hence respondents react vividly to the statement that they try to buy the brand whenever they can.

3.3.3 Brand attachment

The emotional connection that brands have with their customers makes them less susceptible to price competition, allows them to charge a higher price, makes them less susceptible to negative reviews, and fosters loyalty, repeat business, and good word of mouth both online and offline (**Akgün et al. 2013**). Building enduring brand ties has been viewed as requiring emotional connections with customers (**Hirschman and Holbrook, 1982; Mowen, 1988, Aaker, 1992; Keller, 2008**).

The degree to which brand connections are felt emotionally by consumers will ultimately determine a company's level of success in the market (**Ambedkar et al. 2018; Akgün et al. 2013**).

Table 3.3.3 Measures of Brand attachment

Measures	Item Acronym	Mean	Mode	Standard Deviation
The brand gives me a sense of being in vogue.	BA1	4.35	4	.688
I would really miss this brand if it went away.	BA2	3.98	4	.860
This brand is more than a product to me.	BA3	3.98	5	1.010
This brand is special to me.	BA4	4.04	4	.937

Source: Primary Data

From Table 3.3.3, it is evident that, the highest Mean and Standard Deviation is 4.35 and 1.010 respectively. The highest mean was reported to BA1 which indicates that most of the respondents agrees that the brand gives them a sense of being in vogue. Standard Deviation is highest for BA3, hence the respondents react vividly to the statements that the brand mean more than a product to them.

3.3.4 Brand feeling

Consumers' emotional reactions to and responses to the brand are known as brand feelings. Brand feelings that are also connected to the shared currency that the brand evokes. What emotions are triggered by the brand's marketing campaign or other methods? What ways does the brand impact customers' opinions of who they are as people and how they interact with others? These feelings might be light or strong, and they can be favorable or unfavorable (**Keller, 2008**). The brand's ability to evoke strong associations with accessibility for product use or consumption.

Table 3.3.4 Measures of Brand feeling

Measures	Item Acronym	Mean	Mode	Standard Deviation
This brand gives me a feeling of fun.	BF1	3.76	3	.971
This brand gives me a feeling of security.	BF2	4.37	5	.692
This brand gives me a feeling of social approval.	BF3	4.10	5	1.025
This brand gives me a feeling of self-respect.	BF4	3.92	5	1.230

Source: Primary Data

From Table 3.3.4, it can be inferred that BF2 has highest Mean of 4.37 which means that the respondents are of the opinion that the brand gives them a feeling of security. BF4 has the highest Standard Deviation of 1.230, hence respondents react vividly to the statement that the brand gives them a feeling of self-respect.

3.3.5 Brand resonance

Oliveira et al. (2008) examined the link across 13 product categories. They defined Brand Equity as being disclosed at the degree of a brand's social benefit promise. The findings revealed that across all product categories, brand performance and customer-based brand equity varied. **Tolba and Hassan (2009)** examined the connections between consumer brand equity and the market. Brand Resonance is frequently cited in studies as the outcome of effective branding efforts. **Aaker's (1992)** CBBE model has been the focus of the majority of empirical studies, but Keller's (2008) model has received far less attention, creating an intriguing research gap. The 2017 study is the first to attempt to quantify Keller's Brand Resonance concept (**Ambedkar et al 2018**).

Table 3.3.5 Measures of Brand resonance

Measures	Item Acronym	Mean	Mode	Standard Deviation
This brand gives me a feeling of great pleasure.	BR1	4.12	5	.993
I'm attracted to this brand.	BR2	4.14	4	.775
This brand often dominates my thoughts.	BR3	3.82	4	1.126

Source: Primary Data

From Table 3.3.5, it is evident BR2 has the highest Mean of 4.14 which indicate that respondents agrees that they are attracted to the brand. The variable BR3 has highest Standard Deviation of 1.126 which indicated that the most of the respondents react vividly to the statement that the brand often dominates their thoughts.

3.3.6 Measures of Variables

Table 3.3.6 shows the constructs used to measure the factors influencing purchase intention of customers

Measures	Item Acronym	Mean	Standard Deviation
Brand judgment	BJ	4.4363	0.64345
Brand loyalty	BL	4.1438	0.66771
Brand attachment	BA	4.0882	0.60977
Brand feelings	BF	4.0292	0.74680
Brand resonance	BR	4.0361	0.69059

Source: Author's calculation

The Mean and Standard Deviation of independent and dependent variables are given

in Table 3.3.6. Mean is highest for Brand judgment which is 4.4363, followed by brand loyalty with Mean 4.1438. The mean of brand feeling is lowest with 4.0292. Brand attachment has the lowest Standard Deviation of 0.60977 and brand feelings has the highest Standard Deviation of 0.74680.

3.4 HYPOTHESIS TESTING AND MODEL VALIDATION

3.4.1 Correlation Analysis

Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between the variables. It tests the linear relationship between the variables. Each correlation appears twice: above and below the main diagonal. The correlations on the main diagonal are the correlations between each variable itself.

Table 3.4.1

Correlation between Independent and Dependent Variable

Variable	BL	BJ	BA	BF	BR
BL	1				
BJ	.588**	1			
BA	.710**	.553**	1		
BF	.600**	.417**	.708**	1	
BR	.544**	.461**	.653**	.780**	1

Source: Compiled by the researcher

**Correlation is significant at 0.01 level (2-tailed)

The correlation coefficients between the independent variables like Brand loyalty, brand judgment, brand attachment, brand feelings and dependent variable brand resonance are reported in Table 3.4.1. The correlation coefficient should always be in the range -1 to 1. A correlation is statistically significant if its P value < 0.05 and P value < 0.01. From the above table it is understood that there is a correlation which is statistically

significant at a P value of <0.01 . Hence it can be concluded that there exist a positive correlation between the independent and dependent variables

The correlation between various variables are as follows:

- The correlation between brand loyalty and Source brand judgment is 58.8 percent.
- The correlation between brand loyalty and brand attachment is 71 percent.
- The correlation between brand loyalty and brand feelings is 60 percent.
- The correlation between brand loyalty and brand resonance is 54.4 percent.
- The correlation between brand judgment and brand attachment is 55.3 percent.
- The correlation between brand judgment and brand feelings is 41.7 percent.
- The correlation between brand judgment and brand resonance is 46.1 percent.
- The correlation between brand attachment and brand feelings is 70.8 percent.
- The correlation between brand attachment and brand resonance is 65.3 percent.
- The correlation between brand feelings and brand resonance is 78 percent.

3.4.2 Regression Analysis

Regression Analysis was conducted to measure the influence of BJ, BL, BA and BF on BR. The independent variables are BJ, BL, BA, BF and dependent variable is BR. The main objective of regression analysis is to explain the variation in one variable (called dependent variable) based on the variations in one or more other variables (independent variables). If multiple independent variables are used

to explain variation in a dependent variable, it is called a multiple regression model. The output of multiple regression analysis was used to test the hypothesis.

3.4.3 Regression Analysis between BJ, BL, BA, BF

Table 3.4.2 Model Summary

Model	R	R square	Adjusted R square	Standard error of the estimate	Durbin Watson
1	0.799 ^a	0.619	0.608	0.53458	1.935

a. Predictors: (Constant): BJ, BL, BA, BF

R square is the percent of the variance in the dependent explained uniquely or jointly by the independents. The R square and adjusted R square will be same when used for the case of few independents. The R square and adjusted R square shown in Table 3.4.2 is almost the same. Hence, adjusted R square value is used for interpreting the results.

Table 3.4.2 shows that 53.458 percent variation in BR and is explained by BJ, BL, BA, and BF. The Durbin-Watson statistic tests for autocorrelation. As rule of thumb, the value should be between 1.5 and 2.5 to indicate independence of observations (Garson, 2010). The value of test is 1.935, which indicates independence of observations.

Table 3.4.3 ANOVA of regression Model

Model	Sum of square	DF	Mean square	F	sig
1. Regression	23.264	4	5.816	20.352	.000*
Residual	13.146	46	.286		
Total	36.410	50			

a. Predictors: (constant) : BJ, BL, BA, BF

b. Dependent: Variable: BR **significant at 1 percent level.

ANOVA table showing the regression model fit presented in Table 3.5.3 shows that the model is statistically significant at 1 percent significance level (F=20.352)

Table 3.4.4

Coefficients of Regression Analysis

Factors(constructs)	Item Acronym	Standardized Beta Coefficient	Sig. (P value)
Brand loyalty	BL	0.171	.023**
Brand judgment	BJ	0.124	.001**
Brand attachment	BA	0.146	.041**
Brand feelings	BF	0.127	.000**

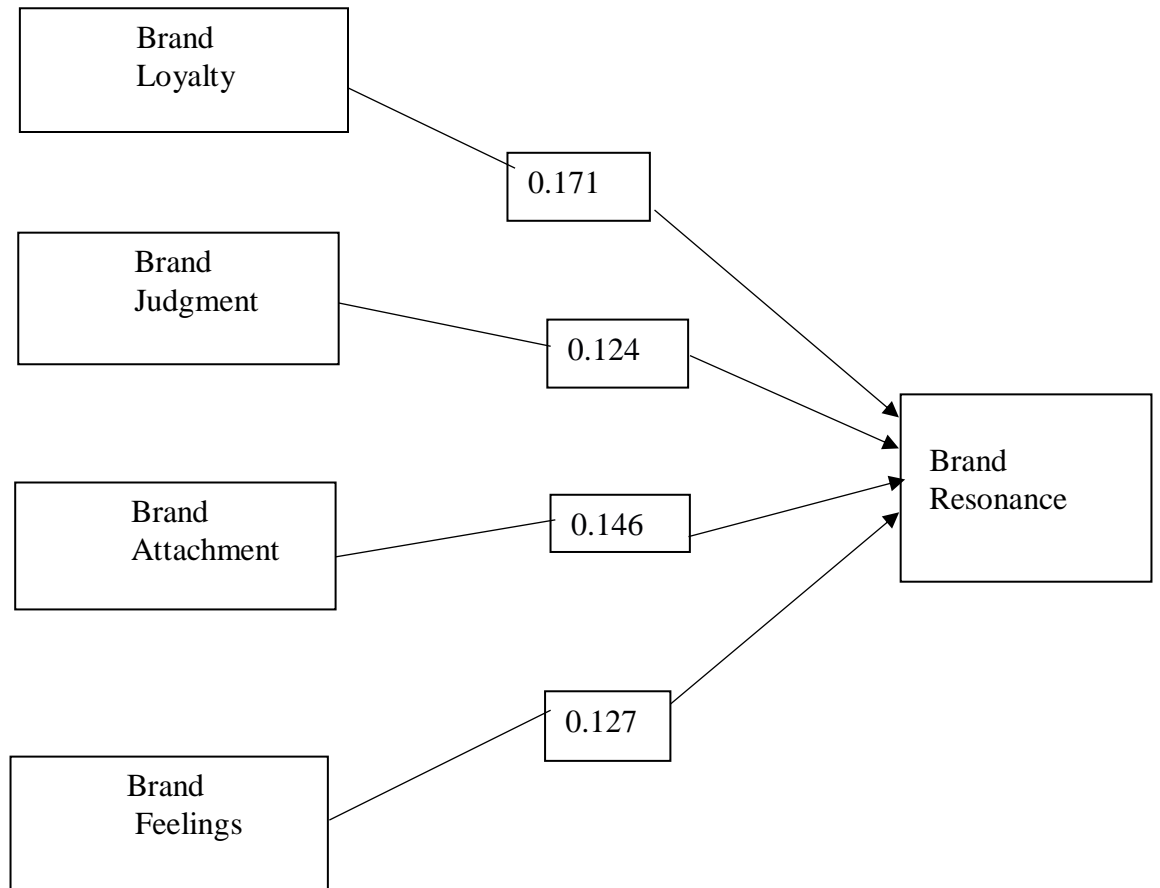
Source: Compiled by the Researcher

*significant at 5% level

**significant at 1% level

Table 3.4.4 presents the Standardized Beta coefficient values and the significant values of independent variables Brand loyalty (BL), Brand judgment (BJ), Brand attachment (BA), Brand feelings (BF). The Independent Variables Brand loyalty (BL), Brand judgment (BJ), Brand attachment (BA), Brand feelings (BF) has impact on the dependent variable Brand resonance (BR). Hence **H01,H02, H03, H04 and H05 are rejected.**

Fig 3.1 Validated Model



Source: compiled by the researcher based on hypothesis test

Empirically validated model is portrayed in Figure 3. Brand loyalty (beta = 0.171) has the highest beta coefficient followed by Brand attachment (beta = 0.146). The beta coefficient of Brand loyalty, Brand judgment, Brand attachment, Brand feelings are statistically significant at 1 percent significance level ($p < 0.01$). Based on the above model it is understood that all null hypothesis are rejected and all independent variables have a strong relationship with Brand resonance.

3.5 Summary

This chapter deals with the analysis of the data collected. The data was analyzed in three different stages. The first section displays the profile analysis which includes a brief analysis of the Demographic profile of the respondents. In the second section the reliability of the measures were tested and found satisfactory. The multiple regression analysis of the measures was done in the third section and hypothesis formed at the outset were tested.

It was found that Brand loyalty, Brand judgment, Brand attachment, Brand feelings are main reasons as to why the consumers of Apple iPhone are resonate towards the brand. Brand loyalty has the highest influence on brand resonance.

CHAPTER 4

**FINDINGS, SUGGESTIONS
AND CONCLUSIONS**

FINDINGS, SUGGESTIONS AND CONCLUSIONS

4.1 Introduction

Although the concept of brands has been debated for thousands of years, the current definition of brands originally emerged in the late 19th century with the use of copyrights and appealing packaging that served as promises of authenticity. Although this field of study is still in its infancy, a lot of progress has been made in the last ten years regarding consumer brand interactions. The form and objectives of consumer connections with brands, as well as the processes by which these interactions take shape in the hands of consumers and marketers, have all been extensively studied during the past 10 years. The premise of brand relationship research is that consumers are active, i.e. producers. The depth of the link between consumers and companies has drawn a lot of interest in both consumer perception and behavior. Brand resonance, according to branding literature, is the highest level at which a consumer forms enduring behavioral, emotional, and social relationships with the brands they use. As the brand relationship construct is connected to many different social scientific disciplines, including human psychology, anthropology, sociology, and many more, investigating brand connection metaphor is highly difficult. The link or connection between users and their brand is represented by the brand relationship idea. It is not simple to build a brand relationship because it is influenced by a variety of marketing and non-marketing aspects, including customer demographics, consumer knowledge, and consumer attitude, among others. This study helps to understand the relationship the customers have towards Apple iPhones and how much the users are loyal and attached to the brand and how many of the consumers consider the brand as a significant part of their life.

4.2 Objectives of the study

The study aims the following objectives:

1. To explore the factors that leads to brand resonance with respect to Apple iPhone brand.
2. To understand how these factors helps in building a strong brand connection to the customers.

4.3 Methodology of the study

The project “A study on Brand resonance of Apple iPhone with special reference to Ernakulum district” is a study based on the information collected from both primary and secondary data. Here the data for the study is collected through convenient sampling method. A structured questionnaire is developed and distributed to the earlier selected samples as a means of collecting primary data. The respondents are selected from Ernakulam district. The respondents of the study include the people who are the users of Apple iPhone and all those whodesired to purchase an iPhone. The sample size of the study is 51 customers. The questionnaire was distributed to 101 respondents who owned an Apple iPhone or desired to own an iPhone. 68 responses were collected and it was again filtered into 51 responses as 17 responses were incomplete and not properly answered.se Secondary data was obtained through other distinct and reliable sources.

4.4 Findings of the study

The following are the major findings of the study:

4.4.1 Demographic Profile

1. Majority of the respondents were female as compared to male respondents.

Majority of the respondents were below the age group of 25 years and rest all age group only had a very few percentage of respondents.

4.4.2 Descriptive Findings

Various published research papers and articles were referred to identify different factors or variables that can lead to the creation of brand resonance, and after utmost scrutiny and evaluation four important factors were selected for the study which are brand loyalty, brand judgment, brand attachment and brand feelings.

The next objective of understanding the influence of these factors in building brand resonance is regression analysis and reliability test using Cronbach's alpha. A reliability test was performed using Cronbach's Alpha to evaluate the consistency and stability of study designs whereas Regression analysis aids in determining how much variance in the dependent variable is being accounted for by a collection of independent variables. Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between the variables. It tests the linear relationship between the variables.

Reliability Test Statistical reliability is necessary to ensure the reliability and accuracy of the statistical analysis. A reliability test was performed using Cronbach's Alpha to evaluate the consistency and stability of study designs. It was carried out shows the Alpha values for all the 4 factors and it can be concluded that the scale has internal consistency and reliability. This section deals with the findings regarding Descriptive statistics.

1. Brand judgment (BJ)

1. Majority of the respondents agree that brand judgment do actually make them attached and loyal to the brand.
2. All the mean scores are above 3 which means that respondents agree that

brand judgment affects their resonance.

2. Brand loyalty (BL)

1. Majority of the respondents accepts that they are loyal to the brand.
2. All the mean scores are above 3 which means that respondents agree that brand loyalty affects their resonance towards the brand.

3. Brand attachment (BA)

1. Majority of the respondents are of the opinion that they are deeply attached to the brand.
2. All mean scores above 3 shows their high perception regarding the variable brand attachment.

4. Brand feelings (BF)

1. Majority of the respondents agree that their existing feeling towards the brand make them a loyal consumer of the brand.
2. All mean scores are above 3 which shows their high perception regarding the variable brand feelings.

5. Brand resonance (BR)

1. Majority of the respondents are of the opinion that they are loyal and attached to the brand and will also continue to stick with the brand in the future.
2. All mean scores are above 3 which shows respondent's high perception towards the brand resonance.

4.4.3 Regression Analysis

By using one or more independent variables, it aids in predicting the value of a dependent variable. Regression analysis aids in determining how much variance in a single answer (the dependent variable) is being accounted for by a collection of independent variables. Regression analysis was conducted to measure the influence

of BJ, BL, BA and BF on BR. The independent variables are BJ, BL, BA, BF and the dependent variable is BR. Following are the results:

1. The correlation coefficients between independent variables brand judgment, brand loyalty, brand attachment, brand feelings and dependent variable brand resonance show a positive correlation. This result conforms to the findings of the previous study (Davis et al. 1989)
2. The R square and adjusted R square were almost the same. The adjusted R square shows that 53.45 percent variation in BR is explained by BJ, BL, BA, and BF.
3. The Durbin-Watson statistic is 1.935.
4. The model is statistically significant at 0.001 percent level with F value 20.35.
5. The beta coefficients of brand judgment, brand loyalty, brand attachment, brand feeling are statistically significant at 1 percent significance level ($p < 0.01$).

4.4.4 Hypothesis Testing and Model Validation

1. The beta coefficients of brand judgment, brand loyalty, brand attachment, brand feelings are statistically significant at 1 percent significance level ($p < 0.01$). This result is in consistent with the findings of (Nisar and Whitehead 2016), (Akgun et al 2013), Oliveira et al (2008) as their studies also confirmed that these independent variables has an effect on Purchase Intention.
2. Therefore, it is clear that brand judgment, brand loyalty, brand attachment, brand feelings has an effect on the purchase intention of customers. Hence, **H01, H02, H03, H04 and H05 are rejected.**
3. Brand loyalty has **effect** on brand resonance towards Apple iPhone with its beta

coefficient, 0.171(H01). This result is in conformity with the findings of (Nasir and whitehead 2016).

4. Brand judgment has **effect** on brand resonance towards Apple iPhone with its beta coefficient, 0.124 (H02). The study of (Oliveria et al, 2008) also had similar findings.

5. Brand attachment has **effect** on brand resonance towards Apple iPhone with its beta coefficient, 0.146 (H03). This result conforms with the findings of (Akgun et al 2013)

6. Brand feelings has **effect** on brand resonance towards Apple iPhone with its beta coefficient, 0.127(H04). This result conforms with the findings of (Oliveria et al, 2008)

4.5 SUGGESTIONS

1. When creating branding strategies, brand strategists should take the consumer's demographic profile into account because this information can not only be used to segment the market but also to create more effective and active branding strategies. Compared to the male respondent, the female exhibits a stronger link with the brands. With this research's findings, we may conclude that consumer gender influences brand resonance.
2. The brand relationship differs across different product categories, by keeping this in mind, the marketers should take into account the different product features under the brand and the product attributes as they approach their customers to develop a brand connection.
3. The brand relationship between the marketer and their customers can be built and maintained using both the traditional and new brand resonance models. Marketers can act in accordance with the brand resonance model's

step, which will assist them in determining the current phase of their customers' relationship with their brand. The empirically validated brand resonance model can assist marketers in approaching every step they take with their customers with the goal of building and maintaining a relationship with both current and potential customers.

4. Marketers must take into account all factors related to the creation and management of brand relationships, including brand awareness, brand performance, brand image, brand judgment, brand feelings, brand satisfaction, and brand trust. These elements will aid marketers in creating and sustaining brand relationships with their current and potential customers.

4.6 CONCLUSION

Apple's clients have a tight relationship with the business. Repeated purchases are fairly common. They have a really close bond with the brand since it projects such a unique image. They feel like they are catching up with the current trends since they own an Apple product. Many Apple users claim to value the company because they have grown so devoted to it or that their favourite possession is an Apple product. For the rest of their life, Apple wants to be the firm that its consumers can have a successful relationship with. Customer loyalty to the brand has increased as a result of the iPhone experience. There are lot of factors that affect the brand resonance of the brand. "A Study On brand resonance of Apple iPhone with special reference to Ernakulum district" had its objectives to explore the factors and their effect on brand resonance towards Apple iPhone.

The study is mainly conducted as four chapters namely Introduction, Theoretical Framework and Literature Review, Analysis and finally Findings, suggestion and conclusion. First chapter is the introduction part which mainly dealt with overall view of the topic of study and it includes objectives of the study, statement of the problem, scope, methodology, hypothesis and chapterisation.

The second chapter is divided into three sections as Theoretical Framework, Literature Review and Model Development. Theoretical framework mainly includes the concerned theory of the subject which is under the study. Theories were framed and collected from various secondary sources. The second section of the chapter contains various reviews of past studies connected with the area of our topic. And it also includes review of variables which is used for conducting this research. All these literature reviews have been framed by reading and searching various articles published in journals. The third section of the chapter contains Model Development of the research. Model Development is done from the extensive literature review.

The third chapter is mainly divided into three as Analysis of Demographic profile, Descriptive analysis and Regression Analysis, Model validation and Hypothesis testing. In analysis of demographic profile various demographic measures used in the study were analyzed. And for that frequencies were framed out to show the number of respondents belongs to each demographic feature. Reliability analysis was carried out using Cronbach's Alpha which proved the internal consistency of the research constructs. The Descriptive analysis includes the analysis of the variables used in the study. It is carried with identifying the mean, mode and standard deviation. In the final section we conducted Correlation analysis to quantify the strength of relationships between variables. And from the analysis we understood that there exists a high positive correlation between all variables. Then Regression analysis is done to measure the influence of independent variables with the dependent variables. From the regression analysis it was proved that four independent variables have significant relationship with brand resonance. As the result of all these analyses all hypotheses are rejected.

The fourth chapter of the study denotes Findings, Suggestions and Conclusions. It includes the demographic findings, descriptive findings and regression analysis findings. The study makes significant contribution to the existing literature by examining the measures brand loyalty, brand judgment, brand attachment, brand feelings.

The present study attempts to unearth the answers to the research questions of exploring factors that lead to brand resonance among the Apple iPhone users. It was found that brand resonance is dependent on brand loyalty, brand judgment, brand attachment, brand feelings. Customers could also review their perception regarding the brand resonance and overview how it affects their loyalty and attachment towards the brand.

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APPENDIX

A Study on Brand Resonance of Apple iPhone with special reference to Ernakulum district

I am ANAGHA SATHEESAN, final year M.Com student of Bharata Mata College, Thrikkakara. I am conducting this survey as a part of my final year project and the data collected will only be used for academic purposes. I request you to kindly fill out the form.

QUESTIONNAIRE

Demographic factors:

1. Please specify the following:

- Name
- Email

2. Gender: Male

 Female

3. Do you own or plan to purchase an Apple iPhone

 YES

 NO

4. Please select one from each of the following statement as how strongly you agree or disagree.

a) (Brand judgment)

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand provide products with excellent features and offer good quality.					
The brand offers superior value in comparison to its competitors' products.					
The brand yield high credibility and represent good value for money.					
This is a good value brand.					

b) (Brand loyalty)

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I consider myself loyal to this brand.					
This is the one brand I would prefer to buy.					
I try to buy this brand whenever I can.					

c) (Brand attachment)

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand gives me a sense of being in vogue.					
I would really miss this brand if it went away.					
This brand is more than a product to me.					
This brand is special to me.					

d) (Brand feelings)

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand gives me a feeling of fun.					
This brand gives me a feeling of security.					
This brand gives me a feeling of social approval.					
This brand gives me a feeling of self-respect.					

e) (Brand resonance)

Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This brand gives me a feeling of great pleasure.					
I'm attracted to this brand.					
This brand often dominates my thoughts.					