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The Effects of Consumer Brand Identification on Loyalty: A study on South African banks

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A research report submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing

Supervisor:

Dr Yvonne K. Saini

Johannesburg, 2019

ABSTRACT

Consumer brand identification is a concept that helps us to understand the reasons behind brands helping consumers to express their identities and find the true meaning of themselves through brands. Brands are used by consumers to construct their self-image and to fulfil self-verification needs. This study sought to test the six drivers of Consumer Brand Identification, (CBI) as identified by Stokburger-Sauer, Ratneshwar and Sen (2012) and their impact on brand loyalty. The six drivers/antecedent are; brand-self similarity, brand distinctiveness, brand prestige, brand social benefits, brand warmth and memorable brand experiences. These drivers were tested on the five South African commercial banks, namely, Standard bank, First National Bank (FNB), Amalgamated Banks of South Africa (ABSA), Capitec and Nedbank.

A quantitative cross-sectional research design was used. A non-probability sampling method was employed with 244 respondents dispersed throughout South Africa who completed a self-administered questionnaire.

The results confirmed the influence of four of the six drivers, being brand distinctiveness, brand prestige, brand social benefits and memorable brand experiences. Further to that, it was found that brand distinctiveness has a stronger causal relationship with CBI when consumers have lower involvement in the brand's product category. Brand social benefits had a stronger relationship with CBI when consumers have a higher involvement in the brand's product category. CBI was found to have a positive consequence on brand loyalty which further lead to brand advocacy. The findings also revealed that FNB was the most popular bank, with ABSA being the least popular bank.

From the findings, it was recommended that banks should focus on driving an emotional connection with the brand and the consumer which can be through socially lead events that make them feel like they belong and taking consumers through memorable brand experiences. Through this, brand distinctiveness can be further enhanced.

Key words: consumer brand identification, product category involvement, self-identity

DECLARATION

I, Katlego Monareng, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements of the degree of Master of Management in Strategic Marketing at the University of the Witwatersrand, Johannesburg. This research report has not been submitted before for any degree or examination in this or any other university.

Katlego Beverly Monareng

Signed at Johannesburg, South Africa

On the....17th.... day of.....March..... 2019

DEDICATION

This dissertation is dedicated to my parents, for supporting me in all my academic endeavours. The continuous prayers, love and belief in me really kept me going. Thank you for instilling the spirit of gratitude and the desire to learn in me.

ACKNOWLEDGEMENT

The level of support and encouragement I received from so many people in my journey on completing this course – Master of Management in Strategic Marketing – has been incredibly overwhelming. To all my friends and my siblings, thank you so much!

I would like to send a special thanks to my supervisor, Dr Yvonne K. Saini, for her sheer guidance, time, knowledge and insights. I have learnt so much from this journey and the relationship. Thank you for your commitment in steering me in the path to completion!

I would like to thank my classmates, MMSM 2016 Cohort! What a journey this has been, the late nights, the cries, the laughs, the sleeping on the couch during an overnight exam!! I wouldn't have made it this far without you. My syndicate group, I learnt so much from you guys and I appreciate the time spent together.

Lastly, I would like to thank Wits Business School for affording me the opportunity to complete my Master's degree at a leading institution.

Forever grateful!

Ecclesiastes 7:8 – "The end of a thing is better than its beginning; the patient in spirit is better than the proud in spirit".

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CHAPTER 1: INTRODUCTION

1.1 Purpose of the study

The purpose of this study is to investigate consumer brand identification within the South African banking industry. Stokburger-Sauer, Ratneshwar and Sen (2012) have identified six constructs that drive consumer brand identification further resulting in brand loyalty and brand advocacy; these drivers are brand-self similarity; brand distinctiveness; brand prestige; brand social benefits; brand warmth and memorable brand experiences. This study tests these six drivers within the South African market as the antecedents of consumer brand identification and how this then influences brand loyalty (behavioural and attitudinal) of the clients of these banks. This study contributes to the limited academic research within the consumer behaviour sphere on banks in South Africa (Abratt & Russell, 1999; Bick, Brown & Abratt, 2004) and to provide organisations with the tools and insights on what factors can build more meaningful strategies and identification for their customers.

1.2 Context of the study

Retail banks have been in the difficult position of differentiating themselves based on their service offerings; their strategies are now directed more towards customer satisfaction and loyalty through improved service quality by offering more experiences to customers (Levesque & McDougall, 1996). Customers do not see much of a difference between the services offered by different banks and any new offering by one bank is quickly and easily matched by another bank (Coskun & Frohlich, 1992; Devlin, Ennew & Mirza 1995).

Building a strong brand has been the main goal for many firms (Keller, 2001). Building a strong brand that has brand equity, has been proven to have numerous financial rewards and other benefits such as increased loyalty, limited effects to the marketing activities of competitors, favourable customer response to certain changes such as price. Keller (1993) highlights that with brand equity, certain outcomes can result from the marketing of the product or service because of the weight the brand name carries. As such, marketers then need a greater understanding of consumer behaviour and

use that as a base for making sound strategic decisions about their positioning (Keller, 1993).

The associations that consumer have about a brand are a key component in brand equity (Aaker, 1991; Keller, 193). These brand associations would depict certain user imagery and psychological benefits for the consumer. Past researchers have asserted that people consume products that construct their self-concept as well as create their identity (Ball & Tasaki, 1992; Kleine, Kleine & Kernan 1993). This has been further extended to brands by past researchers, that consumers construct their identity and present themselves to others through their brand choices, based on the similarity between the brand image and their self-image (Escalas & Bettman, 2003). The role of brands has become one of self-expression and as identity signals (Berger & Heath, 2007). As such, there has been an increasing body of research that has focused on what it actually means for consumers to identify with brands and the implications thereof of consumer brand identification for the consumer as well as the brands (Chernev, Hamilton & Gal 2011; Escalas & Bettman, 2003; Lam, Ahearne & Schillewaert 2010).

Much less research has focused on the drivers of consumer brand identification, the factors that cause it, when and why. This study therefore takes on from Stokburger-Sauer et al.'s (2012) study on drivers of consumer-brand identification. Six drivers of consumer brand identification are identified and explored as well as the consequences of CBI are identified, being brand loyalty and brand advocacy. This study explores all six drivers and focuses only on brand loyalty as an outcome, however brand loyalty is further analysed for either being behavioural or attitudinal based loyalty. This study identifies whether these drivers are the factors that have kept some consumers loyal to their bank and advocate for their bank or have caused them to switch to another bank with which they identify more. This study also uncovers whether the banking category is an important category for consumers which can have an influence on consumers identifying more with the category (Stokburger-Sauer et al., 2012).

There are five major commercial retail banks in South Africa, namely, Standard Bank, ABSA, FNB, Nedbank and Capitec Bank. This study focuses on these five banks. Currently there has been no academic research studies in the consumer behaviour and marketing sphere conducted on these banks in South Africa.

1.2.1 Overview of Banks in South Africa

1.2.1.1 Satisfaction Index

According to the latest South African Customer Satisfaction Index (SAcsi) released, South African banks have the most satisfied customers. The index is based on whether brands exceed or fall short of customer expectations and how customers feel about the overall result out of a score of 100. The sample included 13099 banking customers randomly selected to partake in the survey (BusinessTech, 2018).

The industry satisfaction score average is 77 and from the results it is seen that Capitec customers are the most satisfied with a score of 85.3 points. Standard bank sees an increase in its score from the previous year, however, remains in the 4th position. ABSA, which is ranked last has however declined the most versus the previous year. FNB, albeit declining, has remained above the industry average score at 81% (BusinessTech, 2018).

Table 1.1: Bank Satisfaction Index (BusinessTech, 2018)

Rank	BANK	16/17 Score	17/18 Score	Change point
1	Capitec	83.1	85.3	**2.2**
2	FNB	81.3	81.0	**(-0.3)**
3	Nedbank	77.0	76.3	**(-0.7)**
4	Standard Bank	71.9	75.2	**3.3**
5	ABSA	74.2	73.3	**(-0.9)**

1.2.1.2 Bank Recommendation

Net Promoter Score (NPS) is a metric that is used to measure the likelihood that a customer will recommend a brand to their friends and family (promotor) versus a customer that rejects having a relationship with the brand (detractor).

13099 customers were randomly selected to partake in the survey. The results from the survey were identical to the satisfaction index in terms of the ranking. The purpose of these results was to evaluate how positively or negatively banks are seen in the eyes of South Africans. The industry NPS average was 27.2% and Capitec had the highest NPS score of 61.4% falling significantly higher than the average, while FNB had the next highest at 43.1%. Nedbank and Standard Bank fell slightly behind the industry average while ABSA had the lowest score at 11.5%.

Table 1.2: Bank recommendation Index (BusinessTech, 2018)

Rank	BANK	NPS Average
1	Capitec	61.4%
2	FNB	43.1%
3	Nedbank	26.1%
4	Standard Bank	20.8%
5	ABSA	11.5%

1.3 Problem statement

1.3.1 Main Problem

To investigate how consumer brand identification affects consumers' brand loyalty within the South African banking market. There has been a growing body of research on consumer brand identification and what it means for consumers to identify with brands (Chernev et al., 2011; Escalas & Bettman, 2003, 2009; Lam et al., 2012). However, the factors that cause CBI, when and why, are not understood as much (Stokburger-Sauer et al., 2012).

In the study of consumer behaviour, there is currently a dearth of academic research studies on banks in South Africa. In the United Kingdom (UK), studies on financial services have mainly investigated how direct marketing affects brand commitment in financial services (Debling, 1998) and the relationships and experiences that consumers have with financial service organisations (O'Loughlin, Szmigin & Turnbull, 2004; Ponsignon, Klaus & Maull, 2015). Within South Africa, the studies conducted on banks, have also looked at relationship marketing, however within private banking (Abratt & Russell, 1999) and another study investigated customer's perceptions of value that is delivered by South African retail banks (Bick, Brown & Abratt, 2004). This study therefore contributes to the lack of academic research on retail banks in an emerging market such as South Africa, and more specifically, the factors that cause CBI for banks.

1.3.2 Sub-problems

The first sub-problem is: To investigate the relationship between the antecedents of consumer brand identification on consumer brand identification on banks in South Africa.

The second sub-problem is: To investigate the effect of consumer brand identification on brand loyalty on banks in South Africa.

1.4 Drivers of consumer brand identification framework

Below is the conceptual framework created by Stokburger-Sauer et al. (2012) for their research study – this framework was however adapted for the purposes of this study. The limitation of this framework was that it was tested by inferring causal relationships from cross-sectional survey data. Six identified antecedents of CBI and their relationship with CBI were analysed and thereafter the consequences of CBI on brand loyalty and brand advocacy. Stokburger-Sauer et al. (2012) believe that identification with a brand is driven cognitively as well as affectively. The first three drivers; brand-self similarity, brand distinctiveness and brand prestige test the cognitive identification with the brand while the final three; brand social benefits, brand warmth and brand experience test the emotional identification with the brand.

Further to this, Stokburger-Sauer et al. (2012) believe that the product category involvement (high vs low involvement) by the consumer has a positive impact on consumer brand identification.

The results from the study identified brand prestige as having little impact on brand identification while the remainder of the drivers had a significant influence on CBI. Further, these five antecedents namely, brand-self similarity, brand distinctiveness, brand social benefits, brand warmth and brand experiences had a much stronger causal relationship with CBI when consumers were highly involved in the product category. The findings also revealed that the relationship between the antecedents and CBI is stronger in men than it is in women.

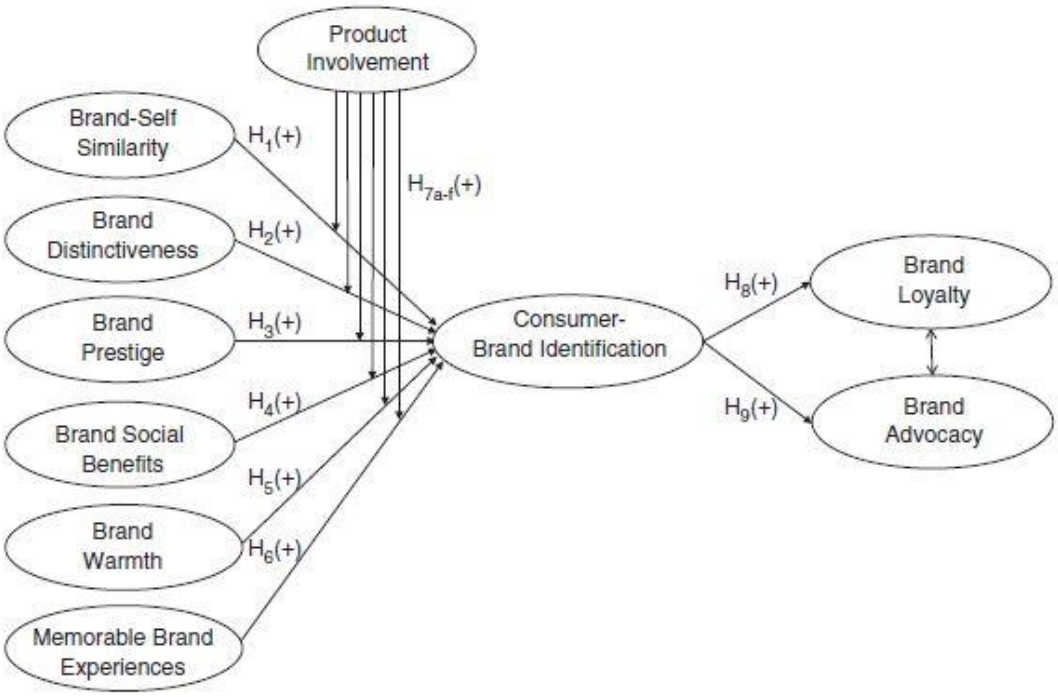


Figure 1.1: Drivers of consumer-brand identification framework (Stokburger-Sauer et al., 2012)

1.5 Research Questions

1.5.1 Sub-problem 1: Research questions

What is the effect of the antecedents of consumer brand identification on consumers brand identification of banks in South Africa?

1.5.2 Sub-problem 2: Research questions

What is the effect of consumer brand identification on brand loyalty on banks in South Africa?

1.6 Research Objectives

This study aimed to achieve the following theoretical and empirical research objectives:

1.6.1 Theoretical Objectives

- To review literature on consumer brand identification
- To review literature on consumer brand equity
- To review literature on brand loyalty

- To review literature on banks/financial institutions.

1.6.2 Empirical Objectives

- To investigate the relationship between the antecedents of consumer brand identification and their effect on consumer brand identification on banks in South Africa
- To investigate the effect of consumer brand identification on brand loyalty on banks in South Africa;

1.7 Research gap and justification of the study

Studies on financial services have started to receive increased attention over the past few years, however it continues to pose challenges as an academic area of research for marketers (O'Loughlin, Szmigin & Turnbull, 2004).

Previous research, conducted in the UK, have looked at the role of relationship marketing in financial services (O'Loughlin, Szmigin & Turnbull, 2004), direct marketing and its effect on brand commitment in financial services (Debling, 1998) and how financial services manage customer experience. These past studies have not examined consumers' brand identification of banks and more specifically, within the context of South Africa, being an emerging market.

This study may therefore contribute to the academic body of research on consumer brand identification of banks in South Africa. Furthermore, this study will help marketers within the financial services with their marketing strategies by understanding what drives consumers to find banks appealing and therefore maintain loyalty to that one bank and further advocate for the brand to their friends and families.

1.8 Significance of the Study

The intense competitive pressures have made firms focus on maintaining loyal customers, particularly financial services where there is an environment that allows consumers a great deal of choice in satisfying their financial needs (Levesque & McDougal, 1996). Customers do not see much of a difference in the services that are offered by banks, and any new offering can be replicated by the competitor (Coskun & Frohlich, 1992; Devlin et al., 1995).

As there is not much difference in terms of the services offered by banks, one way for banks to differentiate themselves is through their brands (Keller, 1993). Stokburger-Sauer et al. (2012) highlight that when consumers have a higher involvement in the brands product category, then identification with the drivers of CBI is stronger. Therefore, the significance of this study is to understand whether the six drivers of consumer-brand identification do indeed have an effect on consumers identifying with their bank and in turn, become brand loyal thereby advocating for the brand. This study will then also aim to reveal which bank consumers mainly identify with and the one they least identify with. Lastly, this study may provide marketing practitioners with the insights on areas of focus with their marketing strategies concerning the drivers of brand identification and how to better appeal to consumers.

1.9 Delimitations of the Study

This study was only based on the top five retail banks in South Africa, namely, Standard Bank, ABSA, FNB, Nedbank and Capitec and excludes private banks. This study was also only based on consumers' primary bank accounts.

1.10 Definition of Terms

For this study, there are three important terms that require definition:

Consumer brand identification – A consumer's psychological state of being, where they feel that they are one with the brand (Bhattacharya, Rao & Glynn 1995; Stokburger-Sauer et al., 2012).

Consumer based Brand Equity – "The differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1993, p.8).

Brand Loyalty – "A deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts, having the potential to cause switching behaviour" (Oliver,1999, p.34).

1.11 Assumptions

- It was assumed that the respondents had a clear understanding of the banks that are referred to in this study.
- It was assumed that the respondents answered the questionnaire accurately and honestly.
- It was assumed that outside influences did not affect the respondent's responses.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The study examines the concept of consumer brand identification within the context of banks in South Africa. The factors that are assessed which are said to be the drivers of identification are brand self-similarity (personality), brand distinctiveness, brand prestige, brand social benefits, brand warmth and brand experience. These factors are believed to have an influence on brand loyalty and brand advocacy (Stokburger-Sauer et al., 2012). These antecedents, as well as the consequence of brand loyalty, are assessed in this study. This literature review begins with the breakdown of the theoretical framework that this study is grounded on. Thereafter the key research findings on the drivers of consumer brand identification and their consequences are dissected. From the findings, the proposed conceptual framework is drawn.

2.2 Theoretical Framework: Consumer Based Brand Equity Model

Brands play a crucial role in marketing and have attracted many academics and practitioners' attention for many years (Kotler, 1991; Aaker, 1991; Keller, 1993). A brand is defined as "a name, term, sign, symbol, design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler 1991, p. 442). Academic brand researchers have developed several concepts of brands and how brands can affect consumer behaviour of both current and future purchases. Models, such as Aaker's brand equity model and Keller's consumer-based brand equity model, have focused heavily on how consumers would perceive and evaluate brands by analysing certain knowledge structures such as brand awareness, brand image and brand personality (Aaker, 1991; Aaker, 1997; Keller, 1997).

The concept of brand equity stems from how individual consumers perceive a brand, and a consumer model for brand equity highlights the knowledge that consumers have about brands. This study focuses on the model of consumer-based brand equity which was developed by Keller in 1993; this is a brand equity model that captures brand equity from the individual consumer's perspective. CBBE is defined as "the differential

effect of brand knowledge on consumer response to the marketing of the brand" (Keller 1993, p.2). CBBE, involves the way in which consumers react to the marketing mix elements of one brand versus the same elements of another brand's version of the product or service. CBBE occurs when the consumer is very familiar with the brand and they hold certain brand associations in memory (Keller, 1993).

According to Keller (1993), it is important for marketers to firstly have an holistic view of all the marketing activities pertaining to the brand and to be able to recognise and understand the effect that this has on brand knowledge, as well as how a change in brand knowledge can have an effect on sales. Secondly, the success of all future marketing activities and programmes is highly dependent and affected by the knowledge that consumers have in memory about the brand which has been created by the organisations' current marketing programmes.

Understanding brand knowledge is important as it has an influence on what comes to mind when consumers think about a brand, which has been said to have an impact on decision making (Alba, Hutchinson & Lynch, 1991). Brand knowledge basically consists of nodes, which is where information is stored, and where a wide variety of associations are linked, and these can vary in their strength. The activated nodes and the associations then propel certain information to be retrieved from memory by the consumer (Keller, 1993).

Brand knowledge can be defined through two components; brand awareness and brand image. Brand awareness is the likelihood that a brand will come to mind and how easily it does so. Brand awareness is broken down into two conditions; brand recognition and brand recall. Brand recognition is when a consumer can confirm that they have seen or heard of the brand before and brand recall is when the consumer can retrieve the brand when the product category is given. Brand awareness plays a particularly important role in consumer decision making because consumers need to have the brand in mind when the product category is mentioned.

Brand image is the perceptions that consumers have about the brand which is formed by the brand associations that are held in their memory. These brand associations are what a consumer links to a brand and these links then form the meaning of the brand for the consumer. Brand association can be formed through attributes such as its ingredients (product related attributes) or other attributes not related to the actual

product. Brand association can also be formed through the benefits of the brand being what the consumer thinks and believes the brand can do for them just by making use of the brand. Lastly, a brand can be associated, based on the attitude the consumer has towards the brand which ultimately influences their brand choice. These different types of associations differ according to how favourable they are, as well as their strength and uniqueness, compared to other brands (Keller, 1993).

When brand awareness is established, and a positive brand image is formed; one that is favourable, strong and unique in the mind of the consumer, this then creates different types of CBBE. The probability of brand choice should be increased when brand awareness levels are high and the brand image is positive, this will then produce loyalty and reduce the vulnerability to competitors' marketing activities (Keller, 1993).

The basic power of this model ultimately lies in what consumers know about the brand, through the marketing activities of the brand, how they feel about the brand, how they perceive it and the meaning it then has for them (Keller, 1993).

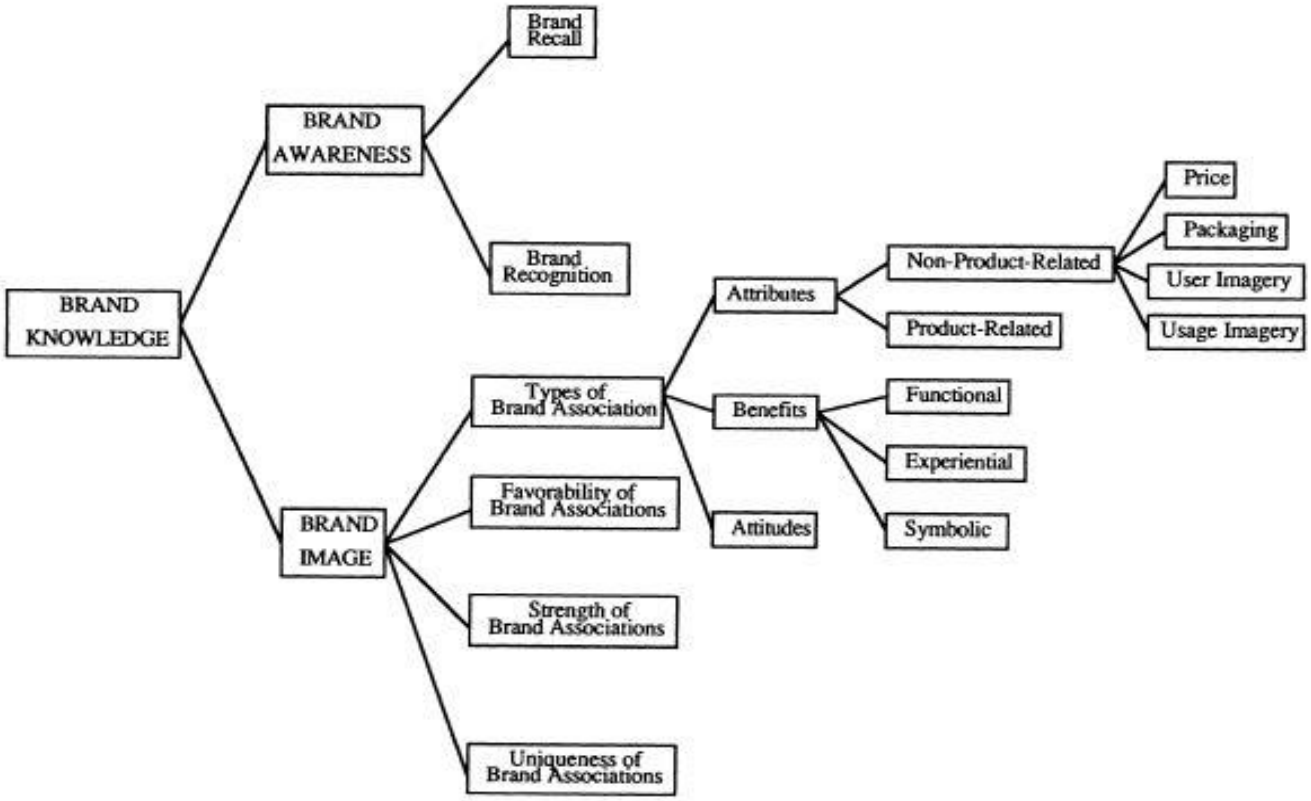


Figure 2.1: Consumer-Based brand equity model (Keller, 1993)

This study therefore focuses on all the major components of the Consumer-Based Brand Equity Model (Keller, 1993), in terms of the knowledge that consumers have gathered about banks – which has an influence on how they perceive their bank of choice and identify with it to create that true loyalty and enhanced word of mouth for the bank.

2.3 Consumer Brand Identification

Whether we know it or not, intentional or not intentional, we actually regard our possessions as part of ourselves. What we own, buy and consume defines us to the world as well as to ourselves (Belk, 1988). Brands have been recognised as having the ability to express, to inform and to communicate a consumer's desired identity (Bhattacharya & Sen, 2003; Escalas & Bettman, 2003; Fournier, 1998). Escalas and Bettman (2003) have proposed that consumers make use of brands to help fulfil self-needs, being self-verification or self-enhancement needs, that go beyond the utilitarian needs/benefits. When consumers use brand associations to construct their self-image or to express and communicate their self-concept to others, that is where a connection is formed with a brand.

There are two types of theories for identification which are briefly discussed; social identity theory and identity theory which represent two similar perspectives of the self-concept and the nature of normative behaviour (Hogg et al., 1995).

The concept of consumer brand identification stems from the theory of social identification which is based on social psychology. Social identification theory is defined as "the part of the individual's self-concept which derives from their knowledge of their membership of a social group (or groups) together with the value and emotional significance attached to that membership" (Tajfel 1981 p.255). Research based on this theory suggests that members of these groups or brand communities engage in collective behaviour to further express the values of the brand and help others who identify with the brand to immerse themselves in the brand (Ashforth & Mael, 1989; Lam et al., 2010; Tajfel, 1982).

Identity theory on the other hand, defines social behaviour based on the interrelation between the self and society. It is strongly based on the view that society affects social behaviour through its influence on the self (Mead, 1934; Hogg et al., 1995; Stryker,

1968). Research based on identity theory puts emphasis on how consumers would perceive a product as being for “me” or “not for me” (Kleine, Kleine, & Allen, 1995). This theory is therefore more focused on the individual behaviour and the self (Triandis, 1989).

As brands have symbolic meanings, they can be used to help consumers achieve certain important identity goals (Levy, 1959; Belk, 1988; Escalas & Bettman, 2009; Fournier, 2014). Consumer brand identification can therefore be defined as a consumer’s psychological state of being where they feel that they are one with the brand (Ashforth & Mael, 1989; Bhattacharya et at., 1995; Stokburger-Sauer et al., 2012). CBI, is said to play an integral part in our understanding of when, why and how brands help consumers to articulate their identities (Stokburger-Sauer et al., 2012).

Therefore, the concept of consumer brand identification can be linked to the concept of brand image in Keller’s model (figure 2) as the brand image contains the meaning of the brand for consumers through the associations and knowledge that are held in their memory (Keller, 1993). A consumer could have different types of associations held about a brand which stem from its performance or its imagery, however in order to create brand image, consumers need to have strong, favourable and unique associations with regards to the brand. When a consumer can identify a brand to have these characteristics and associate it with such, the brand then develops a deeper meaning for the consumer (Keller, 2001). This meaning then helps consumers to define themselves to others through the brands that they consume (Stokburger-Sauer et al., 2012).

2.4 Antecedents of CBI

The need for identification is said to be motivated by some self-definitional needs (Tajfel & Turner, 1985). These needs include firstly, the need to know ourselves, secondly, to feel unique and lastly, to feel good about ourselves. These needs are most likely to drive identification and drive self-continuity or self-verification, self-distinctiveness and self enhancement (Bhattacharya & Sen, 2003; Chernev et al., 2011).

Brand identification can be deciphered from a cognitive or an affective aspect which can have different effects on forming attitudes and change (Fabrigar & Petty, 1999;

Stokburger-Sauer et al., 2012). From a cognitive perspective, Stokburger-Sauer et al. (2012) have argued that brand identification is likely to be influenced by how a person perceives the brand to have a similar personality to their own, how distinct the brand is and lastly, how prestigious the brand is. From an affective perspective when consumers feel that their interaction with a brand has some social benefits, or they perceive a brand to be warm rather than cold or their experience with the brand has been highly satisfactory, then these factors are likely to predict consumer brand identification (Stokburger-Sauer et al., 2012).

2.4.1 Brand-self Similarity

Brand-self similarity is defined by Stokburger-Sauer et al. (2012, p.408) as "the degree of overlap between a consumer's perception of his or her own personality traits and that of the brand." Aaker (1997) says that consumers tend to make use of brands that imbue human personality traits. Rook (1985) further adds that consumers can easily think of brands as if they were thinking of a celebrity and more so when they can relate it to themselves, as a result of the brand being humanised (anthropomorphisation) (Fournier, 1994). Through this, the personality traits that are associated with the brand as well as those of the individual tend to last longer and are relatively distinct from competitors.

Brand personality has been defined by Aaker (1997, p.347) as "the set of human characteristics associated with a brand." Human personality traits and brand personality traits differ in the way that they are formed (Epstein, 1977). Human personality traits are inferred, based on an individual's characteristics, their behaviour, their attitudes and beliefs, as well as demographic factors (Park, 1986). Brand personality traits, on the other hand, are inferred, based on the direct or indirect interaction a consumer has with the brand (Plummer, 1985). The people associated with the brand have a direct influence on the personality traits of the brand as they set the tone for the typical user of the brand e.g. the ambassador or endorser of the brand (Aaker, 1997). The role of gender, age and class play a role on the brand personality characteristics as they do with human personality characteristics which is directly inferred from the user imagery as well as indirectly from the associations that consumers hold in their minds of the brand.

Aaker (1997) developed a five-factor model of brand personality which helps to explain how consumers perceive brands across different product categories. The model was based on the human personality, the “Big Five” personality traits framework which included; Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism. The dimensions of this framework developed by Aaker included Sincerity, Excitement, Competence, Sophistication and Ruggedness. The first three dimensions (sincerity, excitement and competence) are consistent with the human personality traits whereas the last two (sophistication and ruggedness) are not.

2.4.2 Identification and Brand-self similarity

Fitzsimons et al (2008) has argued that consumers desire to achieve the key personality trait that is associated with the brand in order to interact with the brand more effectively, such as when a consumer likes a brand that stands for a trait such as “creativity”, they would behave in a manner that is consistent with that creative trait (Aggarwal & McGrill, 2007). Researchers have suggested that brand personality helps to increase consumer preference and usage of a brand (Sirgy, 1982), it evokes emotions in consumers (Biel, 1993) and in turn, would increase trust for the brand as well as loyalty to the brand (Fournier, 1994). As such, the following hypotheses are proposed:

H1a: *The more positive the brand-self similarity, the higher the identification with the brand.*

H1b: *The more negative the brand-self similarity, the lower the identification with the brand*.

2.4.3 Brand Distinctiveness

Stokburger-Sauer et al. (2012, p.408) define brand distinctiveness as “the perceived uniqueness of a brand’s identity in relation to its competitors.” Keller (1993) indicates that the uniqueness of the brand is the essence of brand positioning, in that the brand would have a sustainable competitive advantage or ‘unique selling proposition’ that would give consumers a compelling reason to choose that brand over competitor brands as it further enhances the image of the brand (Aaker, 1982). Keller (1993) further adds that this would either be communicated explicitly by making direct comparisons with another brand or what is typically associated with that product

category or it is communicated implicitly by not stating a competitive point of reference. The success of the brand is dependent on the presence of strongly held, favourable and unique associations to the brand which would imply the superiority over other brands.

2.4.4 Identification and Brand distinctiveness

Past researchers (Tajfel & Turner, 1985) have recognised that people desire to differentiate themselves from others in a social context. The theory of uniqueness (Snyder & Fromkin, 1977) indicates that this desire is a key factor in people's desires to feel good about themselves. Brewer (1991) developed the theory of optimal distinctiveness which further builds on the theory of uniqueness to say that people generally attempt to resolve their tension between their need to be similar to others as well as their need to be distinct from others by identifying with groups that satisfy both those needs. The need for uniqueness is then defined by Tepper Tian, Bearden and Hunter (2001, p.50) as "an individual's pursuit of differentness relative to others that is achieved through the acquisition, utilisation and disposition of goods for the purpose of developing and enhancing one's personal and social identity." As consumers further seek to affirm their identities through their consumption of certain brands, it is then argued that the distinctiveness of the brand is a key determinant in consumers' desire to identify with that particular brand (Berger & Heath, 2007; Stokburger-Sauer, et al., 2012). As such, the following hypotheses are proposed:

H2a: *The more positive the perception of brand distinctiveness, the more the consumer will identify with the brand.*

H2b: *The more negative the perception of brand distinctiveness, the less likely the consumer will identify with the brand.*

2.5 Brand Prestige

Brand prestige is defined as the status or the esteem that is associated with the brand (Stokburger-Sauer, et al., 2012). This relates to the underlying need to be socially accepted or as a personal expression which is directed at their self-esteem (Keller, 1993).

2.5.1 Identification and Brand Prestige

Kunda (1999) says that people's need for self-continuity aligns with their need for self-enhancement which concerns the maintenance of positive self-views, as people generally like to see themselves in a positive light and this increases their self-esteem. People want this identity related need to be met and in part, this is done through prestigious brands or organisations (Bhattacharya & Sen, 2003; Mael & Ashforth, 1992). This concept is in line with the consumer behaviour notion of the extended self, which refers to how consumers incorporate certain brands, products or services into their lives so that they reflect positively on the person into their sense of self. A broad number of consumer researches provide clear evidence of the role of self-enhancement in consumers' affiliation towards certain brands (Escalas & Bettman, 2003; Fournier, 1998; Thomson et al., 2005). As such, the following hypotheses are proposed:

H3a: *The more positive the perception of brand prestige, the more a consumer will identify with the brand.*

H3b: *The more negative the perception of brand prestige, the less a consumer will identify with the brand.*

2.6 Brand Social Benefits

Past research has indicated that brands carry social and cultural meanings to consumers (Diamond et al., 2009; Holt, 2005; Thompson et al., 2006).

2.6.1 Identification and Brand social benefits

Brands are said to provide three types of social benefits:

Firstly, research previously conducted on reference groups – which are a social group that is important to the consumer and the consumer compares himself/herself against, suggests that people would consume brands that are used by their reference groups in order to gain or to strengthen their membership in these groups (Escalas & Bettman, 2003). It is argued that the use of brands by reference groups is where brand associations are formed against which consumers compare themselves and select brands which contain associations that are in line with their current or possible self (Escalas & Bettman, 2003).

Secondly, the growing concept of brand communities, suggests that brands play an important role in connecting people (Muniz & O'Guinn, 2001; O'Guinn & Muniz, 2009). Muniz & O'Guinn (2001) describe brand community as a specialised community that is not geographically bound and is based on a structured set of social relationships for the admirers of the brand. Being a member in these communities can result in identification with the community as well as the brand (Bagozzi et al., 2012).

Thirdly, past research has indicated that consumers sometimes come together as one into sub-groups on the basis of their shared commitment to the brand (Schouten & McAlexander, 1995; Thompson et al., 2006). These groups share the same values, beliefs, jargon and rituals. As such, it is argued that consumers are more likely to identify with a brand that will connect them to important people, to other communities as well as subcultures. The more social benefits the brand offers, according to the consumer, the more that consumer will identify with the brand (Stokburger-Sauer et al., 2012). As such, the following hypotheses are proposed:

H4a: *The more the perception of social benefits in a brand, the more a consumer will identify with the brand.*

H4b: *The lower the perception of social benefits in a brand, the less likely the consumer will identify with the brand.*

2.7 Brand Warmth

According to Keller (2001), brand warmth refers to the soothing, calm and peaceful feelings experienced from the brand – where the consumer may have sentimental or affectionate feelings about the brand.

2.7.1 Identification and Brand warmth

A social or ethnic category to which a person belongs can be seen by others as warm or cold regardless of the perceptions of the capabilities, effectiveness or competence of that category. As such, Stokburger-Sauer et al. (2012) suggest that the similar warm versus cold distinction can also be applied to brands. The brand's personality can come across as being warm or cold, based on the brand's product category, the product's attributes and the marketing programme or activities by the brand (Aaker, 1997; Fournier, 1998; Keller, 1993). Furthermore, it is suggested by Stokburger-Sauer

et al. (2012) that the warm – cold distinction applied to brands is independent of the perceptions of the brand's reliability, quality and functionality. Stokburger-Sauer et al. (2012) further propose that the extent to which a brand is perceived as warm, being more emotional, rather than cold, being more rational, is a key determinant of CBI. As the construction and maintenance of identity is an affective process, therefore warm, loveable brands are more likely to be perceived as suitable than the brands which are perceived as cold (Carroll & Ahuvia, 2006). Past research (Laverie et al., 2002) has indicated the important role of emotions in constructing consumption-based identities, which suggests that the warm, emotional brands are easier to identify with than the cold brands (Stokburger-Sauer et al., 2012). Warm brands are thus more likely to contain the higher order, identity related brand meanings that relate to the brand's core values rather than lower order brand meanings that relate to the brand's features. As a result, warm brands become much stronger and are more meaningful to a consumer which make them identify with the brand even more and enhances the role of the brand in their lives much more than cold brands (Fournier, 1998; Park et al., 2012). Therefore, it is proposed that the more a consumer perceives a brand to have a warm rather than a cold personality, the more that person will identify with the brand (Stokburger-Sauer et al., 2012). As such, the following hypotheses are proposed:

H5a: *The more positive the perception of brand warmth, the more a consumer will identify with that brand.*

H5b: *The lower the perception of brand warmth, the less likely the consumer will identify with the brand.*

2.8 Memorable Brand Experience

When consumers search for brands, shop for them and consume them they are mainly exposed to the functional attributes of the product. Consumers are however also exposed to the brand related stimuli of the product, the colours of the brand, the symbol, the logo, slogans, typeface, background design elements, brand character, etc. (Keller, 1987; Mandel & Johnson, 2002; Meyers-Levy & Peracchio, 1995; Gorn et al., 1997). These stimuli form part of the brand's design and identity (i.e the name, logo and signage), marketing communications and packaging (i.e websites, advertisements) as well as the stores in which the brand can be found (environment). These brand related stimuli all serve as the main source of consumers' subjective

response to the brand, referred to as “brand experience” (Brakus, Schmitt & Zarantonello, 2009). Brakus et al. (2009, p.53) therefore conclude that brand experience is a “subjective internal consumer response (sensations, feelings and cognitions) and behavioural responses evoked by brand related stimuli that are part of a brand’s design and identity, packaging, communications and environments.”

2.8.1 Identification and Memorable brand experience

Brand experiences vary in terms of how memorable they are; some brand experiences are more memorable than others despite their frequency of use (Park et al., 2010; Brakus et al., 2009). Other brands that are infrequently used leave a consumer with an experience that is forever etched in their memory resulting in the consumer reliving the positive experience now and again and thus having an impact on consumer loyalty and satisfaction (Oliver, 2014; Stokburger-Sauer et al., 2012).

Stokburger-Sauer et al. (2012) proposed brand experience as essentially memorable brand experiences as an antecedent of CBI, as brands that leave consumers with a memorable experience are more likely to play a defining role in that person’s sense of self due in part to the increased interaction of brand related thoughts and self-related thoughts (Davis, 1979; Moore & Wilkie, 2005). As such, the following hypotheses are proposed:

H6a: *The more positive the memorable brand experiences, the more a consumer will identify with that brand.*

H6b: *The more negative the memorable brand experiences, the less likely the consumer will identify with that brand.*

2.9 Product Category involvement as a moderator

The two important goals for most people are knowing who they are and feeling good about who they are. These goals are met through consumers identifying with certain brands and these brands must belong to categories that the consumer cares about (Malar et al., 2011; Reimann & Aron, 2009). When the category is one in which the consumer cares about, the consumer will most likely find brands that are worthy of identification in that category (Stokburger-Sauer et al., 2012). It is expected that

product category involvement (PI) will influence the relationships between the different antecedents and CBI for two reasons:

Firstly; as indicated that people identify with product categories that are most important to them, as such, these categories are most likely to be closely associated with that person's self-concept and are self-defining, thereby increasing the relationship with CBI (Reimann & Aron, 2009).

Secondly; the more involved a consumer is in a certain product category, the more information regarding that category will they process (Chen & Chaiken, 1999). As such, the following hypotheses relating to the antecedents of CBI are proposed:

H7a: *The higher the consumer's involvement in the product category in which a brand belongs, the stronger the relationship between (a) brand-self similarity and CBI (b) brand distinctiveness and CBI (c) brand prestige and CBI (d) brand social benefits and CBI (e) brand warmth and CBI (f) brand experiences and CBI.*

H7b: *The lower the consumer's involvement in the product category in which a brand belongs, the weaker the relationship between (a) brand-self similarity and CBI (b) brand distinctiveness and CBI (c) brand prestige and CBI (d) brand social benefits and CBI (e) brand warmth and CBI (f) brand experiences and CBI.*

2.10 Consequence of CBI

Stokburger-Sauer et al. (2012) have identified two consequences of CBI, namely, brand loyalty and brand advocacy. For the purpose of this study, the concept of brand advocacy is excluded as it forms part of the discussion on the greater concept of true brand loyalty, which includes attitudinal and behavioural loyalty.

Brand advocacy is described as positive word of mouth by a consumer about a brand (Keller, 1993), which is enforced by a consumer's attitude towards a brand (Kemp et al., 2012). A study by Oliver (1999) on loyalty combines the two concepts of brand loyalty and brand advocacy by saying that brand loyalty can either be attitudinal or behavioural. Attitudinal loyalty includes the affective and cognitive aspects of brand loyalty, such as brand commitment, word of mouth (advocacy) and brand preference, while behavioural loyalty is the actual repurchase of the same brand (Oliver, 1999).

As brand advocacy stems from the consumers' attitude towards the brand, it can then be deduced that brand advocacy forms part of the concept of attitudinal loyalty.

2.10.1 Brand Loyalty

Brand loyalty has been recognised as an important concept in the marketing literature for well over three decades (Chaudhuri & Holbrook, 2001). Aaker (1991) says that brand loyalty plays a crucial role in the brand equity process, and this leads to a number of marketing advantages, such as attracting more customers, reduced marketing costs and greater leverage within the trade. Loyal customers help to increase the value of the business and they also enable the business to maintain lower costs as opposed to increased costs associated with attracting new customers (Beerli et al., 2004).

Oliver (1997, p.392) defines brand loyalty as "a deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts, having the potential to cause switching behaviour." Jacoby and Kyner (1973) believe that brand loyalty goes beyond repeated purchasing behaviour as brand loyalty is a variable with two dimensions, of which one is related to behaviour, and the other is related to attitude, where commitment is the main feature (Day, 1969). According to Jacoby and Chestnut (1979), and Solomon (1992), from the combination of the two dimensions, brand loyalty can then be distinguished in two ways:

1. Loyalty that is based on inertia, where the customer buys the same brand not because they are loyal but because they feel it is not worth their time to search for an alternative (behavioural loyalty);
2. True brand loyalty, where the consumer makes a conscious decision to continue using the brand, they feel positive about the brand and have developed a sense of commitment to it (attitudinal loyalty).

Oliver (1999) believes that the most important aspect of brand loyalty is attitudinal loyalty. Attitudinal loyalty is defined as when the brand captures the affective and cognitive components of brand loyalty (Gremler & Brown, 1998).

Oliver (1997) developed a four-stage loyalty model where he argues that consumers become loyal at different phases relating to different elements of the structure of the

development of their attitudes. Oliver (1999) believes that consumers first become loyal cognitively, then later affectively, then much later in a conative manner until finally in a behavioural manner or “action inertia”.

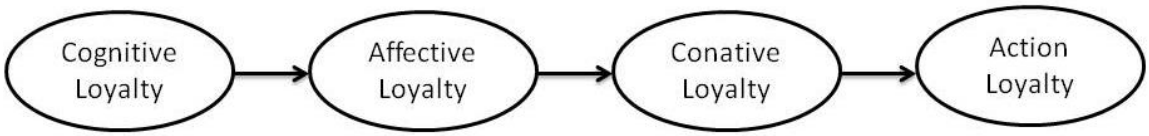


Figure 2.2: Four-stage Loyalty Model (Oliver, 1997)

Cognitive Loyalty. Consumer loyalty at the first phase is based on the brand belief only. The attributes of the brand (price, quality, etc.) that are available to the consumer would be the deciding factor that one brand is preferable to its competitors. This consumer loyalty state is the most shallow state and the level of commitment is not very deep (Oliver, 1999).

Affective Loyalty. Affective loyalty refers to a liking and positive attitude towards the product or brand. This indicates that the consumer is satisfied with the brand and has feelings of pleasure and loyalty is merely based on their feelings towards the brand. Commitment at the affective loyalty phase is a combination of cognition and affect in the consumers’ mind. Consumers in this phase however, are still prone to switching as they can easily become attracted and start liking competitor brands due to the communications to which they would be exposed (Oliver, 1999; Sambandam & Lord, 1995). A deeper level of commitment is still required (Oliver, 1999).

Conative Loyalty. This stage is mainly influenced by the consistent and repeated positive affect toward the brand. This stage also implies that the consumer is committed to repurchasing a specific brand. However, even though the consumer is conatively loyal, this does not imply that they will avoid considering competitor brands, as they could have the intention to buy but end up changing their mind (Oliver, 1999).

Action Loyalty. When intention is converted into action it then becomes “action control” (Kuhl & Beckmann, 1985). In this phase, the intention to purchase a particular brand then transforms into action and the willingness to act on the intention. Anything that might prevent the consumer from purchasing the brand they intend purchasing are diminished in this phase, repetition of this creates action inertia.

2.10.2 Identification and Loyalty

Research has uncovered that consumers purchase brands that reflect or express their identity (Aaker, 1996). As brands are said to have a “personality” which generally reflects the typical user of that brand (brand user-image), consumers then tend to evaluate a brand’s personality with their own self-concept (Sirgy, 1982). This type of matching is known as self-congruity, which plays a very important role in loyalty and motivation (Sirgy, 1985). Self-congruity is driven by self-concept variables such as the need for self-esteem and need for self-consistency (Aaker, 1997; Sirgy, 1982). When consumers feel that the brand user-image greatly matches their ideal self-image, that consumer is more likely to feel that the use of that brand will enhance their self-esteem needs. On the other hand, the need for self-consistency motivates people to behave in ways that are consistent with and reflect how they see themselves which is consistent with their actual self (Kressmann et al., 2006).

According to marketing literature on consumer company identification, identification is linked to a sustained, consistent and long-term preference for the company’s products with which the consumer identifies (Bhattacharya & Sen, 2003). In addition to this, identification is also related to the causes or goals that an organisation or brand embodies, as such, when brands or organisations stand for certain causes, consumers could then become loyal to the organisation’s products because they identify with the mission of the organisation through these causes (Bhattacharya et al., 1995). Therefore, people who identify with what an organisation stands for and represents are very likely to be loyal to that organisation’s products, services and brands (Bhattacharya et al., 1995). As such it is then argued that CBI predicts loyal brand behaviour. Therefore, the following hypotheses are proposed:

H8a: *The more a consumer identifies with the brand, the more loyal that consumer will be.*

H8b: *The more a consumer identifies with the brand, the less loyal that consumer will be.*

2.11 Sub-problem 1: The effect of the antecedents of consumer brand identification on consumer brand identification of banks in South Africa

From the discussion above regarding the antecedents of CBI, the following hypothesis were proposed:

H1a: *The more positive the brand-self similarity, the higher the identification with the brand.*

H1b: *The more negative the brand-self similarity, the lower the identification with the brand.*

H2a: *The more positive the perception of brand distinctiveness the more consumers will identify with the brand.*

H2b: *The more negative the perception of brand distinctiveness, the less the consumer will identify with the brand.*

H3a: *The more positive the perception of brand prestige, the more a consumer will identify with the brand.*

H3b: *The more negative the perception of brand prestige, the less a consumer will identify with the brand.*

H4a: *The more the perception of social benefits in a brand, the more a consumer will identify with the brand.*

H4b: *The lower the perception of social benefits in a brand, the less likely the consumer will identify with the brand.*

H5a: *The more positive the perception of brand warmth, the more a consumer will identify with that brand.*

H5b: *The lower the perception of brand warmth, the less likely the consumer will identify with the brand.*

H6a: *The more positive the memorable brand experiences, the more a consumer will identify with that brand.*

H6b: *The more negative the memorable brand experiences, the less likely the consumer will identify with that brand.*

H7a: *The higher the consumer's involvement in the product category in which a brand belongs, the stronger the relationship between (a) brand-self similarity and CBI (b) brand distinctiveness and CBI (c) brand prestige and CBI (d) brand social benefits and CBI (e) brand warmth and CBI (f) brand experiences and CBI.*

H7b: *The lower the consumer's involvement in the product category in which a brand belongs, the weaker the relationship between (a) brand-self similarity and CBI (b) brand distinctiveness and CBI (c) brand prestige and CBI (d) brand social benefits and CBI (e) brand warmth and CBI (f) brand experiences and CBI.*

2.12 Sub-problem 2: Effect of CBI on Brand Loyalty

Hypothesis:

H8a: *The more a consumer identifies with the brand, the more loyal that consumer will be.*

H8b: *The more a consumer identifies with the brand, the less loyal that consumer will be.*

2.13 Proposed Variables

This study tests the model created by Stokburger-Sauer et al (2012). The model has however been adjusted by removing the construct of brand advocacy and combining it with the brand loyalty construct. The study therefore tests the relationship between the six drivers of consumer brand identification, being the moderator as well as the consequence of these, being brand loyalty. The main difference with this study from

that conducted previously, is that this study is conducted within South Africa (an emerging market) and on the South African commercial banks (services industry)

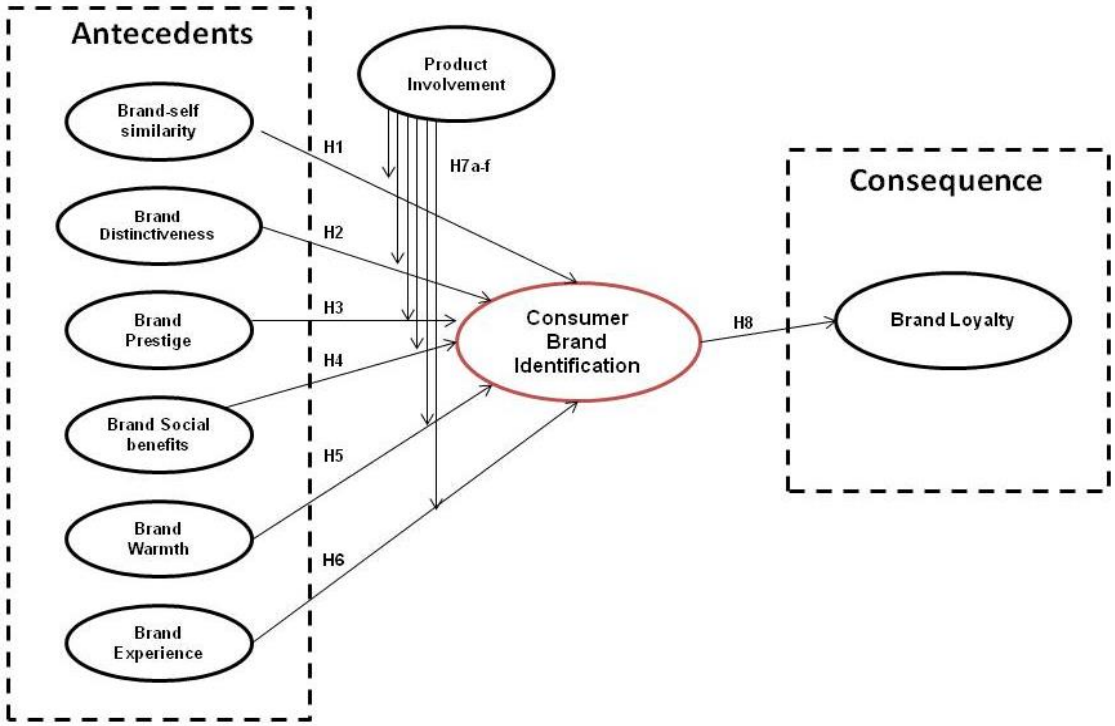


Figure 2.3: Conceptual framework for the proposed study

2.14 Conclusion of Literature Review

Consumer brand identification helps us to understand the reasons why and how brands are an instrument in consumers creating their identities. This study tests the six proposed drivers of CBI created by Stokburger-Sauer et al. (2012), within the South African banking context and the effect this has on brand loyalty of the consumers of these banks. Furthermore, this study sought to understand if the banking market is an important category for consumers and whether this enables them to strongly identify with their bank, thereby maintaining loyalty.

CHAPTER 3: RESEARCH METHODOLOGY

This chapter identifies and describes the methodology which is defined as the techniques and the procedures that are used to obtain and analyse data (Saunders, Lewis & Thornhill, 2016) that were employed in this research. Broadly, it has three objectives; namely, to identify and describe the research strategy (section 3.1), the research design (section 3.2), as well as who the population and sample of the research are (section 3.3). The research instrument and the way in which this data was collected is describe along with the procedure (section 3.4 and 3.5) then the manner in which the data was analysed and interpreted (section 3.6). The technical and administrative limitations of the study are then discussed (section 3.7); the chapter then also describes the reliability and validity measures the research applied to make it credible (section 3.8). The study then concludes with the results from the pilot study conducted (section 3.9).

3.1 Research Strategy

A research strategy has been defined as “a general orientation to the conduct of social research” Bryman (2012, p.35). Creswell (2014) refers to this as a research method, which involves the different ways of collecting data, how this data is going to be analysed and interpreted for the study. Kumar (2011) indicates that having knowledge of your research method is very important as you then have a broad view of your study which will be sound and rewarding for your research. Neuman (2014) describes this as a process that can transform ideas, guesses, theories or questions into finished art. The three types of strategies that are found are qualitative, quantitative and mixed.

The strategy that was used for this study is the quantitative strategy. According to Kumar (2011), quantitative studies make use of specific and well-structured methods which have already been tested for their reliability and validity. Bryman (2012) indicates that quantitative research is a strategy that emphasises quantifying the collection and analysis of the data that entails a relationship between theory and research; it incorporates natural science models such as positivism and embodies an objective reality. The relationship between the variables can be measured using instruments, then the numbered data is then analysed through a statistical procedure

(Creswell, 2014). As such, the quantitative strategy was of great benefit for this study and previous research had been very effective through the use of this strategy.

A study by Kuenzel and Halliday (2008) and Kim et al. (2001) followed a quantitative research. The aim of the study by Kuenzel and Halliday (2008) was to analyse the influence of prestige, communication and satisfaction on brand identification and thereby show how brand identification influences repurchasing and word of mouth. Kim et al. (2001) aimed to understand how brand personality affected brand loyalty and brand identification. The rationale for the use of this strategy by these studies was to measure the relationships between the different variables. The main advantage that came out of the use of the quantitative research strategy was that the researchers were able to quantify the relationship between the variables and understand the strength of each variable. As this study is in line with the aim of both the studies, this research strategy was the most appropriate.

As this study aimed to understand the relationship between different variables and whether the strength of these relationships is of importance, a quantitative study has these benefits as well as the benefit of being able to adopt or adapt previous researchers' measures (Bryman, 2012).

3.2 Research Design

Kumar (2011), Cooper and Schindler (2014) and Bryman (2012) describe research design as the plan and the way in which your investigation will be structured to assist in answering your research questions. A research design basically gives one a framework of how they will analyse and collect data. The way in which one will go about answering their research questions is formulated in a research design. Bryman (2012) has five generic research designs: cross-sectional (survey), longitudinal, case study, comparative, and experimental.

For the purposes of this study, a cross-sectional research design was used. Bryman (2012) says that a cross-sectional research design entails collecting data on two or more cases in order to have an overall picture of the situation as it stands (Kumar, 2011) that will enable the collection of a body of data that is quantifiable with a few variables, these variables are then analysed and examined to reveal the patterns of association between them. Researchers that use this design need to be interested in

variation hence why data is collected using two or more cases (Bryman, 2012). This research design has been effective in previous studies, highlighted below.

Kuenzel and Halliday (2008) and Sung and Kim (2010) conducted research that looked at the effect of mainly one variable (brand personality) and analysed and examined it against another variable. Kuenzel and Halliday analysed it against brand identification and brand loyalty while Sung and Kung analysed it against brand trust and brand effect. The main objective of these studies was to understand the influence and impact of brand personality on key variables within the consumer behaviour space, at a particular point in time among a cross-section (sample) (Kuenzel & Halliday, 2008; Sung & Kim, 2010). Therefore, a cross-sectional design was the most valid and appropriate method as this enabled the researchers to understand and analyse the exact patterns of association between the variables at that particular time.

This study examines and analyses the patterns of association between six variables (brand-self similarity; brand distinctiveness; brand prestige; brand social benefits; brand warmth and memorable brand experience) with consumer brand identification and the association between the variable of brand loyalty in South African commercial banks at a single point in time. Data for these variables was collected simultaneously as there was no time ordering on the variables (Bryman, 2012). A systematic and standardised method was applied in order to successfully gauge the associations (Bryman, 2012).

3.3 Population and Sample

3.3.1 Population

The target population is the set and specified group containing many cases from which a researcher will draw a sample and to which results from the sample are generalised (Neuman, 2014). Kumar (2011) says that this is the population where the required information to the answers to your research questions can be found. An understanding of your study population is required in order to select suitable respondents.

The target population for this study was defined as follows:

- **Age:** Respondents must be adults, 18 years or older
- **National status:** Respondents must be South African nationalities

- **Banking status:** Respondents must have a primary bank account with any of the five commercial banks of South Africa
- **Geographic status:** Respondents must be residing in South Africa

3.3.2 Sample

A sample is the segment of the target population that has been selected to be investigated (Bryman, 2012). The sample for this proposed study was as per the population.

3.3.3 Sampling method

There are two types of sampling methods in a quantitative study that being probability sampling and non-probability sampling (Bryman, 2012).

For this study, the non-probability sampling method was applied. Non-probability sampling is a technique in which the units of the sample are selected based on personal judgement or convenience; the probability of any particular member of the population being chosen is unknown (Zikmund et al., 2010). Non-probability sampling design is generally used when the number of elements in a population is either unknown or cannot be individually identified (Kumar, 2011). There are three main types on non-probability sampling methods: convenience sampling, snowball sampling and quota sampling (Bryman, 2012).

This study made use of convenience sampling; this is a sample that is available to the researcher by virtue of its accessibility (Bryman, 2012). Therefore, the researcher selects any readily available person as a participant (Cooper & Schindler, 2014) even though they might not be a representative of the population as a whole (Bryman, 2012). Kumar (2011) says with convenience sampling you stop collecting data when you have reached the number of respondents you have outlined for your sample. This study included a very large population being all South Africans with a bank account, age 18 or above, therefore a convenience sampling is the most suitable option. This study was not particular as to the details of the participants, as this would be costly to obtain, hence a non-probability sampling was used and the selection of elements was based on convenience to obtain the best possible respondents for the study.

3.3.4 Sample size

The sample size is the number of individuals from whom the required information for your research will be obtained (Kumar, 2011). The size of the sample is important for testing a hypothesis or establishing an association and hence the general rule with quantitative studies is that the larger the size of your sample the more accurate your estimates will be (Kumar, 2011).

The sample size for this study was 220 respondents. The target for the research was however 280 respondents in order to reach the ideal size of n=220, and to accommodate any errors or incomplete questionnaires. The sample was gathered by creating a targeted campaign on social media. It was targeted based on age, regional location and area of interest i.e financial services and brands. With this sample size the Structural Equation Modelling (SEM) on AMOS statistical software could be tested (Bryman, 2012) which was the instruments used for data analysis. The research instrument is discussed in the following section.

3.4 The Research Instrument

Kumar (2011), Bryman (2012) and Creswell (2014) describe a research instrument as a tool for collecting information. These tools help one to implement what one needs to know in one's study. In constructing a research instrument, the researcher needs to decide how they are going to collect this data, from there a research instrument can be selected. Collecting information can be in the form of observations, interviews or self-completion questionnaires.

This study made use of self-completion questionnaires (or self-administered questionnaires). With this instrument, the respondents answered the questions by completing the questionnaire by themselves with no assistance from the researcher (Bryman, 2012). As the researcher was not present to explain the meaning of the questions to the respondents, these questions needed to be clear and easy for respondents to understand (Kumar, 2011).

3.4.1 Structure of research collection instrument

There are three types of research data collection instruments, which differ in how they are structured these being; unstructured, semi-structured and fully structured research instruments (Bryman, 2012; Kumar, 2011).

This study utilised a fully structured questionnaire in the form of an online questionnaire. With a structured approach, the responses provided can be quickly coded and processed (Bryman, 2012).

The research instrument consisted of five sections. The details of each section are unpacked below. All items that were used in the survey for this proposed study were 7-point agree-disagree Likert scales.

3.4.1.1 Section 1: Screening questions

Four questions (Q1 - Q4) were asked to ensure that respondents qualify to take part in the research:

- **Age:** Respondents must be adults, 18 years or older
- **National status:** Respondents must be residents of South Africa
- **Banking status:** Respondents must have a primary bank account with any of the five commercial banks of South Africa
- **Geographic status:** Respondents must be residing in South Africa

3.4.1.2 Section 2: Consumer brand identification

Once a respondent qualified to partake in the research, five questions (Q5 – Q10) were asked to provide information on their brand identification with their primary bank. This included an understanding of how they feel about the brand and the meaning the brand has for them. The CBI scale developed and rigorously tested for its validity by Stokburger-Sauer et al. (2012) consists of five items. This scale is highly reliable with an alpha of .94 and ITTCs (item-to-total-correlation) ranging from .82 to .89. The EFA showed 82% variance and second-generational fit were satisfactory. This study made use of all items from the scale. Please refer to Q5 – Q10 in Appendix A for these items.

3.4.1.3 Section 3: Antecedents of CBI

The antecedents of CBI consist of the six drivers of CBI; brand self-similarity; brand distinctiveness; brand prestige, brand social benefits, brand warmth and brand experience. Lastly, the product category involvement was included in this section as well (Q11 – Q31). All variables were found to be highly reliable and valid. Please refer for Appendix A for the full list.

Brand-self similarity

The measure for brand-self similarity was derived from Stokburger-Sauer et al.'s (2012) adaptation of the different assessments of a brand's personality and the respondents own personality using identical scales from Sirgy and Danes (1982). These scales further include Aaker's (1997) work on brand personality, that brand personality is conceptualised as having five different dimensions, which can then be represented as 15 facets. Both brand personality and the respondents' own personality are assessed with 15 items (7-point, agree-disagree scales) with one item for each of the proposed facets.

Brand distinctiveness

Brand distinctiveness was measured using three items which were taken from existing scales (e.g. Bhattacharya & Sen, 2003).

Brand prestige

Brand prestige was measured using three items which were drawn from previous literature (e.g. Bhattacharya & Sen, 2003).

Brand social benefits

Brand social benefits was measured using four items which were based on previous literature on brand communities (e.g McAlexander et al., 2002).

Brand warmth

Brand warmth was measured using three items which were adapted by Stokburger-Sauer et al. (2012) from Moore et al. (2012).

Brand experience

Brand experience was also measured using three items which were adapted by Stokburger-Sauer et al. (2012) from Gladden and Funk (2001).

Product Category Involvement

Product category involvement was assessed using three items used by Stokburger-Sauer et al. (2012) and adapted from Mittal and Lee (1988).

3.4.1.4 Section 4: Consequences of CBI

These measures were found to be highly reliable and valid. Please refer to Q32- Q38 on Appendix A for a full list of the items

Brand loyalty

Stokburger-Sauer et al. (2012) measured brand loyalty using three items that were adapted from previous research (Chaudhuri & Holbrook, 2001). From the three items, only one item is relevant for the proposed study as the other two items are related to products rather than a service such as banks. As such, only one of these items was utilised from this scale. Five items relating to advocacy and commitment used by Stokburger-Sauer et al. (2012) which sought to understand the level of behavioural and attitudinal loyalty, have been drawn and adapted from Brown, Barry, Dacin and Gunst (2003) and Coulter, Price and Feick (2003), respectively.

3.4.1.5 Section 5: Demographic variables

Lastly, three demographic questions were asked (Q29 – Q31) which included race, gender and regional location. These questions provided a detailed profile of the respondents.

3.5 Procedure for data collection

3.5.1 Questionnaire distribution and collection method

The proposed study collected data using:

- An online questionnaire on the WITS survey software programme (Qualtrics). The main benefit of this method is that the data is captured automatically and

can be downloaded directly onto a database ready for analysis, this then becomes less time consuming with respect to the coding of the questionnaires.

3.5.2 Pilot research

Before the main data collection, a pilot study was conducted among a small sample of 11 respondents. The pilot study was done in order to get feedback from the respondents regarding their comprehension of the survey and to identify how well the research instruments work.

3.5.3 Ethical considerations

According to Bryman (2012), Kumar (2011) and Neuman (2014), ethics deal with the way in which respondents are going to be treated in the course of your interactions with them. Ethical considerations have been broken down into four parts (Bryman, 2012):

3.5.3.1 Harm to participants:

Research that is intended to harm participants is not acceptable. Harm can be anything that puts the participant in physical danger/ harm, mental or emotional harm (Bryman, 2012).

Counter: The Wits Business School Academics needed to screen the research and questionnaire to ensure that the content and survey causes no harm to any participants.

3.5.3.2 Lack of informed consent:

Collecting data without the knowledge and expressed willingness and informed consent by the participant is considered unethical (Kumar, 2011).

Counter: the respondents were advised and made aware that the completion of the questionnaire was voluntary, and all details regarding the research were stipulated for the respondents to ensure that they were making an informed decision for partaking in the survey.

3.5.3.3 Invasion of Privacy:

Information that is shared about a respondent for purposes other than the research is deemed unethical, as the identity of the respondent needs to be kept anonymous at all times (Kumar, 2011).

Counter: Respondents were not required to stipulate their name or ID number, the only information that was required that could potentially be sensitive includes their demographic, age, personality, with whom they bank. However, this information did not make them easy to identify. This is therefore mentioned in the cover letter for the questionnaire (Appendix B).

3.5.3.4 Deception:

Deception is when a researcher represents their work as something other than what it is. Some researchers would want to limit the participants' understanding of what the research is really about so that they respond more naturally to the research (Bryman, 2012).

Counter: As the research was conducted for academic purposes only, all details relating to the study, the aims and rationale were shared with the respondents as per the cover letter for the questionnaire (Appendix B). The research in no way deceived the respondents and the research only sought to explore the details stipulated in the cover letter.

3.6 Data Analysis and Interpretation

3.6.1 Data processing

Bryman (2012), Kumar (2011) and Zikmund et al. (2010) describe data processing as making sense of the data that has been collected and trying to find the answers to your research question. There are three steps required before analysis of the data can begin; (1) coding the data; (2) entering the data onto a computer and (3) cleaning the data of any errors

3.6.1.1 Data coding

Data coding is a process that involves the assigning of numbers or other symbols to answers so that the responses can be grouped into a limited number of categories.

These categories represent the partitions of a data set of a given variable (e.g. If the variable is gender, the partitions are male and female) (Saunders, 2011).

For the proposed study, the online survey was automatically coded. This study made use of a seven-point Likert scale; as codes are usually numerical symbols (Zikmund et al., 2010) therefore the answer option to “Strongly Agree” was coded as the number “7” and “Agree” was coded as 6 and so forth.

3.6.1.2 Data entry

Data entry is the process of entering the coded numerical data onto a computer for analysis (Bryman, 2012).

The numerical data from the self-administered questionnaires were entered into an excel spreadsheet. Most numerical data analysis requires the data to be in a grid format. In each grid, each row would represent a respondent, and therefore a column or a set of columns then represents a specific variable (Neuman, 2014). As such the proposed study analysed the data and was set out in this manner.

3.6.1.3 Data cleaning

The final step in the coding process is checking for errors and verifying and cleaning the data to ensure that the data is free from inconsistencies and incompleteness – this required editing the data. Editing requires scrutinising the research instruments to identify errors, misclassification and gaps in the information obtained from respondents (Kumar, 2011; Zikmund et al., 2010).

The risk of errors or incompleteness was minimised with the online survey, as respondents were required to answer all questions before moving onto the next section. Screening questions assisted to remove or block respondents that did not qualify to partake in the study.

3.6.2 Research data analysis: Structural equation modelling

Data analysis is described as applying reasoning to understand the data that has been gathered. This analysis may involve determining common and consistent patterns and summarising the relevant details that have been revealed from the investigation (Zikmund et al., 2010).

In order to test the relationship between the antecedents of CBI and the proposed consequence in South African banks, the Structural Equation Modelling (SEM) was conducted. SEM is a comprehensive statistical approach to test hypotheses about relations of observed and latent variable (Hoyle, 1995). SEM has two goals; firstly, it is to understand the patterns of correlation of a set of variables and secondly, it is to explain as much of their variance as possible with the specified model (Kline, 1998).

3.6.3 Statistical software approach

For analysis and testing, the proposed study made use of the IBM Statistical Package for Social Sciences (SPSS 21) and Analysis of Moment Structures (AMOS 21) statistical software.

3.6.4 Testing the hypotheses

3.6.4.1 Regression Analysis:

For the antecedents of CBI, a multiple regression analysis was used on SPSS. A multiple regression analysis allows for more than one independent variable to predict a single dependent variable (Burns & Bush, 2006); in this case, the independent variables were the six antecedents and the dependent variable was CBI.

3.7 Limitations of the study

The following technical and administrative limitations were encountered throughout this research.

3.7.1 Technical limitations

The technical limitations included the gap in the subject knowledge between the reader and the writer of specific measures, cases, sampling, etc. that can restrict the general findings. The greater this gap, the more difficult it would be to conclude the full findings to be meaningful and concise (Cooper & Schindler, 2014; Neuman, 2014).

Limitations of this study included:

- **Respondent error:** As the research was conducted in South Africa where English is not a first language for many (Oliver, 2009) – misunderstanding or misinterpretation of questions could arise and cause errors in the responses.

The researcher was not present when respondents completed the questionnaire and therefore there was no clarification of questions from the researcher.

- **Regional split:** As the population for the research is all South Africans over the age of 18 across all the regions, there could be a misrepresentation of regions as some regions could have more respondents than others or some regions not represented at all.

3.7.2 Administrative limitations

The following limitations occur:

- As the questionnaires were self-administered questionnaires, the researcher was not present during completion of the questionnaire; there could have been incomplete and or missing responses.

3.8 Validity and Reliability

3.8.1 Validity

Validity is described as the extent to which an instrument measures what it was intended to measure (Cooper & Schindler, 2014). For a measure to be considered valid, it firstly requires the researcher's claims to be reasonable, in that they are not the only possible claims or exact claims of the "truth". Secondly, the researchers' claims must be supported by different pieces of information and thirdly, the validity of a study increases when diverse information is collected and connections are made from the information (Fine, 1999; Neuman, 2014).

3.8.1.1 External Validity

External validity refers to whether it is possible to generalise a result from a specific study with a group beyond that researched situation or group of people to an external situation with a wider range of settings and different people (Neuman, 2014).

This study aimed to reach a wide range of respondents from different cities and provinces around South Africa. As such, the findings might not have represented those of the general population as not every single holder of the five commercial banks participated. However, this study targets all individuals in South Africa, and this ensured that the results were balanced and varied.

3.8.1.2 Internal validity

Internal validity refers to whether the results and conclusions drawn from the study about a demonstrated relationship really do imply the cause (Cooper & Schindler, 2014). Neuman (2014) adds that internal validity means that no errors were made to the research design to produce false conclusions.

The Internal validity of this study was restricted and limited as a self-administered questionnaire was applied and the response and results and outcome from the questionnaire could not be predicted or influenced.

3.8.2 Reliability

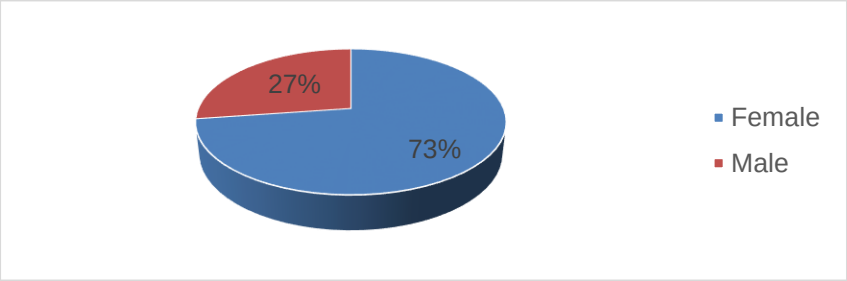
If a research tool is stable and consistent, thus accurate and predictable, then it is said to be reliable. The higher the degree of consistency and stability in the research instrument, the higher its reliability will be. Therefore, 'a scale or test is reliable only if repeat measurements recreated by someone else with the same conditions will give the same result (Kumar, 2011). Reliability for the proposed study was measured by examining Cronbach's alpha and composite reliability values.

3.9 Pilot Study

The pilot study for the proposed research was conducted with 11 participants residing in Gauteng. The final research included participants from across the country. The main objective of the pilot study was to understand whether the questionnaire made sense to the participants and to understand whether the questions in the questionnaire were a good fit for the model.

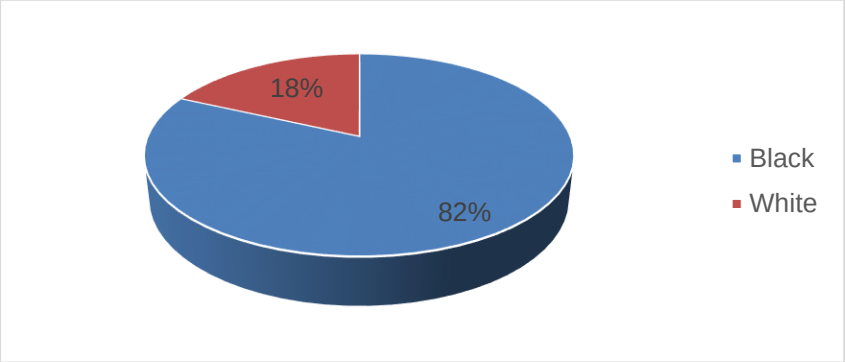
The sample was made up of 11 South African residence who are currently resident in South Africa. The gender distribution of the sample is shown in figure 3.1.

Figure 3.1: Gender



The majority of the respondents were female (73%) while the other 27% were male. The race distribution is shown in Figure 3.2.

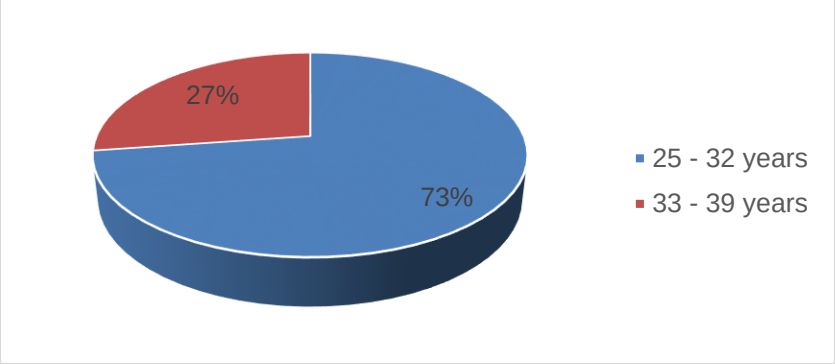
Figure 3.2: Race



Most of the responses were from Black respondents (82%) while the other 18% were White.

Figure 3.3 illustrates the age distribution of the respondents in the sample.

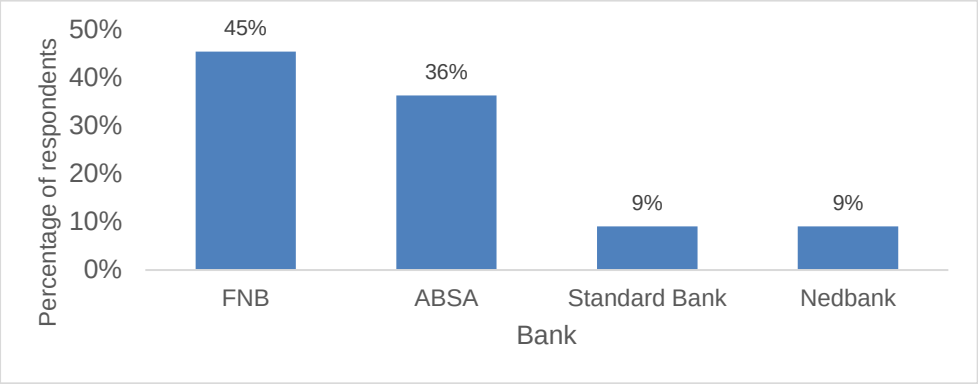
Figure 3.3: Respondent age



A proportion of 73% of the sample were 25 – 32 years old, while the other 27% were 33 – 39 years old.

Figure 3.4 summarises the list of banks where the respondents currently have their primary bank account.

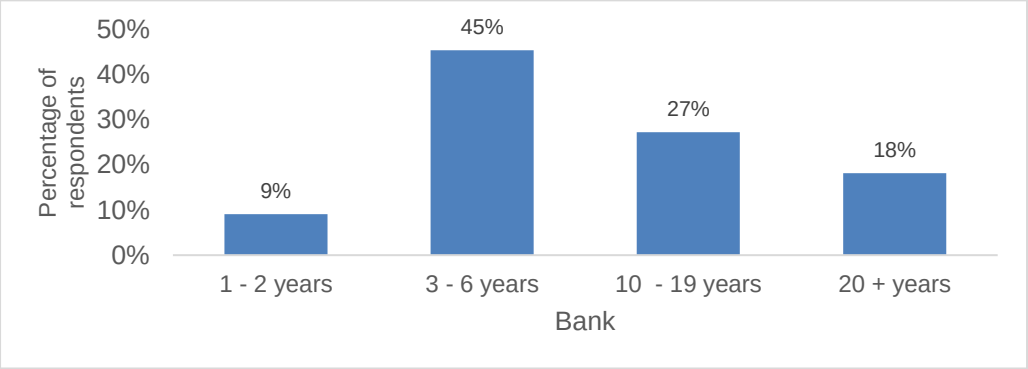
Figure 3.4: Respondent Bank



It can be noted that 45% of the respondents had their primary bank account at FNB, the other 36% at ABSA and 9% for both Standard Bank and Nedbank.

Respondents were asked to indicate for how long they have been banking with their Primary bank. The results are shown in the chart below.

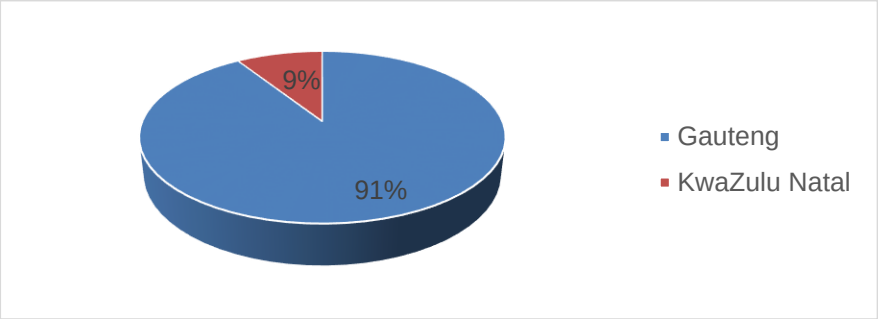
Figure 3.5: Respondent Bank Period



The results revealed that 9% of the respondents had been banking with their primary bank for 1 – 2 years, 45% for 3 – 6 years, 27% for 10 – 19 years and above, while the other 18% had been with their primary bank for 20 years and above.

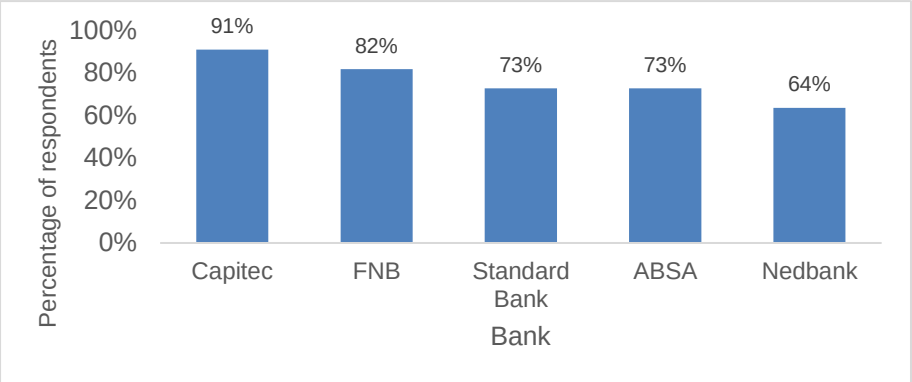
The regional spread of the sample is shown in Figure 3.6.

Figure 3.6: Regional Location



The respondents in the sample were either from Gauteng (91%) or KwaZulu Natal (9%).

Figure 3.7: Bank slogan identification



3.9.1 Measurement Scale

Exploratory factor analysis was conducted to assess validity of the constructs while Cronbach's Alpha was conducted to assess the reliability of the scale. The results are summarised below;

Construct	Items	Factor Loading	Total Variance Explained	Cronbach's Alpha
Consumer Brand Identification	Q7 My Primary bank embodies what I believe in	.956	75%	0.886
	Q5 I feel a strong sense of belonging to my Primary bank	.927		
	Q6 I identify strongly with my Primary bank	.899		
	Q9 My Primary bank has a great deal of personal meaning to me	.658		
	Q15 My Primary bank stands out from its competitors	.937	70%	0.742

Brand Distinctiveness	Q14 My Primary bank is unique	.845		
	Q13 My Primary bank has a distinctive identity	.716		
Brand Prestige	Q18 My Primary bank is a first class, high quality banking brand	.943	85%	0.898
	Q17 My Primary bank is one of the best banking brands	.917		
	Q16 My Primary bank is very prestigious	.907		
Brand Social Benefits	Q20 I feel a sense of kinship (relationship) with other people who bank with the same Primary bank as myself	.980	91%	0.967
	Q19 My Primary bank offers me the opportunity to socialise	.950		
	Q21 I gain a lot from interactions with other customers of my Primary bank	.950		
	Q22 Being a customer of my Primary bank makes me feel like I belong to a special group.	.946		
Brand Warmth	Q23 My Primary bank creates warm feelings among its customers	.951	71%	0.791
	Q24 My Primary bank is very loveable	.802		
	Q25 My Primary bank is more of an emotional brand rather than a rational brand.	.756		
Brand Experience	Q26 I have a lot of memorable experiences with my Primary bank	.970	90%	0.944
	Q27 Thinking of my Primary bank brings back good memories	.967		
	Q28 I have fond memories of my Primary bank	.909		
Product Category Involvement	Q30 The bank I bank with matters a lot to me	.963	87%	0.917
	Q29 I am very interested in anything related to banks	.920		
	Q31 I see banks as an important part of my life	.908		
Brand Loyalty	Q34 I like recommending my Primary bank to other people	.937	74%	0.899
	Q35 I love to talk about the good points of my Primary bank to people I know	.906		
	Q38 I consider myself to be very loyal to my Primary bank	.902		
	Q37 I am very committed to my Primary bank	.856		
	Q36 I have managed to convince other people to switch to my Primary bank	.833		
	Q33 I stick with my Primary bank because I know it is the best bank for me	.725		

Table 3.1: Final Constructs, Total variance Explained and Reliability

Consumer Brand Identification retained one factor after removing the item “Q8 My Primary bank is like a part of me”. The item was removed because it had a commonality of 0.142 (< 0.3). The factor explained 75% of variation in the initial items. All the items loaded highly on to the retained factor.

Brand Distinctiveness also retained one factor with the initially hypothesised items. The factor explained 70% of variation in the initial items. All the items loaded highly on to the retained factor with a minimum factor loading of 0.716.

Brand Prestige and Brand Social Benefits retained one factor each. The factors explained 85% and 91% of the variance of the retained items respectively. The items loaded highly onto their respective factors.

The Brand warmth construct retained one factor, which explained 71% of variance in the retained items.

Brand Experience retained one factor with the initially hypothesised items. The factor explained 90% of variation in the initial items. All the items loaded highly on to the retained factor with a minimum factor loading of 0.909.

The Product Category Involvement construct retained one factor with all the originally hypothesised 3 items. The retained factor explained 87% of variance in the retained items.

Brand Loyalty also retained one factor with all the initially hypothesised six items. The retained factor explained 74% of variance in the original items.

All the constructs had Cronbach’s Alpha values mostly greater than 0.7, which shows acceptable level or reliability. The reliability level becomes unacceptable if less than 0.5. This means that the items within each of the constructs / sub-constructs could be combined together to form a summated scale.

The summated scale was computed by calculating the average of the items retained within each construct and created a new variable representing the construct. Table 3.2 shows the descriptive statistics and Pearson’s Correlation.

The variable for Brand-self similarity was computed by indicating with a 1 if the brand attribute is similar to that of the individual, otherwise a 0 was allocated. The table below shows the Pearson's Correlations for the constructs.

Table 3.2: Pearson's Correlation Coefficients

	Brand –self similarity	Consumer Brand Identification	Brand Distinctiveness	Brand Prestige	Brand Social Benefits	Brand Warmth	Brand Experience	Product Category Involvement	Brand Loyalty F1	Brand Loyalty F2
Brand –self similarity	1									
Consumer Brand Identification	-.224	1								
Brand Distinctiveness	-.206	.919**	1							
Brand Prestige	-.461	.843**	.696*	1						
Brand Social Benefits	.019	.386	.504	-.004	1					
Brand Warmth	-.283	.501	.312	.336	.538	1				
Brand Experience	-.016	.577	.532	.372	.377	.718*	1			
Product Category Involvement	-.439	.340	.241	.506	.019	.350	.333	1		
Brand Loyalty F1	-.128	.662*	.736*	.340	.679*	.457	.497	.065	1	
Brand Loyalty F2	.452	.224	.213	.205	-.090	-.415	-.314	-.473	-.140	1

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 3.3: Descriptive Statistics and Pearson's Correlation Coefficients

	Descriptive Statistics		Pearson's Correlation								
	Mean	SD	Brand –self similarity	Consumer Brand	Brand Distinctiven	Brand Prestige	Brand Social	Brand Warmth	Brand Experience	Product Category	Brand Loyalty
Brand –self similarity	0.09	0.30	1								
Consumer Brand Identification	3.43	1.31	-.363	1							
Brand Distinctiveness	2.61	0.89	-.101	.075	1						
Brand Prestige	3.12	1.34	-.277	.739**	.331	1					
Brand Social Benefits	5.14	1.38	-.153	.571	-.298	.432	1				
Brand Warmth	4.30	1.20	-.361	.366	.133	.638*	.636*	1			
Brand Experience	4.58	1.39	-.058	.596	-.068	.761**	.678*	.719*	1		
Product Category Involvement	3.82	1.89	-.202	.724*	.059	.839**	.817**	.782**	.854**	1	
Brand Loyalty	4.03	1.48	-.007	.391	.515	.806**	.461	.726*	.666*	.776**	1

SD = Standard Deviation,
**. Correlation is significant at the 0.01 level (2-tailed),
*. Correlation is significant at the 0.05 level (2-tailed).

From the sampling results, the following item did not fit in the hypothesised construct. This item will not however be removed as the sample size was too small and this may have had an influence on the results.

- My Primary bank is like a part of me

Hypothesis testing was not conducted since the sample was still too small. Please see below the hypotheses.

Hypothesis 1:

H1a: *The more positive the brand-self similarity, the higher the identification with the brand.*

H1b: *The more negative the brand-self similarity, the lower the identification with the brand.*

Hypothesis 2:

H2a: *The more positive the perception of brand distinctiveness the more consumers will identify with the brand.*

H2b: *The more negative the perception of brand distinctiveness, the less the consumer will identify with the brand.*

Hypothesis 3:

H3a: *The more positive the perception of brand prestige, the more a consumer will identify with the brand.*

H3b: *The more negative the perception of brand prestige, the less a consumer will identify with the brand.*

Hypothesis 4:

H4a: *The more the perception of social benefits in a brand, the more a consumer will identify with the brand.*

H4b: *The lower the perception of social benefits in a brand, the less likely the consumer will identify with the brand.*

Hypothesis 5:

H5a: *The more positive the perception of brand warmth, the more a consumer will identify with that brand.*

H5b: *The lower the perception of brand warmth, the less likely the consumer will identify with the brand.*

H6a: *The more positive the memorable brand experiences, the more a consumer will identify with that brand.*

Hypothesis 6:

H6b: *The more negative the memorable brand experiences, the less likely the consumer will identify with that brand.*

Hypothesis 7:

H7a: *The higher the consumer's involvement in the product category in which a brand belongs, the stronger the relationship between (a) brand-self similarity and CBI (b) brand distinctiveness and CBI (c) brand prestige and CBI (d) brand social benefits and CBI (e) brand warmth and CBI (f) brand experiences and CBI.*

H7b: *The lower the consumer's involvement in the product category in which a brand belongs, the weaker the relationship between (a) brand-self similarity and CBI (b) brand distinctiveness and CBI (c) brand prestige and CBI (d) brand social benefits and CBI (e) brand warmth and CBI (f) brand experiences and CBI.*

Hypothesis 8:

H8a: *The more a consumer identifies with the brand, the more loyal that consumer will be.*

H8b: *The more a consumer identifies with the brand, the less loyal that consumer will be.*

3.10 Conclusion

The aim of this research was to test the model created by Stokburger-Sauer et al. (2012) within the South African context. One construct from Stokburger-Sauer's model has been dissolved into the brand loyalty context in order to understand true brand loyalty. The results of this study may provide valuable insights to banks on the factors that drive identification and loyalty for consumers.

CHAPTER 4: PRESENTATION OF RESULTS

4.1 Introduction

The final results of this study are presented in this chapter. The chapter is broken up into three main sections. Section (4.2) discusses the profile of the respondents covering gender, race, age, their primary bank, regional location, as well as how well these respondents identified the different bank slogans, and whether they have switched banks before. In section (4.3), the questionnaire results are then presented. Then section (4.4 and 4.5) presents the results from SPSS. Exploratory factor analysis was conducted to validate the variables' relevance and explain the constructs behind them. Model fit, validity and reliability of the model was conducted through the exploratory factor analysis and Path analysis was used to test hypotheses and model fit of the study.

4.2 Profile Description

Table 4.1 presents the profile of the respondents. The sample of the respondents was made up of 244 South African residents. From the 244 respondents, 57% were female and 42% were male. The high representation of females is representative of the dynamics of the South African population, there being more females than males (51.3% vs 48.7%) (Stats SA, 2016).

A large portion of the respondents were between the ages of 25 – 32 years which represented 44% of the total sample. This was then followed by the 33 – 39 year age group at 18%, closely followed by the 47 years and older age at 17%, then those between the ages of 18 – 24 years at 14% then 40 – 46 years at 8%.

Most of the respondents were Black, representing 52% of the total sample. This was followed by White (32%) of the total sample, Coloureds represented 11%, while those who were Indian represented 4%. 2% of the total sample fell into the Other group.

With regards to the regional split, the majority of the respondents (1 in every 3 of the respondents) were from the Gauteng region, which represented 34% of the total sample, followed by the Western Cape at 17%. The Eastern Cape and KwaZulu Natal both represented 12% of the total sample. Free State represented 9%, Mpumalanga

(6%), closely followed by North West (5%), Limpopo at (3%) and lastly, the Northern Cape at 2%.

Table 4.1: Sample Profile

Gender	Respondents	Percentage
Female	140	57%
Male	103	42%
Other	1	0%
Age	**Respondents**	**Percentage**
18 - 24 years	33	14%
25 - 32 years	107	44%
33 - 39 years	43	18%
40 - 46 years	19	8%
47 years & older	42	17%
Race	**Respondents**	**Percentage**
Black	126	52%
White	77	32%
Coloured	27	11%
Indian	9	4%
Other	5	2%
Regional Location	**Respondents**	**Percentage**
Eastern Cape	30	12%
Free State	21	9%
Gauteng	82	34%
KwaZulu Natal	30	12%
Limpopo	8	3%
Mpumalanga	14	6%
Northern Cape	6	2%
North West	12	5%
Western Cape	41	17%
Bank where primary account is held	**Respondents**	**Percentage**
Standard Bank	49	20%
ABSA	30	12%
FNB	87	36%
Nedbank	28	11%
Capitec	50	20%
Correct Bank slogan identification	**Respondents**	**Percentage**
Standard Bank	172	70%
ABSA	122	50%
FNB	205	84%
Nedbank	143	59%

Capitec	166	68%
Bank Switch	**Respondents**	**Percentage**
Switched	153	63%
Haven't Switched	91	37%
Switched from which Bank	**Respondents**	**Percentage**
Standard Bank	36	24%
ABSA	49	32%
FNB	26	17%
Nedbank	27	18%
Capitec	15	10%

With regards to the banks where the primary bank accounts are held, the majority of the respondents have their primary bank account with FNB (36%), and this is followed by Standard bank and Capitec, both at 20% of the total sample. ABSA at (12%) while Nedbank is at 11% of the total sample. When asked “Have you switched banks before?” 63% of the respondents indicated that they have switched primary banks before while the remaining 37% have not switched banks before. From the 63% that have switched primary banks, 32% switched from ABSA bank, 24% of them from Standard Bank, 18% from Nedbank, 17% FNB and finally, 10% switched from Capitec.

When asked “From memory, can you identify which slogan belongs to which bank?” from the total sample, most respondents (84%) identified the FNB slogan correctly, while 70% identified the Standard bank slogan correctly, closely followed by Capitec at 68%. Nedbank was correctly identified by 59% of the respondents while the least identified slogan was ABSA at 50%.

4.3 Questionnaire Results

All research constructs were measured on a seven-point Likert scale. The respondents had to indicate their level of agreement with the statements presented about their feelings towards their primary bank. The scale ranged from “strongly agree”, “agree”, “agree somewhat”, “undecided”, “disagree somewhat”, “disagree” and “strongly disagree”.

4.3.1 Consumer Brand Identification (CBI)

Consumer brand identification was assessed using three items adopted from previous studies. These items needed to assess the nature of the respondent's relationship with their primary bank.

For the statement "My primary bank embodies what I believe in", 27% of the respondents in the total sample agreed to the statement. This was followed by 25% who strongly agreed with the statement, 21% who agreed somewhat, 15% were undecided, 6% disagreed somewhat, 4% disagreed and only 2% strongly agreed.

For the statement "My primary bank is like a part of me", 23% of the respondents in the total sample agreed with the statement. Followed by 22% who strongly agreed, 20% agreed somewhat, 16% were undecided, 9% disagreed, 5% disagreed somewhat and 4% strongly disagreed.

The statement "My primary bank has a great deal of personal meaning to me", 23% of the total respondents agreed to this statement. 21% strongly agreed, 20% were undecided, 19% agreed somewhat, 8% disagreed, 5% disagreed somewhat while 4% strongly disagreed.

4.3.2 Brand Distinctiveness

Brand distinctiveness was assessed using three items adopted from a previous study. These three items needed to measure whether respondents see distinction between banks, their uniqueness as well as how they differ from their competitors.

For the statement "My primary bank has a distinctive identity" most of the respondents agreed with the statement which represented 39% of the total sample. This was followed by those who strongly agreed with the statement (36%), those who agreed somewhat (16%), undecided (6%), disagree somewhat (1%), disagree (2%), strongly disagree (1%).

For the statement "My primary bank is unique", most of the respondents agreed with the statement representing 31% of the total sample. This was then followed by those who strongly agreed (26%), agreed somewhat (23%), undecided (9%), disagree somewhat and disagree both at 4% and lastly those who strongly agreed at 2%.

For the statement “My primary bank stands out from its competitors”, most of the respondents agreed with the statement representing 32% of the total sample. This was followed by those who strongly agreed at 28%, those who agreed somewhat (16%), undecided (13%), disagree (5%), disagree somewhat (4%), and those who strongly disagreed at 2% of the total sample.

4.3.3 Brand Prestige

Brand prestige was assessed using three items that sought to measure whether respondents found their primary banks to be prestigious, the best bank and if it is of a high quality.

The statement “My primary bank is very prestigious”, most of the respondents agreed with the statement which represented 36% of the total sample. This was followed by those who strongly agreed and those who agreed with the statement both at 20% of the total sample. Those who were undecided at 15%, disagreed somewhat (4%), disagree (3%) and finally those who strongly disagreed at 2%.

The statement “My primary bank is one of the best banking brands”, most of the respondents strongly agreed with the statement, representing 36% of the total sample. This was closely followed by those who agreed at 34%, agreed somewhat (16%), undecided at 7% and lastly disagree somewhat, disagree and strongly disagree each at 2% of the total sample.

The statement “My primary bank is a first class, high quality banking brand”, most respondents at 36% agreed with the statement, this was followed by those who strongly agreed at 30%, agree somewhat (18%), undecided (7%), disagree somewhat (4%), strongly disagree (3%) and finally disagree at 2%.

4.3.4 Brand Social Benefits

Brand social benefits were assessed using four items that sought to measure whether respondents found their primary bank to bring them together, connects and gives a sense of belonging.

For the statement “My primary bank offers me the opportunity to socialise”, most of the respondents (25%) agreed with the statement, followed by those who were

undecided (21%), agreed somewhat (16%), strongly agree at 14%, then disagree (11%), disagree somewhat and strongly disagree at 7% and 5% respectively.

For the statement “I feel a sense of kinship (relationship) with other people who bank with the same primary bank as myself”, most of the respondents agreed somewhat with the statement representing 24% of the total sample. This was followed by those who agreed at 21%, undecided (16%), strongly agree (15%), disagree (12%) and disagree somewhat and strongly disagree each representing 6% of the sample.

For the statement “I gain a lot from interactions with other customers of my primary bank”, most of the respondents were undecided with this statement at 23% of the total sample. 20% agreed somewhat, 18% disagreed, strongly agree and agree each represented 11%, while disagree somewhat and strongly disagree each represented 8% of the total sample.

For the statement “Being a customer of my primary bank makes me feel like I belong to a special group”, 23% of the respondents were undecided with this statement, 19% agreed, 16% agreed somewhat, closely followed by disagree at 15% and strongly agree at 14% then strongly disagree at 9% and lastly, disagree somewhat at 4%.

4.3.5 Brand Warmth

Brand warmth was assessed using three items that sought to measure whether respondents found their primary banks to be loveable, emotional, and evoking warm feelings.

For the statement “My primary bank creates warm feelings among its customers”, 27% of the total sample agreed with this statement, this was followed by those who agreed somewhat at 22% and the undecided at 21%, strongly agree at 14%, disagree at 6% and lastly disagree somewhat and strongly disagree at 5% of the total sample.

For the statement “My primary bank is very loveable”, most of the respondents agreed with the statement representing 29% of the total sample. This was followed by those who agreed somewhat and those who were undecided each at 20%, strongly agree at 15% and finally, disagree somewhat, disagree and strongly disagree each at 5% of the total sample.

For the statement “My primary bank is more of an emotional brand rather than a rational brand”, most of the respondents were undecided with this statement at 28% of the total sample. This was followed by those who agree somewhat and those who disagree somewhat each at 14%, then strongly agree and disagree at 12%, agree at 11% and lastly, strongly disagree at 9%.

4.3.6 Memorable Brand Experiences

The final antecedent of CBI, memorable brand experiences, was assessed using three items which sought to measure whether respondents had good experiences with their primary bank.

For the statement “I have a lot of memorable experiences with my primary bank”, most of the respondents were undecided with this statement at 24% of the total sample. This was followed by those who strongly agreed at 20%, closely followed by agreed somewhat (19%) and agreed (18%). Respondents who disagreed were at 9%, disagreed somewhat (6%) and strongly disagreed (5%).

For the statement “Thinking of my primary bank brings back good memories”, most of the respondents were undecided representing 27% of the total sample. Agree (23%), agree somewhat (19%), strongly agree (16%), disagree (7%), disagree somewhat (5%), strongly disagree (4%).

For the statement “I have fond memories of my primary bank”, most of the respondents were undecided with this statement representing 30% of the total sample. Followed by agreed (23%), agree somewhat (17%), strongly agree (15%), disagree (7%) and finally, disagree somewhat and strongly disagree each at 4%.

4.3.7 Product Category Involvement

Product category involvement was assessed using three items, this sought to measure whether respondents care about the banking category.

For the statement “I am very interested in anything related to banks”, most respondents agreed and were undecided with the statement, each at 22% of the total sample. 19% agreed somewhat, 13% strongly agreed, 11% disagreed, 8% disagreed somewhat while 5% strongly disagreed.

For the statement “The bank I bank with matters a lot to me”, most of the respondents agreed with this statement at 36% of the total sample. Strongly agree and agree somewhat each at 20% of the sample, 13% were undecided, 5% disagreed, 3% strongly disagreed and 2% disagreed somewhat.

For the statement “I see banks as an important part of my life”, 36% of the respondents agreed with this statement, 26% strongly agreed, 18% agreed somewhat, 9% were undecided, 5% disagreed, 3% strongly disagreed and only 2% disagreed somewhat.

4.3.8 Brand Loyalty

Brand loyalty was assessed using six items. In order to understand the depth of loyalty (behavioural or attitudinal) each of the items have been grouped according to loyalty, advocacy and commitment. The reliability of the scale proved to be excellent as the Cronbach alpha value is >0.9.

Table 4.2: Loyalty split

	Items	Cronbach's Alpha
Loyalty_1	Q33 I stick with my Primary bank because I know it is the best bank for me	-
Advocacy	Q34 I like recommending my Primary bank to other people	.917
	Q35 I love to talk about the good points of my Primary bank to people I know	
	Q36 I have managed to convince other people to switch to my Primary bank	
Commitment	Q37 I am very committed to my Primary bank	.932
	Q38 I consider myself to be very loyal to my Primary bank	

For the statement “I stick with my primary bank because I know it is the best bank for me”, most of the respondents agree with this statement representing 30% of the total sample. Followed by those who strongly agree at 24%, agree somewhat (20%), undecided (14%), disagree (5%) and disagree somewhat and strongly disagree each at 4% of the sample.

For the statement “I like recommending my primary bank to other people”, 29% of the respondents agree with this statement, followed by 25% who strongly agree, 17% who agree somewhat, 11% who are undecided, 8% who disagree with the statement and finally 5% who disagree somewhat and strongly disagree.

For the statement “I love to talk about the good points of my primary bank to people I know”, 27% of the respondents agree with this statement, 21% strongly agree, 18% agree somewhat, 14% are undecided, 9% disagree, 6% disagree somewhat and 5% strongly disagree.

For the statement “I have managed to convince other people to switch to my primary bank”, 20% agree with the statement while another 20% is undecided about the statement. Closely followed by 18% who strongly agree, 11% who agree somewhat and another 11% that strongly disagrees and only 5% disagrees somewhat with the statement.

For the statement “I am very committed to my primary bank”, 26% of the respondents agree with this statement, 22% strongly agrees, 19% agrees somewhat, while 15% is undecided, 8% strongly disagrees, 6% disagrees and 5% disagrees somewhat with the statement.

For the statement “I consider myself to be very loyal to my primary bank”, 27% of the respondents strongly agree with the statement while another 27% agrees. 19% agree somewhat, while 12% is undecided, 6% strongly disagree, 5% disagree somewhat and only 4% disagree with the statement.

4.4 Validity and Reliability of the scales

In order to minimise measurement error, an examination of the measurement scales had to be conducted analysing validity and reliability (Karanges et al., 2014).

4.4.1 Construct Validity

Exploratory factor analysis was conducted to assess validity of the constructs. Table 4.3 presents the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity. It can be noted that all the KMO values were greater than the minimum required value of 0.5, which implies that the sample was adequate to conduct exploratory factor analysis. The Bartlett's Test of Sphericity had significant p-values (p-values < 0.05) as required for factor analysis to be appropriate. For all the constructs, the probability associated with the Bartlett’s test was < .001.

Table 4.3: KMO and Bartlett's Test

Consumer Brand Identification		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.868
Bartlett's Test of Sphericity	Approx. Chi-Square	1280.973
	df	10
	P-value	.000
Brand Distinctiveness		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.709
Bartlett's Test of Sphericity	Approx. Chi-Square	432.697
	df	3
	P-value	.000
Brand Prestige		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	468.296
	df	3
	P-value	.000
Brand Social Benefits		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	681.233
	df	6
	P-value	.000
Brand Warmth		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.643
Bartlett's Test of Sphericity	Approx. Chi-Square	382.586
	df	3
	P-value	.000
Brand Experience		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.710
Bartlett's Test of Sphericity	Approx. Chi-Square	751.523
	df	3
	P-value	.000
Product Category Involvement		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.666
Bartlett's Test of Sphericity	Approx. Chi-Square	218.210
	df	3
	P-value	.000
Brand Loyalty		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.876
Bartlett's Test of Sphericity	Approx. Chi-Square	1512.635
	df	15
	P-value	0.000

Table 4.4 shows the final construct composition, factor loadings for the items within each construct /factor and the total variance explained.

Table 4.4: Final constructs, factor loading, and total variance explained

Construct	Items	Factor Loading	Total Variance Explained
Consumer Brand Identification	Q7 My Primary bank embodies what I believe in	.919	84%
	Q9 My Primary bank has a great deal of personal meaning to me	.919	
	Q5 I feel a strong sense of belonging to my Primary bank	.914	
	Q6 I identify strongly with my Primary bank	.912	
	Q8 My Primary bank is like a part of me	.905	
Brand Distinctiveness	Q14 My Primary bank is unique	.928	81%
	Q15 My Primary bank stands out from its competitors	.922	
	Q13 My Primary bank has a distinctive identity	.848	
Brand Prestige	Q18 My Primary bank is a first class, high quality banking brand	.931	83%
	Q17 My Primary bank is one of the best banking brands	.925	
	Q16 My Primary bank is very prestigious	.881	
Brand Social Benefits	Q22 Being a customer of my Primary bank makes me feel like I belong to a special group.	.913	79%
	Q21 I gain a lot from interactions with other customers of my Primary bank	.910	
	Q20 I feel a sense of kinship (relationship) with other people who bank with the same Primary bank as myself	.909	
	Q19 My Primary bank offers me the opportunity to socialise	.822	
Brand Warmth	Q24 My Primary bank is very loveable	.928	75%
	Q23 My Primary bank creates warm feelings among its customers	.915	
	Q25 My Primary bank is more of an emotional brand rather than a rational brand.	.753	
Brand Experience	Q28 I have fond memories of my Primary bank	.965	88%
	Q27 Thinking of my Primary bank brings good memories	.961	
	Q26 I have a lot of memorable experiences with my Primary bank	.889	
Product Category Involvement	Q30 The bank I bank with matters a lot to me	.883	70%
	Q31 I see banks as an important part of my life	.842	
	Q29 I am very interested in anything related to banks	.772	
Brand Loyalty	Q37 I am very committed to my Primary bank	.925	80%
	Q34 I like recommending my Primary bank to other people	.924	
	Q35 I love to talk about the good points of my Primary bank to people I know	.898	
	Q33 I stick with my Primary bank because I know it is the best bank for me	.888	
	Q36 I have managed to convince other people to switch to my Primary bank	.859	
	Q38 I consider myself to be very loyal to my Primary bank	.856	

The exploratory factor analysis results revealed that each of the eight constructs retained one factor with the initially hypothesised items. The Consumer Brand Identification factor explained 84% of variation in the initial items, 81% for the Brand Distinctiveness, Brand Prestige (83%), Brand Social Benefits (79%), Brand warmth (75%), Brand Experience (88%), Product Category Involvement (70%), and Brand Loyalty (80%).

The items within each factor loaded highly onto their respective factors. The minimum factor loading was 0.753 with the highest value being 0.965. This indicates that all the eight constructs were valid.

4.4.2 Scale Reliability

The reliability of the scale for the eight constructs was assessed using Cronbach's Alpha. Table 4.5 shows how the reliability can be classified, based on the Cronbach's Alpha value.

Table 4.5: Cronbach's Alpha Classification

Cronbach's Alpha Value	Reliability
>0.9	Excellent
>0.8	Good
>0.7	Acceptable
>0.6	Questionable
>0.5	Poor
<0.5	Unacceptable

The reliability for the eight constructs measured in this study are summarised in table 4.6.

Table 4.6: Final Constructs, Total variance Explained and Reliability

Construct	**Number of items**	**Cronbach's Alpha**	**Reliability level**
Consumer Brand Identification	5	0.948	Excellent
Brand Loyalty	6	0.947	Excellent
Brand Experience	3	0.930	Excellent
Brand Social Benefits	4	0.912	Excellent
Brand Prestige	3	0.899	Excellent
Brand Distinctiveness	3	0.880	Good
Brand Warmth	3	0.829	Good
Product Category Involvement	3	0.774	Acceptable

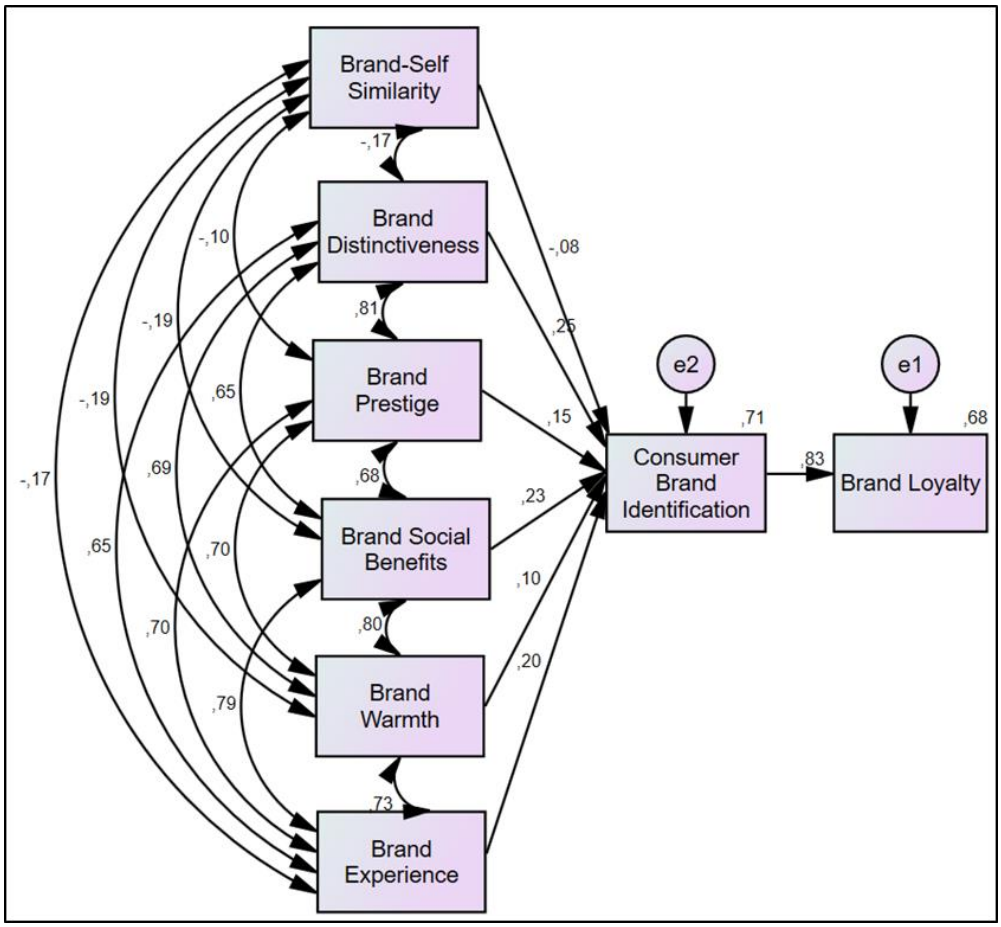
Consumer Brand Identification (5 items, α = 0.948), Brand Loyalty (6 items, α = 0.947), Brand Experience (3 items, α =0.930), Brand Social Benefits (4 items, α =0.912) and Brand Prestige (3 items, α =0.899) had excellent reliability since the Cronbach's alpha values were greater than 0.9. Brand Distinctiveness (3 items, α = 0.880), and Brand Warmth (3 items, α = 0.829) had good reliability and Product Category Involvement (3 items, α = 0.774) had acceptable reliability level.

Since all the Cronbach's Alpha values were greater than the minimum acceptable value of at least 0.7, the items within each of the nine constructs was combined to form a summated scale for each construct. The summated scale was computed by calculating the average of the items within each construct to create a new variable representing the construct.

4.5 Hypothesis Testing

Path analysis was conducted to assess the relationship among the variables excluding moderation. The results are shown and further discussed below:

Figure 4.1: Path analysis



4.5.1 Relationship between the antecedents of CBI and Brand Identification

The first sub-problem was to investigate the relationship between each of the antecedents with CBI on banks within South Africa. A Pearson correlation analysis was conducted in order to measure the strength of the relationship between the antecedents and CBI. Table 4.7 shows the descriptive statistics and Pearson correlation for the constructs.

Table 4.7: Descriptive Statistics and Pearson Correlation

	Descriptive		Pearson's Correlation							
	Mean	SD	1.	2.	3.	4.	5.	6.	7.	8.
1. Brand-Self Similarity	.32	.47	1	-.232**	-.168**	-.105	-.190**	-.192**	-.173**	-.147*
2. Consumer Brand Identification	2.70	1.39	-.232**	1	.735**	.731**	.750**	.727**	.737**	.675**
3. Brand Distinctiveness	2.39	1.26	-.168**	.735**	1	.805**	.651**	.694**	.647**	.574**
4. Brand Prestige	2.40	1.28	-.105	.731**	.805**	1	.682**	.701**	.703**	.633**
5. Brand Social Benefits	3.58	1.60	-.190**	.750**	.651**	.682**	1	.803**	.790**	.661**
6. Brand Warmth	3.38	1.44	-.192**	.727**	.694**	.701**	.803**	1	.727**	.631**
7. Brand Experience	3.20	1.53	-.173**	.737**	.647**	.703**	.790**	.727**	1	.692**
8. Product Category Involvement	2.88	1.31	-.147*	.675**	.574**	.633**	.661**	.631**	.692**	1

**. Correlation is significant at the 0.01 level (2-tailed)., SD. Standard Deviation
*. Correlation is significant at the 0.05 level (2-tailed).

The results show that Brand Social Benefits (mean = 3.58) was the highest rated construct followed by Brand Warmth (mean = 3.38) and Brand Experience (mean = 3.20). Brand Distinctiveness (mean = 2.39) was the lowest rated construct.

Since Brand-self similarity was coded as 1 if similar and 0 if different, a mean score of 0.32 implies that in 32% of the cases the respondent and the brand were similar and were different in 68% of the cases.

4.5.1.1 Results pertaining to the relationship between brand-self similarity and consumer brand identification

H1a: *The more positive the brand-self similarity, the higher the identification with the brand.*

H1b: *The negative the brand-self similarity, the lower the identification with the brand.*

Table 4.8: Brand-self similarity Regression weights

			Estimate	Standardized Estimate	S.E.	t-value	P-value
Consumer Brand Identification	<---	Brand-self similarity	-0,227	-0,076	0,106	-2,133	0,033

The results reviewed that there is a significant negative relationship between brand-self similarity (B = -0,227, β = -0,076, t-value = -2,133, p-value < 0.033) as shown in Table 4.8. The relationship is significant because the coefficient for brand-self similarity (B = -0,283) was less than zero. The relationship is significant because the

p-value for the coefficient was less than 0.05. Therefore, hypothesis H1b is supported and H1a is rejected, as identification with the brand was low due to the negative relationship with brand-self similarity and CBI. It is therefore concluded that the more negative the brand-self similarity, the lower the identification with their bank.

4.5.1.2 Results pertaining to the relationship between brand distinctiveness and consumer brand identification

Table 4.9: Brand Distinctiveness Regression weights

			Estimate	Standardized Estimate	S.E.	t-value	P-value
Consumer Brand Identification	<---	Brand Distinctiveness	0,275	0,249	0,069	4,012	***

Notes: *** = p < .001

H2a: *The more positive the perception of brand distinctiveness the more consumers will identify with the brand.*

H2b: *The negative the perception of brand distinctiveness, the less the consumer will identify with the brand.*

The results shown in table 4.9 show that there is a positive significant relationship between brand distinctiveness (B = 0.275, β = 0.249, t=4.012, p-value < 0.001) and consumer brand identification. The relationship is significant since the p-value was less than 0.05 and positive since the coefficient for the brand distinctiveness was greater than zero. This implies that H2a is supported. Thus, H2b is rejected in favour of the alternative hypothesis. It is concluded that there is a direct positive relationship between brand distinctiveness and consumer brand identification, indicating that the more positive the perception of brand distinctiveness the more consumers identify with their bank.

4.5.1.3 Results pertaining to the relationship between brand prestige and consumer brand identification

H3a: *The more positive the perception of brand prestige, the more a consumer will identify with the brand.*

H3b: *The negative the perception of brand prestige, the less a consumer will identify with the brand.*

Table 4.10: Brand Prestige Regression weights

			Estimate	Standardized Estimate	S.E.	t-value	P-value
Consumer Brand Identification	<---	Brand Prestige	0,168	0,155	0,071	2,362	0,018

The results shown in table 4.10 indicate that there is a positive significant relationship between brand prestige (B = 0.168, β = 0.155, t=2.362, p-value = 0.018) and consumer brand identification. The relationship is significant since the p-value was less than 0.05 and positive since the coefficient for the brand prestige was greater than zero. This implies that H3a is supported. Thus, H3b is rejected in favour of the alternative hypothesis. It is concluded that there is a direct positive relationship between brand prestige and consumer brand identification implying that the more positive the perception of brand prestige, the more a consumer will identify with their bank.

4.5.1.4 Results pertaining to the relationship between brand social benefits and consumer brand identification

H4a: *The more the perception of social benefits in a brand, the more a consumer will identify with the brand.*

H4b: *The lower the perception of social benefits in a brand, the less likely the consumer will identify with the brand.*

Table 4.11: Brand Social Benefits Regression weights

			Estimate	Standardized Estimate	S.E.	t-value	P-value
Consumer Brand Identification	<---	Brand Social Benefits	0,197	0,227	0,059	3,334	***

Notes: *** = p < .001

The results presented in table 4.11 show that there is a positive significant relationship between brand social benefits (B = 0.197, β = 0.227, t=3.334, p-value < 0.001) and consumer brand identification. The relationship is significant since the p-value was less than 0.05 and positive since the coefficient for the brand social benefits was greater than zero. This implies that H4a is supported. Thus, H4b is rejected in favour of the alternative hypothesis. It is concluded that there is a direct positive relationship between brand social benefits and consumer brand identification, indicating that the

more the perception of social benefits in a brand, the more a consumer will identify with their bank.

4.5.1.5 Results pertaining to the relationship between brand warmth and consumer brand identification

H5a: *The more positive the perception of brand warmth, the more a consumer will identify with that brand.*

H5b: *The lower the perception of brand warmth, the less likely the consumer will identify with the brand.*

Table 4.12: Brand Warmth Regression weights

			Estimate	Standardized Estimate	S.E.	t-value	P-value
Consumer Brand Identification	<---	Brand Warmth	0,101	0,105	0,062	1,625	0,104

The results presented in table 4.12 show that the relationship between brand warmth (B = 0.101, β = 0.105, t=1.625, p-value < 0.104) and consumer brand identification is not significant. The relationship is insignificant because the p-value was greater than 0.05. This implies that there is no significant evidence to reject H5b. It is therefore concluded that there is no relationship between brand warmth and consumer brand identification. This then indicates that the lower the perception of brand warmth, the less likely the consumer will identify with their bank.

4.5.1.6 Results pertaining to the relationship between memorable brand experiences and consumer brand identification

H6a: *The more positive the memorable brand experiences, the more a consumer will identify with that brand.*

H6b: *The negative the memorable brand experiences, the less likely the consumer will identify with that brand.*

Table 4.13: Memorable Brand Experience Regression weights

			Estimate	Standardized Estimate	S.E.	t-value	P-value
Consumer Brand Identification	<---	Brand Experience	0,181	0,199	0,056	3,229	0,001

The results shown in table 4.13 show that there is a positive significant relationship between brand experiences (B = 0.181, β = 0.199, t=3.229, p-value = 0.001) and consumer brand identification. The relationship is significant since the p-value was less than 0.05 and positive since the coefficient for the brand experiences was greater than zero. This implies that H6a is supported. Thus, H6b is rejected in favour of the alternative hypothesis. It is concluded that there is a direct positive relationship between brand experiences and consumer brand identification, implying that the more positive the memorable brand experiences, the more the consumer will identify with their bank.

4.5.2 Product Category Involvement testing results:

To assess this hypothesis, path analysis was conducted with each of the variables (Brand-self similarity; brand distinctiveness, brand prestige, brand social benefits, brand warmth and memorable brand experience) each of these variables being the independent variable, consumer's involvement in the product category as the dependent variable and consumer brand identification as the dependent variable. If the results from the path analysis revealed a high p-value, it was concluded that the product category has no effect on the variable. If the p-value was significant (</= 0.05) then the level of involvement (high or low) in the product category was tested. The results of each are shown below.

4.5.2.1 Brand-self similarity

Table 4.14: Regression Weights – Brand-self similarity

			Estimate	Standardized Estimate	S.E.	t-value	P-value
ZCBI	<---	ZBSS	-,145	-,145	,047	-3,082	,002
ZCBI	<---	ZPCI	,654	,654	,047	13,978	***
ZCBI	<---	ZBSSxZPCI	-,082	-,081	,047	-1,744	,081
R-square			,480				

*Notes: *** = p < .001*

**ZCBI = Consumer Brand Identification*

**ZBSS = Brand-self similarity*
**ZPCI = Product category Involvement*

Consumer's involvement in the product category does not moderate the relationship between brand-self similarity and CBI since the p-value for the interaction term (ZBSSxZPCI) was greater than 0.05 (p-value = 0.081).

4.5.2.2 Brand distinctiveness:

Table 4.15: Regression Weights – Brand distinctiveness

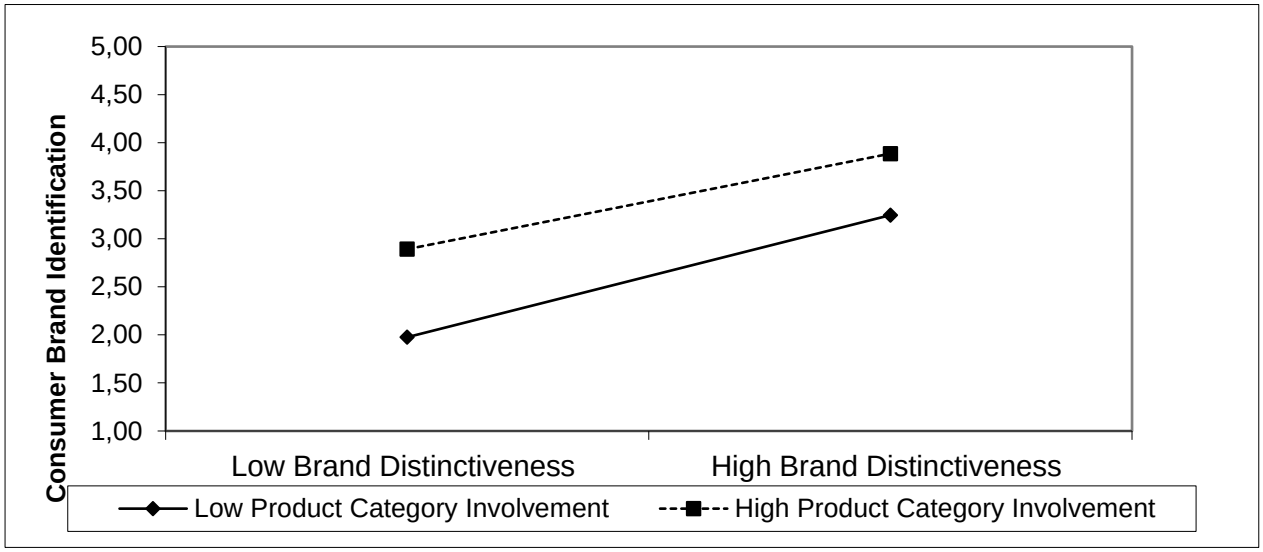
			Estimate	Standardized Estimate	S.E.	t-value	P-value
ZCBI	<---	ZBD	,566	,566	,050	11,240	***
ZCBI	<---	ZPCI	,389	,389	,047	8,284	***
ZCBI	<---	ZBDxZPCI	-,069	-,111	,028	-2,512	,012
R-square			,645				

**ZCBI = Consumer Brand Identification*
**ZBD = Brand Distinctiveness*
**ZPCI = Product category Involvement*

Consumer's involvement in the product category and brand distinctiveness (ZBDxZPCI) was significant since the p-value was 0.012, < 0.05.

The chart below shows how the relationship between brand distinctiveness and CBI changes with changing levels of Consumer's involvement in the product category.

Figure 4.2: Product Involvement and brand distinctiveness



It can be noted that the relationship between brand distinctiveness and CBI is stronger at lower levels of product category involvement as shown by a steeper slop on the regression line for low product category involvement.

4.5.2.3 Brand prestige:

Table 4.16: Regression Weights – Brand prestige

			Estimate	Standardized Estimate	S.E.	t-value	P-value
ZCBI	<---	ZBP	,542	,542	,055	9,871	***
ZCBI	<---	ZPCI	,367	,367	,052	7,059	***
ZCBI	<---	ZBPxZPCI	-,055	-,085	,030	-1,829	,067
R-square			,614				

**ZCBI = Consumer Brand Identification*

**ZBP = Brand Prestige*

**ZPCI = Product category Involvement*

Consumer's involvement in the product category does not moderate the relationship between brand prestige and CBI since the p-value for the interaction term (ZBPxZPCI) was greater than 0.05 (p-value = 0.067).

4.5.2.4 Brand social benefits:

Table 4.17: Regression Weights – Brand social benefits

			Estimate	Standardized Estimate	S.E.	t-value	P-value
ZCBI	<---	ZBSB	,555	,555	,053	10,512	***
ZCBI	<---	ZPCI	,279	,279	,056	5,017	***
ZCBI	<---	ZBSBxZPCI	,073	,088	,034	2,104	,035
R-square			,626				

**ZCBI = Consumer Brand Identification*

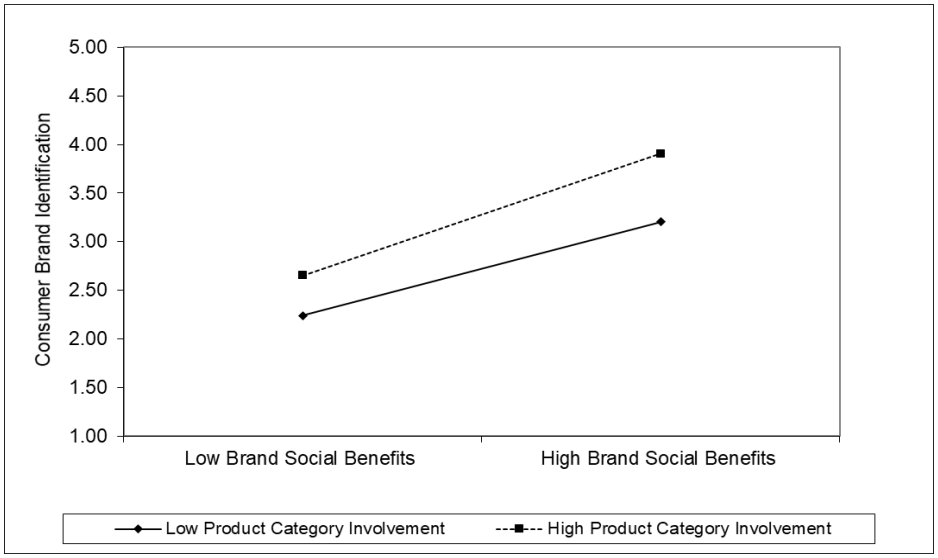
**ZBSB = Brand social benefits*

**ZPCI = Product category Involvement*

The moderation results in table 4.12 shows that the interaction term for Consumer's involvement in the product category and brand social benefits (ZBSBxZPCI) was significant since the p-value was 0.035 < 0.05.

The chart below shows how the relationship between brand social benefits and CBI changes with changing levels of Consumer's involvement in the product category.

Figure 4.3: Product Involvement and brand social benefits



It can be noted that the relationship between brand social benefits and CBI is stronger at high levels of product category involvement as shown by a steeper slope on the regression line for high product category involvement.

4.5.2.5 Brand warmth:

Table 4.18: Regression Weights – Brand warmth

			Estimate	Standardized Estimate	S.E.	t-value	P-value
ZCBI	<---	ZBW	,502	,502	,052	9,693	***
ZCBI	<---	ZPCI	,341	,341	,054	6,297	***
ZCBI	<---	ZBWxZPCI	,038	,050	,033	1,173	,241
R-square			,608				

**ZCBI = Consumer Brand Identification*

**ZBW = Brand Warmth*

**ZPCI = Product category Involvement*

Consumer's involvement in the product category does not moderate the relationship between brand warmth and CBI since the p-value for the interaction term (ZBWxZPCI) was greater than 0.05 (p-value = 0.241).

4.5.2.6 Brand Experiences:

Table 4.19: Regression Weights – Brand experiences

			Estimate	Standardized Estimate	S.E.	t-value	P-value
ZCBI	<---	ZBE	,521	,521	,057	9,204	***
ZCBI	<---	ZPCI	,303	,303	,060	5,047	***
ZCBI	<---	ZBExZPCI	,020	,027	,033	,607	,544
R-square			,596				

**ZCBI = Consumer Brand Identification*

**ZBE = Brand Experiences*

**ZPCI = Product category Involvement*

Consumer's involvement in the product category does not moderate the relationship between brand experiences and CBI since the p-value for the interaction term (ZBExZPCI) was greater than 0.05 (p-value = 0.544).

4.5.3 Relationship between CBI and Brand Loyalty

The second sub-problem was to investigate the effect of CBI on Brand Loyalty. A Pearson Correlation analysis was conducted in order to measure the effect of the relationship between CBI and Brand loyalty.

Table 4.20: Descriptive Statistics and Pearson Correlation

	Descriptive		Pearson's Correlation								
	Mean	SD	1.	2.	3.	4.	5.	6.	7.	8.	9.
1. Brand-Self Similarity	.32	.47	1	-.232**	-.168**	-.105	-.190**	-.192**	-.173**	-.147*	-.214**
2. Consumer Brand Identification	2.70	1.39	-.232**	1	.735**	.731**	.750**	.727**	.737**	.675**	.826**
3. Brand Distinctiveness	2.39	1.26	-.168**	.735**	1	.805**	.651**	.694**	.647**	.574**	.744**
4. Brand Prestige	2.40	1.28	-.105	.731**	.805**	1	.682**	.701**	.703**	.633**	.750**
5. Brand Social Benefits	3.58	1.60	-.190**	.750**	.651**	.682**	1	.803**	.790**	.661**	.772**
6. Brand Warmth	3.38	1.44	-.192**	.727**	.694**	.701**	.803**	1	.727**	.631**	.751**
7. Brand Experience	3.20	1.53	-.173**	.737**	.647**	.703**	.790**	.727**	1	.692**	.788**
8. Product Category Involvement	2.88	1.31	-.147*	.675**	.574**	.633**	.661**	.631**	.692**	1	.692**
9. Brand Loyalty	3.02	1.59	-.214**	.826**	.744**	.750**	.772**	.751**	.788**	.692**	1

***. Correlation is significant at the 0.01 level (2-tailed)., SD. Standard Deviation*
**. Correlation is significant at the 0.05 level (2-tailed).*

From the results, it can be noted that there is a significant positive correlation between brand loyalty and each of Consumer Brand Identification (r = 0.826, p-value < 0.01), Brand Distinctiveness (r = 0.744, p-value < 0.01), Brand Prestige (r = 0.750, p-value < 0.01),Brand Social Benefits (r = 0.772, p-value < 0.01), Brand Warmth, (r = 0.751, p-value < 0.01), Brand Experience (r = 0.788, p-value < 0.01), and Product Category Involvement (r = 0.692, p-value < 0.01)

Correlation analysis also indicated that there was a negative correlation between brand Loyalty and Brand-Self Similarity (r = -0.214, p-value < 0.01).

Table 4.21: Squared Multiple Correlation

	Estimate
Consumer Brand Identification	0,706
Brand Loyalty	0,682

The squared multiple correlation shows that consumer brand identification explained 70.6% of the variation in brand loyalty. Brand loyalty then explained 68.2% of the variation in consumer brand identification.

H8a: *The more a consumer identifies with the brand, the more loyal that consumer will be.*

H8b: *Consumers identification with a brand, has no effect on the consumer's loyalty.*

Table 4.22: Brand Loyalty and CBI Regression weights

			Estimate	Standardized Estimate	S.E.	t-value	P-value
Brand Loyalty	<---	Consumer Brand Identification	0,941	0,826	0,041	22,816	***

*Notes: *** = p < .001*

The results from path analysis shown in table 6 show that there is a positive significant relationship between Consumer Brand Identification (B = 0.941, β = 0.826, t=22.816, p-value < 0.001) and Brand Loyalty. The relationship is significant since the p-value was less than 0.05 and positive since the coefficient for the Consumer Brand Identification was greater than zero. This implies that H8a is supported. Thus, H8b is rejected in favour of the alternative hypothesis. It is concluded that there is a positive relationship between consumer brand identification and brand loyalty, implying that the more a consumer identifies with a brand, the more loyal that consumer will be to their bank.

Taking it further, to understand the type of loyalty respondents have to their banks, whether behavioural or attitudinal, the questions pertaining to loyalty measured advocacy (behavioural loyalty) and commitment (attitudinal loyalty). Table 4.23 indicates that most respondents hold a behavioural loyalty (advocacy) to their bank as the mean value (3.20) is greater than that of the attitudinal loyalty (commitment) value.

Table 4.23: Loyalty Split

	n	Mean	Std. Deviation
Loyalty_1	244	2.73	1.585
Advocacy	244	3.20	1.720
Commitment	244	2.91	1.704

4.6 Conclusion of presentation of results

In this chapter, the results of the study were presented. Firstly, the profile of the respondents was presented. It was clear that the majority of the respondents were female (57%), and that a large number of the respondents (44%) were in the 25 – 32 year age group. The following chapter assesses whether or not gender and age had an effect on the results presented. The validity and reliability of the scales were then analysed using the Cronbach's Coefficient Alpha test and the results revealed that the scales were reliable.

The hypotheses derived were not all supported as the results from the Path analysis regression weights revealed that Brand-self similarity and Brand Warmth had negative relationships with CBI. Brand distinctiveness, brand prestige, brand social benefits and memorable brand experiences had positive relationships with CBI, therefore the hypotheses for these drivers were supported. Further results from the path analysis to analyse the effect of product category involvement within each antecedent revealed that the relationship between brand distinctiveness and CBI were stronger at lower levels of category involvement whereas the relationship between brand social benefits and CBI were stronger at higher levels of category involvement.

Finally, the results revealed that CBI had a positive effect on brand loyalty and that consumers have a behavioural loyalty towards their banks.

The following chapter discusses and explains the results that were presented in this chapter.

CHAPTER 5: DISCUSSION OF RESULTS

5.1 Introduction

Within this chapter, the results of the research from the previous chapter are discussed and interpreted against the research hypothesis produced for this study. Firstly, there is a discussion on the profile of the respondents (section 5.2). Then in section (5.3), the overall main problem is discussed followed by sub-problem 1 and 2's discussion and interpretation. Section 5.4 then concludes this chapter.

5.2 Profile of the Respondents

5.2.1 Gender

Previous academic research has discovered a difference in the cognitive processes as well as behaviour between the male and female consumers (Fisher & Dube, 2005; Meyers-Levy & Maheswaran 1991; Meyers-Levy & Sternthal, 1991). These differences are reflected in the use of gender as a segmentation variable (Melnyk et al., 2009).

Melnyk et al. (2009) suggest that the fundamental difference between males and females in terms of their self-construal is that women are more likely to be loyal than men. Melnyk et al. (2009) further add that women tend to strive to establish and maintain relationships socially and with people, and thus do the same for relationships with brands and organisations. This then suggests that women tend to be more loyal than men to individuals, brands or organisations.

This study had 57% female respondents and 42% male respondents. Independent sample t-test was conducted to assess whether the rating of the various constructs different significantly by gender. It can be noted from the results in Table 5.1 that all the p-values were greater than 0.05. This implies that there was no difference in the rating of all the constructs by gender. This contradicts the findings by Stokburger-Sauer et al. (2012) that revealed that the relationship between the antecedents and CBI is stronger in men than it is in women.

Table 5.1: Gender t-test

Group Statistics					**Independent sample t-test**	
Please indicate your gender		N	Mean	Std. Deviation	t	P-value (2-tailed)
Consumer Brand Identification	Male	103	2.773	1.495	.744	.458
	Female	140	2.639	1.308		
Brand Distinctiveness	Male	103	2.544	1.372	1.503	.134
	Female	140	2.293	1.158		
Brand Prestige	Male	103	2.469	1.323	.661	.509
	Female	140	2.360	1.245		
Brand Social Benefits	Male	103	3.771	1.676	1.583	.115
	Female	140	3.442	1.543		
Brand Warmth	Male	103	3.515	1.480	1.316	.189
	Female	140	3.269	1.406		
Brand Experience	Male	103	3.291	1.657	.805	.422
	Female	140	3.131	1.439		
Product Category Involvement	Male	103	2.835	1.351	-.368	.713
	Female	140	2.898	1.283		
Brand Loyalty	Male	103	3.100	1.684	.682	.496
	Female	140	2.960	1.516		

5.2.2 Age

Age is said to be another very important demographic variable. Past research has compared the young and the elderly concentrating on the differences of how they process information that is needed to evaluate a product. Most of these studies have concluded that information processing declines with age as such older people's reactions to satisfaction generally changes. Therefore, age is suggested to be one of the moderators of the link between satisfaction and loyalty (Roedder & Cole, 1986; Smith & Baltes, 1990).

One-way analysis of variance was conducted to assess whether the rating of the constructs is different by respondent age group. The results are summarised below.

Table 5.2: One way analysis - Age group

Descriptives				
		N	Mean	Std. Deviation
Consumer Brand Identification	18 - 24 Years	33	2.545	1.466
	25 - 32 Years	107	2.693	1.295
	33 - 39 Years	43	2.609	1.221
	40 - 46 Years	19	3.105	1.750
	47 Years and older	42	2.762	1.572
	Total	244	2.702	1.391
Brand Distinctiveness	18 - 24 Years	33	2.182	1.018
	25 - 32 Years	107	2.377	1.306
	33 - 39 Years	43	2.326	1.038
	40 - 46 Years	19	2.772	1.792
	47 Years and older	42	2.500	1.230
	Total	244	2.393	1.257
Brand Prestige	18 - 24 Years	33	2.152	1.219
	25 - 32 Years	107	2.393	1.229
	33 - 39 Years	43	2.364	1.184
	40 - 46 Years	19	2.702	1.812
	47 Years and older	42	2.516	1.276
	Total	244	2.400	1.278
Brand Social Benefits	18 - 24 Years	33	3.076	1.725
	25 - 32 Years	107	3.625	1.537
	33 - 39 Years	43	3.483	1.527
	40 - 46 Years	19	4.250	2.080
	47 Years and older	42	3.677	1.437
	Total	244	3.583	1.602
Brand Warmth	18 - 24 Years	33	3.020	1.472
	25 - 32 Years	107	3.355	1.354
	33 - 39 Years	43	3.209	1.388
	40 - 46 Years	19	3.772	1.994
	47 Years and older	42	3.698	1.335
	Total	244	3.376	1.437
Brand Experience	18 - 24 Years	33	3.081	1.652
	25 - 32 Years	107	3.153	1.533
	33 - 39 Years	43	3.178	1.352
	40 - 46 Years	19	3.807	1.887
	47 Years and older	42	3.167	1.436
	Total	244	3.201	1.531
Product Category Involvement	18 - 24 Years	33	2.586	1.286
	25 - 32 Years	107	3.031	1.346
	33 - 39 Years	43	2.566	.993
	40 - 46 Years	19	3.158	1.772
	47 Years and older	42	2.913	1.254
	Total	244	2.878	1.312
Brand Loyalty	18 - 24 Years	33	2.626	1.705
	25 - 32 Years	107	3.062	1.534
	33 - 39 Years	43	2.950	1.537
	40 - 46 Years	19	3.561	1.796
	47 Years and older	42	3.067	1.561
	Total	244	3.023	1.585

Table 5.3: Anova Test - Age

ANOVA						
		Sum of Squares	df	Mean Square	F	P-value.
Consumer Brand Identification	Between Groups	4.426	4	1.107	.568	.686
	Within Groups	465.532	239	1.948		
	Total	469.959	243			
Brand Distinctiveness	Between Groups	4.904	4	1.226	.773	.544
	Within Groups	379.104	239	1.586		
	Total	384.007	243			
Brand Prestige	Between Groups	4.392	4	1.098	.669	.614
	Within Groups	392.403	239	1.642		
	Total	396.796	243			
Brand Social Benefits	Between Groups	17.938	4	4.484	1.769	.136
	Within Groups	605.924	239	2.535		
	Total	623.861	243			
Brand Warmth	Between Groups	12.763	4	3.191	1.559	.186
	Within Groups	489.132	239	2.047		
	Total	501.896	243			
Brand Experience	Between Groups	7.776	4	1.944	.827	.509
	Within Groups	561.606	239	2.350		
	Total	569.382	243			
Product Category Involvement	Between Groups	11.054	4	2.763	1.621	.170
	Within Groups	407.450	239	1.705		
	Total	418.504	243			
Brand Loyalty	Between Groups	11.182	4	2.795	1.114	.350
	Within Groups	599.631	239	2.509		
	Total	610.813	243			

The results revealed that there was no significant relationship between respondent age and how they rated all the constructs since the p-values of the one-way ANOVA were all greater than 0.05.

5.2.3 Race

One-way analysis of variance was also conducted to assess whether the rating of the constructs is different by respondent race. The results are summarised below.

Table 5.4: One way analysis - race

Descriptives				
		N	Mean	Std. Deviation
Consumer Brand Identification	Black	126	2.694	1.312
	White	77	2.727	1.502
	Coloured	27	2.644	1.686
	Indian	9	2.511	.867
	Other	5	3.200	.707
	Total	244	2.702	1.391
Brand Distinctiveness	Black	126	2.362	1.261
	White	77	2.420	1.225
	Coloured	27	2.605	1.499
	Indian	9	1.852	.818
	Other	5	2.600	.894
	Total	244	2.393	1.257
Brand Prestige	Black	126	2.399	1.226
	White	77	2.463	1.325
	Coloured	27	2.358	1.569
	Indian	9	2.111	.898
	Other	5	2.200	.960
	Total	244	2.400	1.278
Brand Social Benefits	Black	126	3.606	1.560
	White	77	3.609	1.699
	Coloured	27	3.491	1.840
	Indian	9	3.250	1.075
	Other	5	3.700	.597
	Total	244	3.583	1.602
Brand Warmth	Black	126	3.257	1.405
	White	77	3.532	1.453
	Coloured	27	3.531	1.812
	Indian	9	3.259	.683
	Other	5	3.333	.527
	Total	244	3.376	1.437
Brand Experience	Black	126	3.188	1.493
	White	77	3.126	1.596
	Coloured	27	3.395	1.851
	Indian	9	3.148	.784
	Other	5	3.733	.279
	Total	244	3.201	1.531
Product Category Involvement	Black	126	2.878	1.247
	White	77	2.883	1.414
	Coloured	27	2.852	1.591
	Indian	9	2.815	.530
	Other	5	3.067	.983
	Total	244	2.878	1.312
Brand Loyalty	Black	126	3.115	1.580
	White	77	2.926	1.683
	Coloured	27	3.025	1.630
	Indian	9	2.407	.894
	Other	5	3.300	.767
	Total	244	3.023	1.585

Table 5.5: Anova test - race

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Consumer Brand Identification	Between Groups	1.715	4	.429	.219	.928
	Within Groups	468.243	239	1.959		
	Total	469.959	243			
Brand Distinctiveness	Between Groups	4.236	4	1.059	.666	.616
	Within Groups	379.771	239	1.589		
	Total	384.007	243			
Brand Prestige	Between Groups	1.306	4	.327	.197	.940
	Within Groups	395.489	239	1.655		
	Total	396.796	243			
Brand Social Benefits	Between Groups	1.419	4	.355	.136	.969
	Within Groups	622.442	239	2.604		
	Total	623.861	243			
Brand Warmth	Between Groups	4.460	4	1.115	.536	.710
	Within Groups	497.435	239	2.081		
	Total	501.896	243			
Brand Experience	Between Groups	2.919	4	.730	.308	.873
	Within Groups	566.463	239	2.370		
	Total	569.382	243			
Product Category Involvement	Between Groups	.234	4	.059	.033	.998
	Within Groups	418.270	239	1.750		
	Total	418.504	243			
Brand Loyalty	Between Groups	5.581	4	1.395	.551	.698
	Within Groups	605.232	239	2.532		
	Total	610.813	243			

The results revealed that there was no significant relationship between respondent race and how they rated all the constructs since the p-values of the one-way ANOVA were all greater than 0.05.

5.2.4 Bank Slogan Identification

Brand equity has been defined as “the differential effect of brand knowledge on consumer response to the marketing of the brand” (Keller, 1993). Differentiation is said to lie at the heart of brand equity. Therefore, in order for brands to build brand equity, customers should have enough brand knowledge to be able to differentiate amongst brands. Brand knowledge is influenced by brand awareness and brand image (Keller, 1993). The role of slogans is basically to enhance brand awareness and brand image.

As 84% of the respondents identified the FNB slogan correctly and only 50% of the respondents identified the ABSA slogan correctly, it can be deduced and assumed

that FNB has a very strong brand equity compared to the other banks that scored lower.

5.3 Discussion of the Main problem

The main research problem for this study was to investigate how consumer brand identification affects brand loyalty. In this study, consumer brand identification was made up of six antecedents which were said to drive identification with a bank. The antecedents consisted of brand-self similarity, brand distinctiveness, brand prestige, brand social benefits, brand warmth and memorable brand experiences.

This study intended to identify the CBI drivers that lead consumers to build strong, committed and meaningful relationships with their banks, leading to brand loyalty and thereby, advocacy for the brand. CBI therefore helps us to understand the way in which brands help to form and articulate consumers' identities. The relationship between the six antecedents and CBI was tested, based on the results to identify whether a positive or negative relationship exists. A category-level variable was further included – product category involvement – placed as a moderator for the relationship between the antecedents and CBI. This was intended to identify the relevance of the banking category within the values, needs and interests of the consumer. The expected outcome of this was for product involvement to moderate the relationship between the antecedents and CBI, as it is believed that high involvement categories are more likely to hold emotional beliefs regarding the brand's ability to meet self-defining needs (Stokburger-Sauer et al., 2012).

The hypothesis for the antecedents were not all supported, Table 5.7 is a summary of the hypothesis results, and discussion of each hypothesis follows thereafter.

Table 5.6: Hypothesis results summary

	Variable	Relationship with CBI	Product Category Involvement (H7)	Brand Loyalty
H1	**Brand-self similarity**	Negative	None (p-value = >0.05)	
H2	**Brand distinctiveness**	Positive	Strong at low levels	
H3	**Brand Prestige**	Positive	None (p-value = >0.05)	
H4	**Brand Social benefits**	Positive	Strong at high levels	
H5	**Brand Warmth**	None	None (p-value = >0.05)	
H6	**Brand Experience**	Positive	None (p-value = >0.05)	
H8	**Consumer Brand Identification**			**Positive**

5.3.1 Sub-problem 1 discussion: The effect of the antecedents of consumer brand identification on banks in South Africa

The first sub-problem was to investigate the relationship between the antecedents of consumer brand identification (brand self-similarity; brand distinctiveness; brand prestige; brand social benefits; brand warmth and brand experience) on banks in South Africa. The intended outcome of this study was to identify whether consumers identify with banks and whether the identified antecedents of CBI by Stokburger-Sauer, et al., (2012) hold true for the banking category.

5.3.1.1 Relationship between Brand-self similarity and CBI

H1a: *The more positive the brand-self similarity, the higher the identification with the brand.*

H1b: *The more negative the brand-self similarity, the lower the identification with the brand.*

As per the results presented in Chapter 4, brand-self similarity scored negatively with consumer brand identification. Past researchers have indicated the importance of the role and link between the brand and self-personalities in the way in which consumers affiliate themselves with a brand (Aaker, 1997; Levy, 1959). This link is known as “self-congruence” which has been suggested by Aaker (1999) and Grohmann (2009) that it can enhance the affective, attitudinal and behavioural response of the consumer to the brand. This self-congruity effect can create a sustainable competitive advantage and increase brand equity (Aaker, 1997).

It can however then be noted that in this study when respondents were asked how they view their primary bank and how they view themselves, in 32% of the cases the respondent and the brand were similar and were different in 68% of the cases. This then indicates that a large majority of the respondents do not see any personality similarities between themselves and their primary bank, leading to the negative relationship. This finding supports H1b, that the more negative the brand-self similarity, the lower the identification with the brand. This contradicts that of a similar study by Stokburger-Sauer et al. (2012) which found brand-self similarity to have a significant positive relationship with consumer brand identification (y= .05, p<.10).

5.3.1.2 Relationship between Brand distinctiveness and CBI

H2a: *The more positive the perception of brand distinctiveness the more consumers will identify with the brand.*

H2b: *The more negative the perception of brand distinctiveness, the less the consumer will identify with the brand.*

The results from the path analysis presented in Chapter 4, indicated that there is a significant positive relationship between brand distinctiveness and consumer brand identification. Brands that have images or identities that differentiates them from their competitors are more likely to be identified with (Thompson et al., 2006; Stokburger-Sauer et al., 2012). 60% of the respondents in the study agree that their bank stands out from its competitors, which correlates with the statement by Thompson and Stokburger-Sauer. Aaker (1993) believes that brand associations that are unique to the brand suggests superiority over other brands and is key in a brand's success.

The findings support that of a similar study by Stokburger-Sauer et al, (2012) that the more a consumer perceives a brand to be distinct, the more likely that consumer will identify with the brand.

5.3.1.3 Relationship between Brand prestige and CBI

H3a: *The more positive the perception of brand prestige, the more a consumer will identify with the brand.*

H3b: *The more negative the perception of brand prestige, the less a consumer will identify with the brand.*

An important aspect in building a strong brand is to have a brand that is perceived as being high in value. It has been argued that consumers tend to perceive the consumption of prestigious brands as a symbol of social wealth, social status or power (Alden, Steenkamp & Batra, 1999). As such, brand prestige has thus also been linked to an individual's social image and self-concept. The results presented in Chapter 4 revealed that brand prestige has a significantly positive relationship with CBI, this finding contradicted that by Stokburger-Sauer et al. (2012) which found brand prestige to not yield a significant result with CBI.

66% of the respondents believe and perceive their bank to be a high quality banking brand. One can then make the assumption that there are motives behind their bank of choice which can be to improve their self-expression and thereby social standing. Steenkamp, Batra and Alden (2003) found that brand prestige is linked directly to perceived quality; this therefore concludes that brand prestige has a great impact on purchase intentions. It can therefore be assumed that respondents view their choice of bank as a status symbol and hence they identify with it.

5.3.1.4 Relationship between Brand social benefits and CBI

H4a: *The more the perception of social benefits in a brand, the more a consumer will identify with the brand.*

H4b: *The lower the perception of social benefits in a brand, the less likely the consumer will identify with the brand.*

As brands help consumers to understand and identify their uniqueness, to express their identity, and provide nostalgia, consumers then identify with brands very early on in their lives (Belk, 1988). McEwen (2005) further adds that as a result of this, consumers then create strong relations with brands as they express and enhance their identity. Through brands being humanised, consumers identify with that human aspect of the brand and build a relationship on that basis. Thus, the formation of this committed and meaningful relationship with a brand is seen as a basic psychological process that can lead to attitudinal loyalty (commitment) (Aaker, 1997; Kressmann et al., 2006; Thomson et al., 2005).

The results presented in Chapter 4 revealed that brand social benefits has a significantly positive relationship with CBI. However, it was also noted from the

respondents that less than 40% believe they gain or have a social relationship with their bank. It can then be assumed that since the basic psychological relationship (as discussed above) has not fully been formed, this has been one of the reasons 63% of the respondents have switched banks before and have not maintained loyalty to their bank.

5.3.1.5 Relationship between Brand warmth and CBI

H5a: *The more positive the perception of brand warmth, the more a consumer will identify with that brand.*

H5b: *The lower the perception of brand warmth, the less likely the consumer will identify with the brand.*

Park et al. (2010) say there is an increase in the number of companies that are searching for ways in which they can create a strong and emotional brand connection with their consumers. The concept of self-congruence (brand-self similarity) comes into play once again as the consumers' self-concept has to be involved for that emotional relationship and attachment to occur, which is said to play an important role in creating this emotional connection (Aaker, 1999; Park et al., 2010).

The findings from this research however, indicate that brand warmth has no relationship with CBI. Therefore, the perceptions of brand warmth in banks is very low, resulting in low levels of identification with the brand. It was noted that only 41% of the respondents felt that their bank creates warm feelings among its customers. This then indicates that there is a gap within the banking category for banks to connect with consumers on an emotional level and create those warm feelings that lead to identification. The warm feelings that a brand generates have been said to have the potential to uniquely differentiate a brand from its competitors, building a sustainable competitive advantage, as consumers only get emotionally attached to a few brands (Thomson et al., 2005).

5.3.1.6 Relationship between Brand experience and CBI

H6a: *The more positive the memorable brand experiences, the more a consumer will identify with that brand.*

H6b: *The more negative the memorable brand experiences, the less likely the consumer will identify with that brand.*

Building a strong brand requires an emotional connection to be developed between the consumer and the brand. Researchers, such as Keller(1993) have confirmed that consumers no longer simply purchase products and services, but they also buy the whole experience that comes with purchasing the product or using the service; this is more evident in services (i.e banks). Creating and effectively managing an emotional branding experience can result in service brand differentiation, increased sales and loyalty (Gapper, 2004)

The findings presented in Chapter 4, revealed that brand experiences has a positive and significant relationship with CBI. 57% of the respondents indicated that they have memorable experiences with their bank. This therefore supports H6a, in that the more positive the experience, the more a consumer identifies with their bank. Creating an emotional connection and engaging with consumers emotionally helps to forge a deep, lasting and intimate connection to the brand that not only provides material satisfaction but one that creates a holistic experience of the brand that is emotionally fulfilling to the customer (Gobe, 2010). In conclusion, brand experience is an important concept, particularly in the service industry and emotions play a strong role in creating that fulfilling memorable brand experience.

5.3.1.7 Consumer's involvement in the product category

H7a: *The higher the consumer's involvement in the product category in which a brand belongs, the stronger the relationship between (a) brand-self similarity and CBI (b) brand distinctiveness and CBI (c) brand prestige and CBI (d) brand social benefits and CBI (e) brand warmth and CBI (f) brand experiences and CBI.*

H7b: *The lower the consumer's involvement in the product category in which a brand belongs, the weaker the relationship between (a) brand-self similarity and CBI (b) brand distinctiveness and CBI (c) brand prestige and CBI (d) brand social benefits and CBI (e) brand warmth and CBI (f) brand experiences and CBI.*

The degree of consumer involvement in a product category is now being recognised as a key variable in advertising strategies (Ray, 1982; Rothschild, 1979). Depending on a consumer's level of involvement, they may either be more passive or active in

how they receive the advertising messages. This study sought to understand whether the levels of a consumer's involvement (high vs low) results in a stronger relationship between the antecedent and CBI. From the findings, 80% of the respondents see banks as an important part of their lives.

Findings presented in Chapter 4 revealed that low levels of consumer involvement in the banking category, strengthens the relationship between brand distinctiveness and CBI. This indicates that consumers appreciate distinctiveness whether or not the category is of importance to them. This finding does not support either one of the hypotheses as the lower the levels, the stronger and not weaker the relationship.

High levels of consumer involvement in the banking category strengthens the relationship between brand social benefits and CBI. As discussed above on brand social benefits, consumers want to socialise and be part of brand communities that resonate with them and make them feel as though they belong, therefore a consumer would need to be highly involved in the category to want to participate in the social aspects of the category/brand.

Brand-self similarity, brand prestige, brand warmth and memorable brand experience has no effect on consumer involvement in the banking category, since the p-value of these antecedents was greater than 0.05, this indicated that product category involvement has no effect on the relationship with CBI.

5.3.2 Sub-problem 2 discussion: Effect of CBI on Brand Loyalty

The second sub-problem was to investigate the effects of consumer brand identification on brand loyalty on banks in South Africa. As mentioned previously, banks' strategies are now directed towards offering improved customer satisfaction and loyalty as bank differentiation is a very difficult task to achieve (Levesque & McDougall, 1996). The other intended outcome of this study was to identify whether these antecedents of CBI could be a determinant of consumers' loyalty to their bank.

H8a: *The more a consumer identifies with the brand, the more loyal that consumer will be.*

H8b: *The more a consumer identifies with the brand, the less loyal that consumer will be.*

Hypothesis 8 which predicted that consumer brand identification, made up of the antecedents of CBI, results in brand loyalty. This hypothesis was supported in that the more a consumer identifies with a brand, the more loyal that consumer will be towards the brand.

The positive relationship with CBI and brand loyalty was supported in the positive correlation with five of the six antecedents. The findings in Chapter 4 revealed the following results in the correlation with brand loyalty: Consumer Brand Identification ($r = 0.826$, p-value < 0.01), Brand Distinctiveness ($r = 0.744$, p-value < 0.01), Brand Prestige ($r = 0.750$, p-value < 0.01),Brand Social Benefits ($r = 0.772$, p-value < 0.01), Brand Warmth, ($r = 0.751$, p-value < 0.01), Brand Experience ($r = 0.788$, p-value < 0.01), and Product Category Involvement ($r = 0.692$, p-value < 0.01). These antecedents highlighted a significantly positive relationship with brand loyalty thereby making the relationship between CBI and brand loyalty stronger. The correlation analysis also indicated that there was a negative correlation between Brand Loyalty and Brand-Self Similarity ($r = -0.214$, p-value < 0.01).

Taking it a step further, there was a need to understand the type of loyalty respondents have towards their banks, whether behavioural or attitudinal. Behavioural loyalty highlights whether consumers would advocate for the brand through word of mouth, while attitudinal loyalty refers to the commitment levels of the consumer to the brand (Solomon, 1992). Table 5.7 indicates that most respondents hold a behavioural loyalty (advocacy) to their bank as the mean value (3.20) is greater than that of the attitudinal loyalty (commitment) value. This then concludes and supports the initial problem of the study that consumer brand identification does indeed have an effect on brand loyalty; this brand loyalty then results in consumers advocating for the brand.

Table 5.7: Loyalty type

	n	Mean	Std. Deviation
Loyalty_1	244	2.73	1.585
Advocacy	244	3.20	1.720
Commitment	244	2.91	1.704

5.4 Conclusion of discussion of results

The main purpose of this chapter was to discuss and analyse the results of the study. Firstly, the main elements of the profile of the respondents was discussed in terms of gender, age and race. It was revealed that neither gender, age nor race had an effect on the results of the study.

The main research problem was discussed, leading into a discussion of the sub-problems and their related hypotheses. The results from the hypotheses revealed that brand-self similarity had a negative relationship with CBI and showed no product category involvement as well as no relationship with brand loyalty. Brand distinctiveness was supported and showed a positive relationship with CBI. Low levels of consumers' involvement in the category strengthens the relationship between brand distinctiveness and CBI and a positive relationship exists with Brand Loyalty. Brand prestige and Brand experience showed a positive relationship with CBI, however no product category involvement was identified, albeit there was a positive relationship with Brand loyalty. Brand warmth however, revealed a negative relationship with CBI, no product category involvement however there was a positive relationship with Brand Loyalty. Brand Social benefits was the only hypothesis that was fully supported in that there was a significant relationship with CBI, high levels of category involvement strengthened the relationship between Brand social benefits and CBI further revealing a positive relationship with Brand Loyalty.

It was then concluded that CBI had a positive and significant relationship with Brand loyalty. Brand advocacy was the type of Brand loyalty identified from the study, indicating that respondents are behaviourally loyal to their bank and will advocate for it through word of mouth.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter summarises the key research findings from this study, giving the overall implications of this study, recommendations are then made based on the findings. Lastly, suggestions for future research, based on this study, conclude the chapter.

6.2 Overview of the study

The main purpose of this study was to investigate consumer brand identification within the context of the South African market. The data from the study was collected from a total of 244 people through a self-administered questionnaire mainly through Qualtrics. The respondents varied in age, however age had no effect on their views of the drivers of CBI as shown in the previous chapter. Respondents' racial group represented that of the South African population with 52% being black, 32% White, 11% Coloured and 4% Indian.

The services offered by one bank is very similar to the next bank, therefore a way in which banks can differentiate themselves is through their brands, according to Keller (1993). Consumer brand identification has been a growing topic in research as well as the meaning and reasons behind consumers identifying with brands (Chernev et al., 2011; Escalas & Bettman, 2003, 2009; Lam et al., 2012). Stokburger-Sauer et al. (2012) conducted a study on the drivers of CBI, as not much had been understood about the factors that cause CBI and why. The researchers identified six antecedents that cause CBI, that being brand-self similarity, brand distinctiveness, brand prestige, brand social benefits, brand warmth and memorable brand experiences. Stokburger-Sauer et al. (2012) also identified that when consumers are highly involved in a brand's category, then their identification with the drivers of CBI becomes stronger.

Therefore, the aim of this study was to test the antecedents of CBI as identified by Stokburger-Sauer et al. (2012) in their research, and understand whether these drivers would have an effect on how consumers identify with their banks leading to brand loyalty, resulting in them advocating for the brand.

The study also aimed to reveal which bank consumers identify with more and which is the least identified bank, as brand knowledge is defined by two components; brand

awareness and brand image. Brand awareness was then tested through brand recognition by asking respondents “From memory, which slogan belongs to which bank?” Keller (1993) says when brand awareness is high, the probability of brand choice increases and the brand becomes less vulnerable to competitor activity. From the analysis of the findings regarding the bank most respondents bank with, the least number of bank switches and the most correct identification of the slogan was FNB Bank while the least identified bank was ABSA bank. These results are somewhat synonymous with the bank satisfaction index (Table 1.1) and the bank recommendation index (Table 1.2) where ABSA bank was rated lowest and FNB was rated second out of the five commercial banks.

With the use of a seven-point Likert scale, respondents were asked to provide their response to the statements concerning the antecedents/drivers of consumer brand identification as well as on brand loyalty. The study developed eight hypotheses, which were examined and assessed. The findings of each variable were tested and are summarised below:

6.2.1 Brand-self similarity

The findings revealed that brand-self similarity had a negative relationship with CBI. It was found that in 32% of the cases, the respondent and the brand’s personality was similar and was different in 68% of the cases. Brand-self similarity also revealed to have no relationship with brand loyalty for this study, thereby making the relationship with CBI negative.

6.2.1.1 Product category involvement:

It was revealed that consumers’ involvement in the banking category had no impact on the relationship between brand-self similarity and CBI. This was an expected result as brand-self similarity had a negative relationship with CBI from the beginning.

6.2.2 Brand distinctiveness

A combined 75% of the respondents indicated that they “agree” or “strongly agree” that their bank has a distinctive identity. While a large majority of the respondents believe their bank is distinct, only 60% (combined) “agree” or “strongly agree” that their bank stands out from its competitors.

Hypotheses testing found brand distinctiveness to have a significant positive relationship with CBI. This further affirms that the more distinct a brand, the more consumers will identify with it.

6.2.2.1 Product category involvement:

It was revealed that brand distinctiveness and CBI are stronger at lower levels of consumers' involvement in the banking category. From the path analysis presented in Chapter 4 it was noted that high levels of consumer involvement in the product category is still strong, however the relationship is stronger at the lower levels.

6.2.3 Brand prestige

From the findings, it is clear that brand prestige has a significant positive relationship with CBI, indicating that the more prestigious consumers perceive a brand to be, the more they will identify with it.

Most respondents (70% combined, agree and strongly agree) indicated that their bank is the best banking brand. This was followed by 66% of the respondents (combined) indicating that their bank is high in quality and is a first-class bank. These findings correlate with the fact that people want to be associated with brands that are prestigious for status reasons enabling them to represent the identity they want to portray to society. Hence brand prestige has a positive relationship with CBI.

6.2.3.1 Product category involvement:

It was found that consumer's involvement in the banking category has no influence on the relationship between brand prestige and CBI.

6.2.4 Brand social benefits

The findings revealed that brand social benefits has a significant positive relationship with CBI. The Pearson Correlation test also revealed that brand social benefits was the highest rated construct, however in the questionnaire result brand social benefits had the lowest combined (less than 40%) scores of "agree" and "strongly agree" that they have an opportunity to socialise with their bank and that they feel they are part of a special group and they belong. This then indicates that respondents do not feel socially connected to their bank, this can highlight an opportunity for banks to develop those social connections with people as this leads to brand identification.

6.2.4.1 Product category involvement:

The relationship between brand social benefits and CBI was the only antecedent that proved to be stronger at higher levels of consumers' involvement in the banking category. This indicates that it is only when a consumer cares about the banking category where a consumer feels that they are connected to a special group and enjoy connecting with others of the same group.

6.2.5 Brand warmth

A combined 41% of the respondents indicated that they "agree" or "strongly agree" that their bank creates warm feelings for them. 44% (combined) believe that their primary bank is very loveable, while only 24% (combined) agree that their primary bank is an emotional brand.

Hypothesis testing revealed that brand warmth has no relationship with CBI. These findings support Stokburger-Sauer et al. (2012) and Carroll and Ahuvia (2006) that when brands are perceived as emotional, people can relate and identify with them since the process of constructing an identity is an emotional one and this is key in developing brand identification.

6.2.5.1 Product category involvement:

It was found that consumer's involvement in the banking category has no influence on the relationship between brand warmth and CBI. This was an expected result as brand warmth had no relationship with CBI.

6.2.6 Brand experiences

Hypothesis testing found that there is a significant positive relationship with brand experiences. However, the results from the questionnaire revealed that less than 40% of the respondents "agreed" or "strongly agreed" that they have memorable, fond and good experiences/ memories with their primary bank. This indicates that over 60% of the respondents do not believe that they have memorable experiences with their primary bank.

6.2.6.1 Product category involvement:

It was found that consumers' involvement in the banking category has no influence on the relationship between memorable brand experiences and CBI.

6.2.7 Brand Loyalty

The hypothesis testing revealed that brand loyalty has a positive and significant relationship with CBI. According to the Pearson's correlation index, brand loyalty also has a positive and significant correlation with each of the antecedents of CBI with the exception of a negative correlation with brand-self similarity.

It was further revealed that the respondents are behaviourally loyal to their bank thereby advocating for it. This coincides with the findings by Stokburger-Sauer et al. (2012) that revealed advocacy as a consequence of identification.

6.3 Overall Implications

The findings from this study revealed the need and importance of creating a brand with which consumers can have an emotional connection. It is also evident that brand social benefits, brand warmth and brand experience are mainly driven by emotions (more affective) and these emotions are what drive identification with a brand and can create a strong differentiation in relation to other brands. Brand-self similarity did not reveal strong results in this study, however this is a key component and requirement in consumers connecting emotionally with a brand. Brand distinctiveness and brand prestige then form the consequences of the emotional connection consumers would leverage from the brand.

Keller (1993) noted that there is not much that differentiates banks from one another in terms of the services they offer, therefore it is imperative for banks to concentrate on developing a brand that consumers can enjoy and relate to. One way in which banks can truly differentiate themselves is through the level of their customer experience as services are more experience based. A memorable and impressive experience can positively impact the associations that consumers hold in memory regarding the bank.

The findings regarding brand distinctiveness and product category involvement revealed that consumers notice unique brands regardless of whether or not that brand

plays in a category they are interested in. This has an influence on the knowledge that consumers develop regarding the brand.

The findings of this study will greatly assist marketers within the banking sector to create strategies that are consumer centric and benefit the ever-changing need of the consumer. This will drive identification and thereby loyalty to the bank.

6.4 Recommendations

The research gap this study derived from was the lack of academic research on banks in South Africa and consumer behaviour. Previous research was conducted in the UK mainly and those conducted in South Africa were centred on private banking, however with no relation to consumer behaviour. As banks have found great difficulty in differentiating themselves based on their offering and services, they have mainly relied on customer satisfaction and loyalty (Levesque & McDougall, 1996). However, the factors that do drive loyalty within banks had not been identified. Therefore, this study could be relevant to marketing practitioners within the financial services industry on the factors that can drive identification, and further leading to loyalty.

As stated above, banks have had difficulty differentiating themselves, therefore from the research findings, it was clear that brand distinctiveness held a strong relationship with CBI and even when a consumer does not care much about a particular category, this variable still holds great value for a brand. Banks that strive to offer a unique selling proposition (USP) that offers clear benefits to the consumer can change the associations that consumers have in memory towards that bank and increase the chances that a consumer can relate to the brand and bank.

Humans are social beings and brands have been said to provide social meaning to consumers (Diamond et al., 2009). This is evident in the growing interest of reference groups and brand communities, as people want to engage and talk about things they care about with other people who have the same interest. The findings from the research highlighted this very point that people who are highly involved in the category, (which can refer to those in brand communities or reference groups) their social benefits and CBI becomes stronger. Banks need to find ways to engage with consumers on a social level and create those platforms that create a sense of

belonging, this will then create a sense of belonging to the bank leading to identification with the bank.

The concept of a memorable brand experience is an important one as it relates to the consumer and behavioural responses that are evoked by a brand, which has an impact on consumer loyalty and satisfaction. From the research findings, respondents did not rate the experience from their banks highly indicating a gap in this area. It is said that brands that can impart a positive experience on consumers are most likely to play an important role in the consumers' sense of self, as the interaction with the brand increases (Davis, 1979; Moore & Wilkie, 2005). It is crucial for banks to create lasting experiences that leave consumers with an experience that is forever etched in their memory. Brand experience also relates to the brand related stimuli of the product such as the slogan of the brand. From the findings, the least identified slogan score was ABSA at 50%, ABSA had the least number of respondents banking with them, it had the highest switched respondents and according to the brand satisfaction index (Table 1.1), it had the lowest score. This further supports the importance of a memorable brand experience which can form the basis of consumer behaviour i.e. brand choice.

The three antecedents identified as variables of importance for banks considers changing the associations that consumers have developed around banks. Through focusing on these variables as a start, perceptions about banks that consumers have held for so long could start to change, thereby generating value, leading to brand choice.

6.5 Suggestions for future research

The study focused on the five commercial banks in South Africa being FNB, Standard bank, ABSA, Capitec and Nedbank. Further research on private banks testing the same antecedents on CBI and loyalty to determine whether the same results would be achieved could be undertaken.

The study was restricted to the banking sector; a possible study could be on products, retail stores, or cell phone network providers. It can be argued that the relationship between the antecedents that scored negatively with CBI (brand-self similarity and brand warmth) could yield different results. A broader set of categories is needed to test this model.

Capitec bank is a bank that is the newest compared to the other four banks. When Capitec entered the market, they were positioned differently from how they are positioned currently. As such, a study on the effects of brand loyalty changes with the changing levels of brand associations for other banks could be considered.

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APPENDIX A – RESEARCH QUESTIONNAIRE

The University of the Witwatersrand

Wits Business School

Date: April 2018

Dear Sir/Madam

Questionnaire: The effect of brand Identification on Loyalty in South African banks

I am a postgraduate student at the Witwatersrand Business School and I am currently studying towards a Masters of Management in Strategic Marketing. The topic of my research is "The effect of brand identification on loyalty in South African banks"

The study seeks to firstly, gain an understanding of what drives identification and choice of banks in South Africa, and secondly, the influence on that identification on their loyalty to the bank.

I would like you to take part in my research by completing the questionnaire overleaf. Please note that your participation is completely voluntary, and you have the right to withdraw from the questionnaire at any time. This research is for academic purposes and the information contained will be kept strictly confidential.

The questionnaire will take approximately **10 minutes** to complete.

Your assistance in partaking in this research will be of great value. Should you have any queries please don't hesitate to email me on: 0705967x@students.wits.ac.za or alternatively you can contact my supervisor Dr Yvonne Saini on: yvonnesaini@wits.ac.za.

Yours Sincerely,

Katlego Monareng

SECTION 1: SCREENING QUESTIONS

Q1. Please indicate your age group

Please circle your response:

Below 18 years old	**1**	**Please note** that this questionnaire is only for individuals 18 years or older, you will **not** be able to continue with this survey.
18 – 24 years	**2**	
25 – 32 years	**3**	
33 – 39 years	**4**	
40 – 46 years	**5**	
47 years and older	**6**	

Q2. Do you currently reside in South Africa?

Please circle your response:

Yes	
No	**Please note** that this survey is only limited to those currently residing in South Africa, you will **not** be able to continue with this survey

Q3. Please indicate which bank you currently bank with (Primary account)

Please circle your response:

Standard Bank	**1**
ABSA	**2**
FNB	**3**
Nedbank	**4**
Capitec	**5**

Other	**6**	**Please note** that this survey is only limited to the five commercial banks of South Africa, you will **not** be able to continue with this survey

Q4. How long have you banked with your primary bank?

Please circle your response:

Yes	
No	**Please note** that this survey is only limited to South African residents, you will **not** be able to continue with this survey

SECTION 2: CONSUMER BRAND IDENTIFICATION

Consumer brand identification scale: Stokburger-Sauer et al. (2012)

The following questions will be based on your feelings to the bank that you've indicated you bank with – please answer openly and honestly.

Q5. I feel a strong sense of belonging to my primary bank

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q6. I identify strongly with my primary bank

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q7. My primary bank embodies what I believe in

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q8. My primary bank is like a part of me

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q9. My primary bank has a great deal of personal meaning to me

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q10. From memory, can you identify which slogan belongs to which bank?

Please circle the appropriate response:

	How can we help you?	**Making things happen**	**Prosper**	**Moving Forward**	**Bank better, Live better**
10a. Standard Bank	1	2	3	4	5
10b. FNB	1	2	3	4	5
10c. ABSA	1	2	3	4	5
10d. Capitec	1	2	3	4	5
10e. Nedbank	1	2	3	4	5

SECTION 3: ANTECEDENTS OF CONSUMER BRAND IDENTIFICATION

Identical scales of personality: (Sirgy & Danes, 1982)

The following questions will be based on the bank that you've indicated you bank with.

Brand –self similarity

Q11. My primary bank is:

Please circle the most appropriate response:

1	Down to earth	**9**	Reliable
2	Honest	**10**	Intelligent
3	Wholesome	**11**	Successful
4	Cheerful	**12**	Upper class
5	Daring	**13**	Charming
6	Spirited	**14**	Outdoorsy
7	Up to date	**15**	Tough
8	Imaginative		

Q12. I am:

Please circle the most appropriate response:

1	Down to earth	**9**	Reliable
2	Honest	**10**	Intelligent
3	Wholesome	**11**	Successful
4	Cheerful	**12**	Upper class
5	Daring	**13**	Charming
6	Spirited	**14**	Outdoorsy
7	Up to date	**15**	Tough
8	Imaginative		

Brand Distinctiveness

Brand distinctiveness scale: Bhattacharya & Sen (2003)

Q13. My primary bank has a distinctive identity

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q14. My primary bank is unique

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q15. My primary bank stands out from its competitors

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Brand Prestige

Brand Prestige scale: Bhattacharya & Sen (2003), Mael & Ashforth (1992)

Q16. My primary bank is very prestigious

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q17. My primary bank is one of the best banking brands

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q18. My primary bank is a first class, high quality banking brand

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Brand Social Benefits

Brand communities scale: McAlexander et al (2002)

Q19. My primary bank offers me the opportunity to socialise

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q20. I feel a sense of kinship (relationship) with other people who bank with the same primary bank as myself

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q21. I gain a lot from interactions with other customers of my primary bank

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q22. Being a customer of my primary bank makes me feel like I belong to a special group.

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Brand Warmth

Brand Warmth scale: Moore, Ratneshwar and Moore (2012)

Q23. My primary bank creates warm feelings among its customers

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q24. My primary bank is very loveable

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q25. My primary bank is more of an emotional brand rather than a rational brand.

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Brand Experience

Brand Experience scale: Gladden and Funk (2001)

Q26. I have a lot of memorable experiences with my primary bank

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q27. Thinking of my primary bank brings back good memories

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q28. I have fond memories of my primary bank

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Product Category Involvement

Product Category scale: Mittal & Lee (1988)

Q29. I am very interested in anything related to banks

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q30. The bank I bank with matters a lot to me

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q31. I see banks as an important part of my life

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

SECTION 4: CONSEQUENCES OF CONSUMER BRAND IDENTIFICATION

Brand Loyalty

Brand Loyalty scale: Brown et al (2005), Beatty et al (1988), Chaudhuri & Holbrook (2001), Coulter et al (2003)

Q32. Have you switched banks before?

Please circle your response:

Yes	**1**
No	**2**

Q33a. If yes, which bank did you previously bank with?

Please circle the appropriate response:

Standard Bank	**1**
ABSA	**2**
FNB	**3**
Nedbank	**4**
Capitec	**5**

Q34. I stick with my primary bank because I know it is the best bank for me

Please circle the appropriate response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q35. I like recommending my primary bank to other people

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q36. I love to talk about the good points of my primary bank to people I know

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q37. I have managed to convince other people to switch to my primary bank

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q38. I am very committed to my primary bank

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

Q39. I consider myself to be very loyal to my primary bank

Please circle your response:

1	2	3	4	5	6	7
Strongly agree	**Agree**	**Agree somewhat**	**Undecided**	**Disagree somewhat**	**Disagree**	**Strongly disagree**

SECTION 5: DEMOGRAPHIC VARIABLES

Q40. Please indicate your race

Please circle the appropriate response:

Black	**1**
White	**2**
Coloured	**3**
Indian	**4**
Other	**5**

Q41. Please indicate your gender

Please circle the appropriate response:

Female	**1**
Male	**2**
Other	**3**

Q42. Please indicate your regional location

Please circle your response:

Eastern Cape	**1**
Free State	**2**
Gauteng	**3**
KwaZulu Natal	**4**
Limpopo	**5**
Mpumalanga	**6**
Northern Cape	**7**
North West	**8**
Western Cape	**9**

THANK YOU FOR YOUR PARTICIPATION IN THIS ACADEMIC RESEARCH

APPENDIX B – PILOT STUDY

(Pilot Study)

****************Consumer Brand Identification*********

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.608
Bartlett's Test of Sphericity	Approx. Chi-Square	30.426
	df	10
	Sig.	.001

Communalities

	Initial	Extraction
Q5 I feel a strong sense of belonging to my Primary bank	1.000	.817
Q6 I identify strongly with my Primary bank	1.000	.770
Q7 My Primary bank embodies what I believe in	1.000	.857
Q8 My Primary bank is like a part of me	1.000	.142
Q9 My Primary bank has a great deal of personal meaning to me	1.000	.525

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.110	62.208	62.208	3.110	62.208	62.208
2	1.298	25.970	88.178			
3	.313	6.264	94.442			
4	.214	4.280	98.722			
5	.064	1.278	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q7 My Primary bank embodies what I believe in	.926
Q5 I feel a strong sense of belonging to my Primary bank	.904
Q6 I identify strongly with my Primary bank	.878
Q9 My Primary bank has a great deal of personal meaning to me	.724
Q8 My Primary bank is like a part of me	.376

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

****After removal of "Q8 My Primary bank is like a part of me"****

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.775
Bartlett's Test of Sphericity	Approx. Chi-Square	24.993
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
Q5 I feel a strong sense of belonging to my Primary bank	1.000	.860
Q6 I identify strongly with my Primary bank	1.000	.808
Q7 My Primary bank embodies what I believe in	1.000	.914
Q9 My Primary bank has a great deal of personal meaning to me	1.000	.432

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.015	75.368	75.368	3.015	75.368	75.368
2	.671	16.774	92.142			
3	.223	5.579	97.721			
4	.091	2.279	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
Q7 My Primary bank embodies what I believe in	.956
Q5 I feel a strong sense of belonging to my Primary bank	.927
Q6 I identify strongly with my Primary bank	.899
Q9 My Primary bank has a great deal of personal meaning to me	.658

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.886	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q5 I feel a strong sense of belonging to my Primary bank	10.82	14.764	.838	.818
Q6 I identify strongly with my Primary bank	10.18	14.764	.795	.837
Q7 My Primary bank embodies what I believe in	10.27	15.218	.902	.797
Q9 My Primary bank has a great deal of personal meaning to me	9.91	19.291	.501	.937

**********Brand Distinctiveness**********

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.543
Bartlett's Test of Sphericity	Approx. Chi-Square	10.137
	df	3
	Sig.	.017

Communalities

	Initial	Extraction
Q13 My Primary bank has a distinctive identity	1.000	.512
Q14 My Primary bank is unique	1.000	.715
Q15 My Primary bank stands out from its competitors	1.000	.878

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.105	70.157	70.157	2.105	70.157	70.157
2	.699	23.293	93.450			
3	.197	6.550	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q15 My Primary bank stands out from its competitors	.937
Q14 My Primary bank is unique	.845
Q13 My Primary bank has a distinctive identity	.716

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.742	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q13 My Primary bank has a distinctive identity	5.82	5.964	.458	.854
Q14 My Primary bank is unique	4.64	2.255	.700	.532
Q15 My Primary bank stands out from its competitors	5.18	2.564	.814	.312

**********Brand Prestige**********

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.741
Bartlett's Test of Sphericity	Approx. Chi-Square	17.327
	df	3
	Sig.	.001

Communalities

	Initial	Extraction
Q16 My Primary bank is very prestigious	1.000	.823
Q17 My Primary bank is one of the best banking brands	1.000	.841
Q18 My Primary bank is a first class, high quality banking brand	1.000	.889

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.553	85.101	85.101	2.553	85.101	85.101
2	.278	9.277	94.378			
3	.169	5.622	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q18 My Primary bank is a first class, high quality banking brand	.943
Q17 My Primary bank is one of the best banking brands	.917
Q16 My Primary bank is very prestigious	.907

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.898	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q16 My Primary bank is very prestigious	5.91	7.491	.787	.864
Q17 My Primary bank is one of the best banking brands	6.27	6.418	.806	.867
Q18 My Primary bank is a first class, high quality banking brand	6.55	8.873	.865	.836

**********Brand Social Benefits**********

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.528
Bartlett's Test of Sphericity	Approx. Chi-Square	58.510
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
Q19 My Primary bank offers me the opportunity to socialise	1.000	.902
Q20 I feel a sense of kinship (relationship) with other people who bank with the same Primary bank as myself	1.000	.960
Q21 I gain a lot from interactions with other customers of my Primary bank	1.000	.902
Q22 Being a customer of my Primary bank makes me feel like I belong to a special group.	1.000	.894

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.658	91.454	91.454	3.658	91.454	91.454
2	.213	5.324	96.778			
3	.123	3.073	99.851			
4	.006	.149	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q20 I feel a sense of kinship (relationship) with other people who bank with the same Primary bank as myself	.980
Q19 My Primary bank offers me the opportunity to socialise	.950
Q21 I gain a lot from interactions with other customers of my Primary bank	.950
Q22 Being a customer of my Primary bank makes me feel like I belong to a special group.	.946

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.967	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q19 My Primary bank offers me the opportunity to socialise	15.55	18.073	.912	.958
Q20 I feel a sense of kinship (relationship) with other people who bank with the same Primary bank as myself	15.36	16.055	.962	.943
Q21 I gain a lot from interactions with other customers of my Primary bank	15.09	18.491	.909	.960
Q22 Being a customer of my Primary bank makes me feel like I belong to a special group.	15.64	16.255	.906	.961

*************Brand Warmth**************

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.486
Bartlett's Test of Sphericity	Approx. Chi-Square	11.236
	df	3
	Sig.	.011

Communalities

	Initial	Extraction
Q23 My Primary bank creates warm feelings among its customers	1.000	.904
Q24 My Primary bank is very loveable	1.000	.643
Q25 My Primary bank is more of an emotional brand rather than a rational brand.	1.000	.571

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.118	70.602	70.602	2.118	70.602	70.602
2	.715	23.838	94.440			
3	.167	5.560	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q23 My Primary bank creates warm feelings among its customers	.951
Q24 My Primary bank is very loveable	.802
Q25 My Primary bank is more of an emotional brand rather than a rational brand.	.756

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.791	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q23 My Primary bank creates warm feelings among its customers	8.91	4.491	.849	.445
Q24 My Primary bank is very loveable	9.00	7.200	.573	.778
Q25 My Primary bank is more of an emotional brand rather than a rational brand.	7.91	7.291	.524	.823

***************Brand Experience***************

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.721
Bartlett's Test of Sphericity	Approx. Chi-Square	28.326
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
Q26 I have a lot of memorable experiences with my Primary bank	1.000	.941
Q27 Thinking of my Primary bank brings back good memories	1.000	.936
Q28 I have fond memories of my Primary bank	1.000	.826

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.704	90.117	90.117	2.704	90.117	90.117
2	.250	8.349	98.466			
3	.046	1.534	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q26 I have a lot of memorable experiences with my Primary bank	.970
Q27 Thinking of my Primary bank brings back good memories	.967
Q28 I have fond memories of my Primary bank	.909

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.944	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q26 I have a lot of memorable experiences with my Primary bank	9.00	7.600	.926	.885
Q27 Thinking of my Primary bank brings back good memories	9.00	8.000	.921	.891
Q28 I have fond memories of my Primary bank	9.45	8.273	.809	.976

**********Product Category Involvement**********

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.700
Bartlett's Test of Sphericity	Approx. Chi-Square	20.231
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
Q29 I am very interested in anything related to banks	1.000	.846
Q30 The bank I bank with matters a lot to me	1.000	.928
Q31 I see banks as an important part of my life	1.000	.825

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.598	86.602	86.602	2.598	86.602	86.602
2	.291	9.693	96.295			
3	.111	3.705	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q30 The bank I bank with matters a lot to me	.963
Q29 I am very interested in anything related to banks	.920
Q31 I see banks as an important part of my life	.908

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.917	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q29 I am very interested in anything related to banks	6.91	16.891	.814	.902
Q30 The bank I bank with matters a lot to me	7.82	14.364	.908	.818
Q31 I see banks as an important part of my life	8.18	13.564	.802	.920

**********Brand Loyalty**********

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.684
Bartlett's Test of Sphericity	Approx. Chi-Square	54.045
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
Q33 I stick with my Primary bank because I know it is the best bank for me	1.000	.525
Q34 I like recommending my Primary bank to other people	1.000	.878
Q35 I love to talk about the good points of my Primary bank to people I know	1.000	.820
Q36 I have managed to convince other people to switch to my Primary bank	1.000	.694
Q37 I am very committed to my Primary bank	1.000	.733
Q38 I consider myself to be very loyal to my Primary bank	1.000	.814

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.464	74.403	74.403	4.464	74.403	74.403
2	.632	10.533	84.936			
3	.565	9.422	94.358			
4	.265	4.423	98.781			
5	.046	.762	99.543			
6	.027	.457	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Q34 I like recommending my Primary bank to other people	.937
Q35 I love to talk about the good points of my Primary bank to people I know	.906
Q38 I consider myself to be very loyal to my Primary bank	.902
Q37 I am very committed to my Primary bank	.856
Q36 I have managed to convince other people to switch to my Primary bank	.833
Q33 I stick with my Primary bank because I know it is the best bank for me	.725

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.899	7

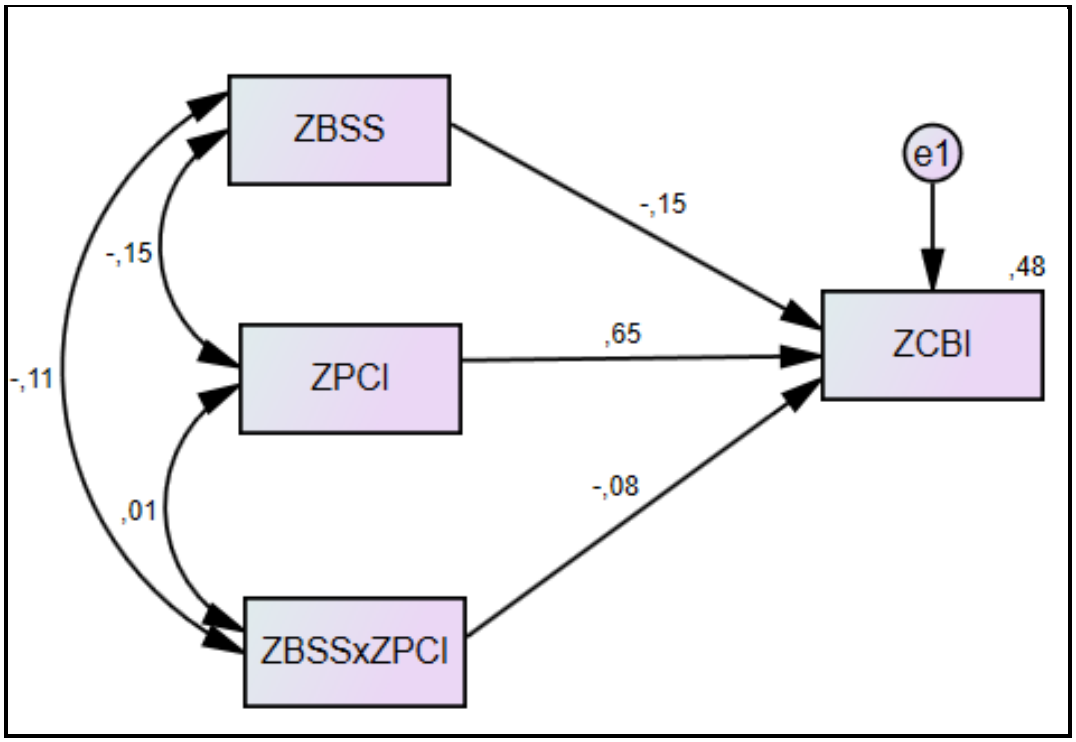
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q32a Which bank did you previously bank with?	23.20	50.200	.288	.925
Q33 I stick with my Primary bank because I know it is the best bank for me	23.00	51.000	.418	.911
Q34 I like recommending my Primary bank to other people	21.40	38.800	.850	.866
Q35 I love to talk about the good points of my Primary bank to people I know	21.60	39.300	.794	.873
Q36 I have managed to convince other people to switch to my Primary bank	20.40	43.800	.649	.890
Q37 I am very committed to my Primary bank	20.80	36.700	.963	.850
Q38 I consider myself to be very loyal to my Primary bank	20.80	36.700	.963	.850

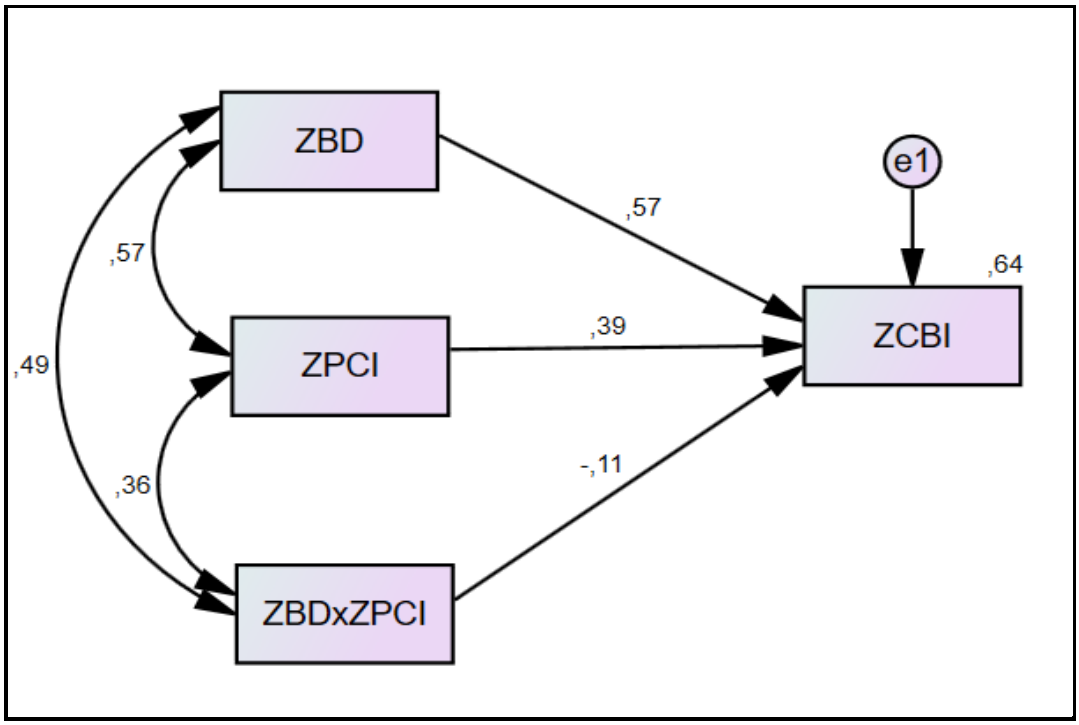
APPENDIX C – PATH DIAGRAM

(Final study)

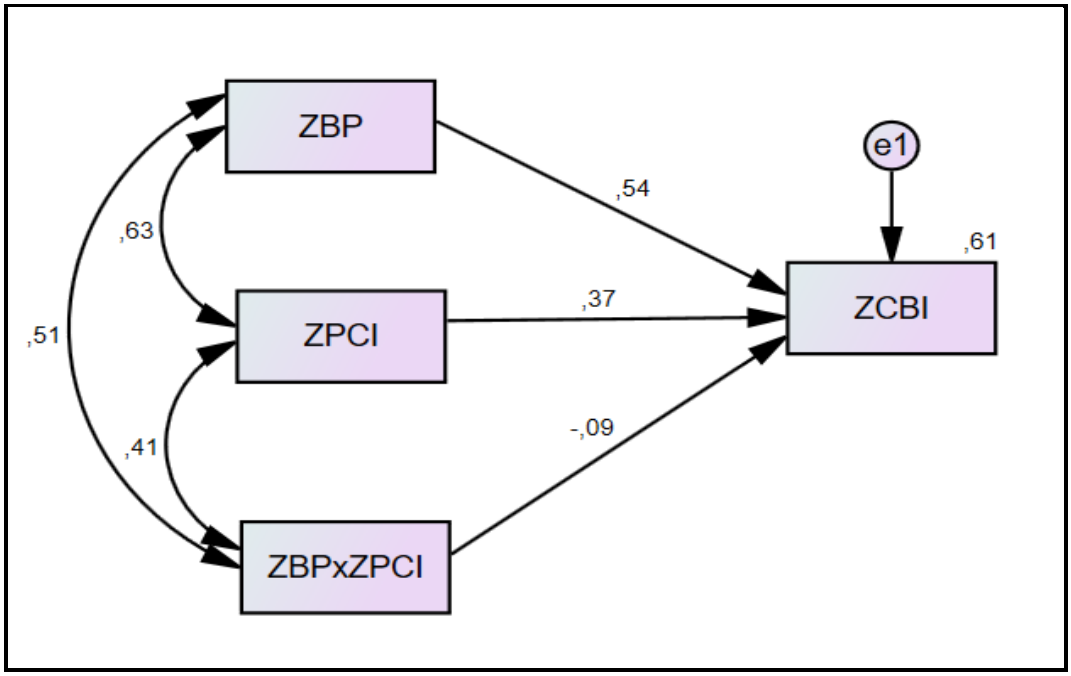
Path Analysis Results diagram:



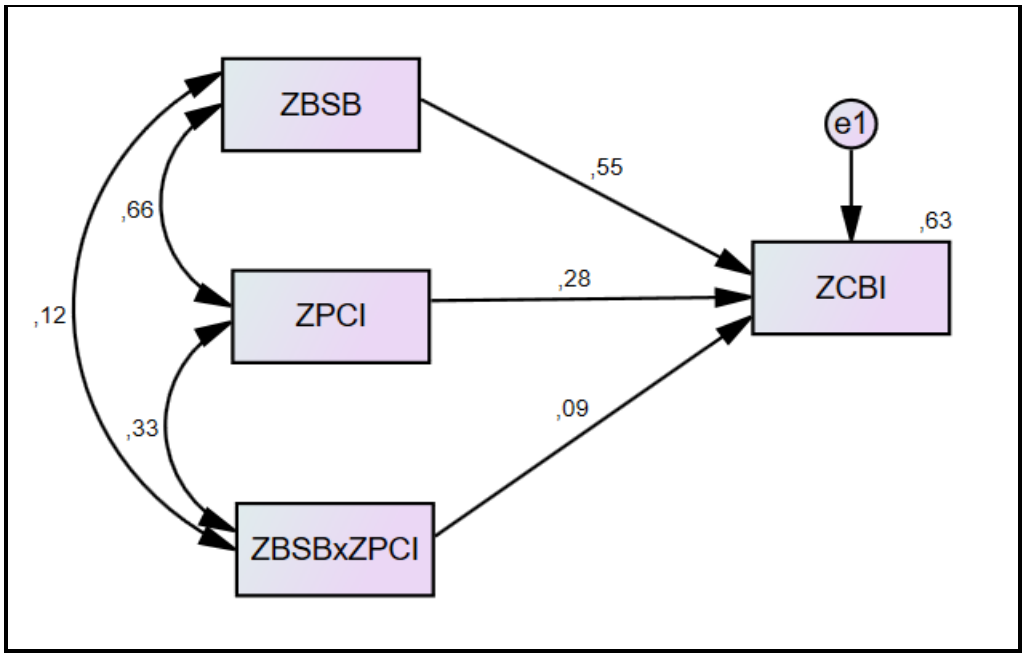
Path analysis: Standardised estimates - Consumer's involvement in the product category moderating the relationship between brand-self similarity and CBI



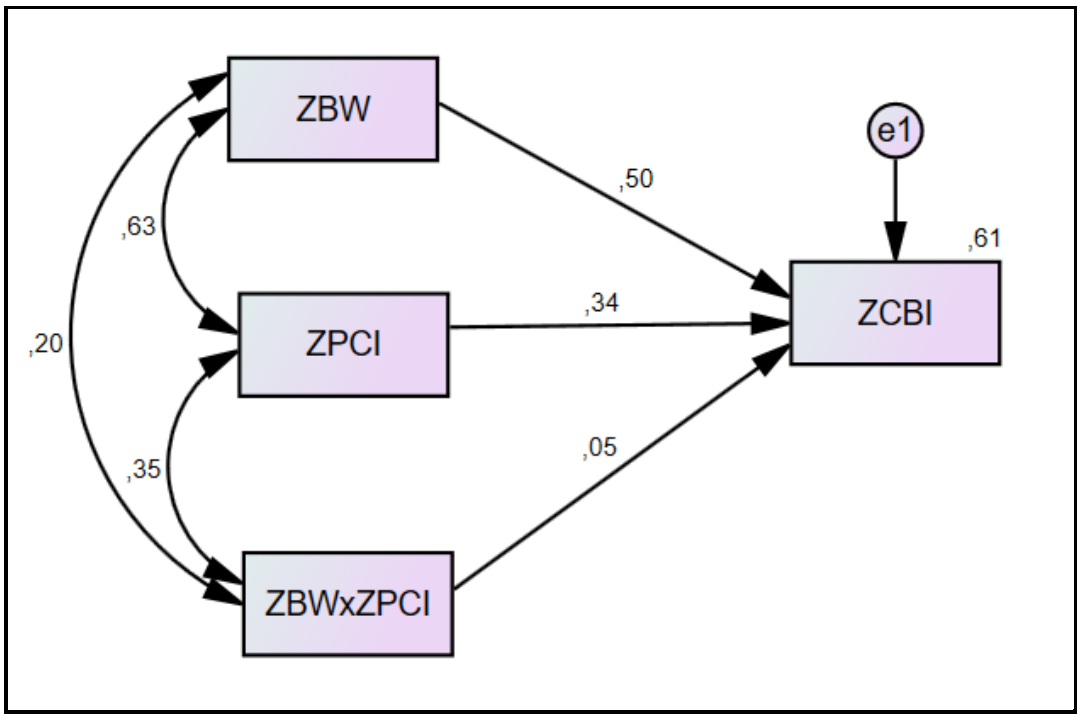
Path analysis: Standardised estimates - Consumer's involvement in the product category moderating the relationship between brand distinctiveness and CBI



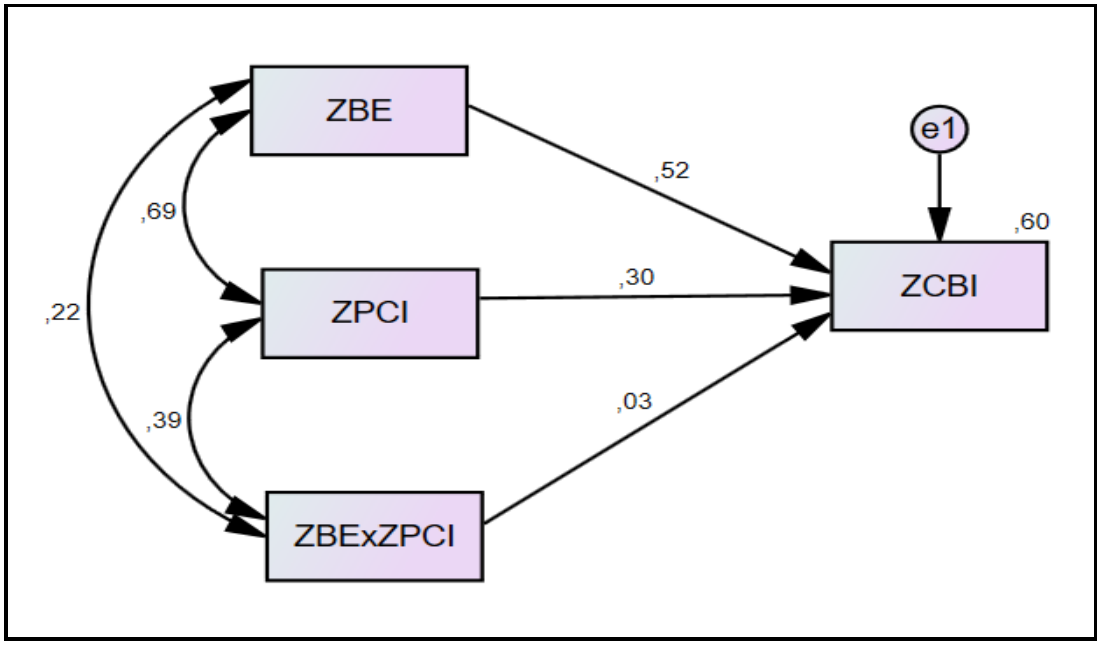
Path analysis: Standardised estimates - Consumer's involvement in the product category moderating the relationship between brand prestige and CBI



Path analysis: Standardised estimates - Consumer's involvement in the product category moderating the relationship between brand social benefits and CBI



Path analysis: Standardised estimates - Consumer's involvement in the product category moderating the relationship between brand warmth and CBI



Path analysis: Standardised estimates - Consumer's involvement in the product category moderating the relationship between brand experiences and CBI