Exploring customer-brand engagement: A holistic framework

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Abstract

Marketing research gives extensive attention to customer-brand engagement (CBE), reflecting its importance in affecting customer behaviour. Notwithstanding CBE being recognized as a key research priority, understanding of its links with customers’ attitudinal constructs remains to be established. Seeking to address this gap, this cross-sectional study proposes a holistic model to examine the relationships between such constructs associated with CBE, including enduring involvement, on-going search behaviour, online engagement behaviour and brand attitude.

This model is tested using data from 214 customers of a durable technology product, a smartphone, in Hong Kong, collected by using a self-administered online survey. Partial least squares – structural equation modelling (PLS-SEM) was used to analyse the data. The results show that enduring involvement and on-going search behaviour are key drivers in influencing CBE, which in turn enhances customers’ brand attitude. The research contributes to the extant literature by providing an understanding of how to strengthen CBE for durable technology products, such as smartphones.

Keywords: Customer-brand engagement; On-going search behaviour; Brand attitude; Enduring involvement; Hong Kong

1. Introduction

Customer-brand engagement (CBE) is an area of research attracting substantial interest in marketing (Dessart, 2017). Reportedly, engaged customers’ messages are 22 times more valuable than those firm-initiated messages, underlining the importance of understanding CBE (Harrigan et al., 2017). Indeed, more than 80 percent of marketers plan to engage customers by building the relationship with them
over the next 5 years, with the expectation to increase more than 40% visits per year to retail stores and 20% premium in terms of profitability (Pansari and Kumar, 2017). Given its importance, the Marketing Science Institute (MSI) considers CBE as a key research priority in marketing (MSI, 2018). Equally, marketers have made CBE as a central topic to their discussion, especially in understanding how CBE is formed, nurtured and sustained (Calder et al., 2016).

Research has acknowledged the importance of enduring customer involvement in building CBE (e.g. Harrigan et al., 2017; Hollebeek et al., 2014; Islam and Rahman, 2016a), because highly involved customers are more likely to exert greater cognitive efforts in searching for information on their interested brands through online platforms and media channels (Pritchard et al., 2007; Smith and Gallicano, 2015), resulting positive perceptions and loyalty intentions (Calder et al., 2016). Hence, marketers are increasingly investing resources to strengthen customers’ involvement level, aiming to heighten their on-going search behaviour and, in turn, develop CBE (Hollebeek et al., 2014; Keller, 2013; McCroll-Kennedy and Fetter, 2001).

Despite customer involvement being inextricably linked to CBE (Islam and Rahman, 2016b), the empirical evidence of how enduring customer involvement is associated with other customer attitudinal constructs driving CBE, including on-going search behaviour and online engagement behaviour, is yet to be examined. Notably, customers’ on-going search and online engagement behaviour is conceptualized as behavioural outcomes of involvement (Beatty and Smith, 1987; Harrigan et al., 2017), with these deemed to be critical in the brand-building process (Borghini et al., 2006; Hepola et al., 2017). Particularly, on-going search is a regular customer behaviour, one being positively associated with customers’ category knowledge, brand knowledge and affection, which is conceptually linked with CBE and brand attitude (Bloch et al., 1989). Similarly, online engagement behaviour represents customers’ intentions to visit and interact on online platforms, being regarded as a driver in building attitudinal loyalty intentions (Achen, 2016). Despite this importance, the holistic understanding of causal relationships between the aforementioned constructs is limited, resulting in gaps in the literature, and hence warranting further research to address them. The current research addresses these literature gaps by reviewing the literature underpinning the conceptual model, followed by the detailing of the methodology used. Next, the results are presented followed by their discussion, with the implications, limitations and future research directions concluding the paper.
2. Literature Review

2.1 Customer-brand engagement

Conceptualized as a psychological state that involves customers’ passion for the brand that arises associated with customer-brand relationship strength (Brodie et al., 2011), the importance of CBE is reflected in the scholarly attention devoted to it in the marketing literature (Dwivedi, 2015; Hollebeek et al., 2016; Van Doorn et al., 2010). The focus of CBE is on customers’ specific level of cognitive, emotional and behavioural activity during customers’ interactions with the brand (Hollebeek, 2011; Hollebeek et al., 2014), which are deemed to be critical in affecting customer behaviour (Bowden, 2009).

As a growing research area, the focus has been on the development of conceptual and empirical models to examine the operationalization that, whilst reflecting the multidimensional nature of CBE, incorporate its antecedents and consequences (e.g. Brodie et al., 2011; Dwivedi, 2015; Hepola et al., 2017; Van Doorn et al., 2010). Although numerous customer-focused factors, such as satisfaction (Van Doorn et al., 2010), customer experience (Mollen and Wilson, 2010), customer participation (Vivek et al., 2012) and domain-level (category) involvement (Dwivedi, 2015), have been identified as CBE antecedents, the nomological network of CBE is still in its nascent stage of development (Dwivedi, 2015). This is particularly true for the combined influence of consumers’ involvement level and on-going search behaviour on CBE, along with their impact on brand attitude, which is an under-researched area.

2.2 Enduring involvement

Widely acknowledged as one of the most important factors affecting customer behaviour, the concept of customer involvement has received scholarly attention as an important driver of CBE (e.g. Dwivedi, 2015; Hollebeek, 2011; Leckie et al., 2016). Enduring involvement (EI), the focus of this study, is the extent to which a focal object (e.g. smartphones) is viewed by individuals as a central, significant and engaging part of their lives (O’Cass, 2000; Zaichkowsky, 1985). We focus on EI due to its ongoing nature, with it representing the level of ongoing interest that provides both pleasure and hedonic benefits for customers (Hollebeek et al., 2014).

Arguably, highly involved customers are interested in the focal product or brand, hence enjoying greater hedonic benefits (Sullivan and Heitmeyer, 2008), which, in turn, lead to a favorable customer-brand relationship and brand loyalty (Kinard and Capella, 2006; VonRiesen and Herndon, 2011; Quester and Lim, 2003). Particularly, highly involved customers are likely to exert greater cognitive efforts in analyzing
information about a focal brand when the focal brand is perceived as relevant to them, reflecting a deeper level of brand-related cognitive elaboration (Hollebeek et al., 2014). Regarding domain-level (i.e. product category) involvement (as measured in this study), customers consider a product category (e.g. smartphones) as relevant, important and meaningful, with product-category involvement having been positively associated with consumer motivation to search for product information and be a driver of CBE (Dwivedi, 2015).

Similarly, highly involved customers are more likely to experience fun and with the brands they are involved with, because of the perceived relevance, creating positive experience (Harrigan et al., 2017), which results in higher levels of enthusiasm and subsequent development of affection (Vivek et al., 2012). Finally, highly involved customers behave differently by being more active in engaging with a brand, investing more intangible resources in providing positive feedback, and thereby forming more strongly committed attitudes toward the focal brand (France et al., 2016). In short, product involvement may lead to heightened consumer motivation and arousal, thereby driving CBE (Dwivedi, 2015). On this basis, we hypothesize that:

H1: Enduring involvement positively influences CBE.

2.3 On-going search behaviour

Conceptualized as search activities that are independent of purchase needs, on-going search behaviour is inextricably linked to customers’ involvement and brand knowledge (Bloch et al., 1989; Stevens and Rosenberger, 2012; Watchravesringkan and Yurchisin, 2007). On-going search refers to customers’ external search behaviour that occurs on a relatively regular basis, but which is not associated with the solving of a recognized and immediate purchase problem (Bloch et al., 1986). For example, customers’ on-going search behaviour may include subscribing to newsletters/magazines/blogs about their brand’s product category (e.g. smartphones, consumer technology), reading information from various media channels and customer reports (McColl-Kennedy and Fetter, 1999), along with reading online white papers, e-books or listening to podcasts on issues customers are passionate about (e.g. privacy), which are not brand specific (Barker et al., 2017). Indeed, customers are interested in ongoing search without demand for immediate purchase when they are interested or involved in a specific product category (Bloch et al., 1986; Stevens and Rosenberger, 2012). Arguably, highly involved customers are more likely to be active seekers of information about the interested product category, using media frequently.
to acquire newly information in order to be stay informed (Kerstetter and Kovich, 1997). In particular, highly involved customers are more likely to use a variety of media to search for further information on their interested brand’s category (Pritchard et al., 2007), such as reading T3, a magazine focused on the latest consumer technology, such as smartphones, smart watches and consumer electronics in general.

Thus, it is argued that involvement drives customers’ on-going search behaviour. This leads to the following hypothesis:

H2: Enduring involvement positively influences on-going search behaviour.

On-going search is regarded as a means by which customers acquire information from outside sources, thereby building customers’ category knowledge and brand knowledge in turn (Keller, 2013; McColl-Kennedy and Fetter, 1999). Arguably, when customers are interested in specific brands or products, they are willing to spend considerable resources to search for brand-related information from outside sources, such as advertisements, aiming at increasing their product expertise (McColl-Kennedy and Fetter, 2001). Customers may also engage in on-going search for its intrinsic satisfaction, due to getting pleasure from seeking information about the category of interest and their focal brand(s) as a result (Bloch et al., 1986). The heightened satisfaction is associated with positive affection (Bloch et al., 1986), which is deemed to be critical in building customers’ activation component of CBE (Hollebeek et al., 2014). Thus, it is argued that on-going search behaviour drives customers to exert more cognitive efforts in searching for brand-related information, building positive affection and thereby strengthening their intention to consider the focal brand as their primary choice. This leads to the following hypothesis:

H3: On-going search behaviour positively influences CBE.

2.4 Online engagement behaviour

Enduring involvement is also linked to customers’ online engagement behaviour and can shape how customers interact with brands through social media and websites (Harrigan et al., 2017). Online engagement behaviour refers to customers’ interaction and engagement with social-media sites or websites, such as visiting or downloading the pages and recommending the pages to their friends (Calder et al., 2009). Arguably, customers engage with online platforms to contribute content, create and combine content from multiple sources, aiming to obtain both information and entertainment (Bolton et al., 2013). Indeed, customers with heightened levels of involvement find higher levels of personal relevance being attached to the product, being more actively to visit the social media platforms and websites of the interested brands (Harrigan et
al., 2017). Notably, highly involved customers are more likely to invest more time and attention, aiming at interacting with peers on social-media brand communities (Smith and Gallicano, 2015). Thus, it is argued that enduring involvement drives customers’ online engagement behaviour. This leads to the following hypothesis:

H4: Enduring involvement positively influences online engagement behaviour.

Firms increasingly communicate information about brands through online marketing channels, including advertising on websites, sharing of firm-initiated content on social networking sites, such as YouTube, Instagram and Facebook, and creating blogger endorsements, all with the aim of building strong and favourable brand knowledge in customers’ minds (Keller, 2013; Phan et al., 2011). When customers are engaged in on-going search, they search for brand-related information from online platforms, such as brand-related advertisements on websites, user-generated content on forums and brand posts on Facebook, for example (Mangold and Faulds, 2009). In other words, customers visit brands’ websites and social-media platforms more intensively when they search for brand-related information on a regularly basis, thus justifying the expected positive relationship between on-going search behaviour and online engagement behaviour. This leads to the following hypothesis:

H5: On-going search behaviour positive influences online engagement behaviour.

2.5 Brand attitude

Conceptualized as customers’ overall evaluation of a brand that is based on favourable or unfavourable responses to brand-related beliefs (Murphy and Zajonc, 1993), brand attitude is an important component to be considered in relational exchanges as well as the brand-building process (Faircloth et al., 2001).

The marketing literatures posit that customers’ overall evaluation of a brand depends on the beliefs about brand attributes, such as durability, defects, features, performance and affects (Schivinski and Dabrowski, 2016). Indeed, studies reveal that strong brand awareness and positive brand associations have a positive impact on brand attitude (Keller, 2010). Arguably, when customers exert greater cognitive efforts in obtaining information related to the involved brands by engaging in on-going search, they are more likely to aware the attributes and benefits of the focal brands, and thereby strengthening brand attitude (Schivinskia and Dabrowski, 2016). Furthermore, when customers actively engage with the brand, they are more likely to have strong and positive emotion (affect) toward the brand, and thereby associating
positive characteristics with the focal brand (Hepola et al., 2017). Thus, we hypothesize that:

H6: On-going search behaviour positively influences brand attitude.

H7: CBE positively influences brand attitude.

Empirical studies recognize that customer-brand interaction is an influential source of brand-related information transmission (Cvijikj and Michahelles, 2013). In particular, Langaro et al. (2015) found that customers’ engagement with brands on social networking sites, including information-searching behaviour and sharing of brand related information with friends, was influential in building brand awareness and attitude. Such online engagement behaviour provides a common interest between customers and firms, which results in the subsequent development of brand affect (Chaudhuri and Holbrook, 2002; Vivek et al., 2012). Furthermore, online engagement behaviour has been found to be an important driver of customers’ loyalty intention to use the brand (Gummerus et al., 2012). Thus, we hypothesize that:

H8: Online engagement behaviour positively influences brand attitude.

3. Methodology

The data in this paper comes from part of a larger study into customer-brand engagement. A self-administered, online survey that took about 10 minutes to complete was used to collect the data. The target population for this study comprised a convenience sample of customers with a Facebook account in Hong Kong. Consistent with recent studies in branding and engagement (e.g. Hsu et al., 2018; Kudeshia and Kumar, 2017), we used smartphones as the focal product in this study. The survey questionnaire featured 7-point Likert scales (1 = strongly disagree, 7 = strongly agree), using measurement items adopted from previous studies concerning enduring involvement, on-going search behaviour, online engagement behaviour, CBE and brand attitude. Measurement of enduring involvement included two items adopted from O’Cass (2000), whilst online engagement behaviour included three items adopted from Achen (2016) and on-going search behaviour about smartphones included a single item adopted from Pritchard et al (2007). Following Dwivedi (2015), CBE was operationalized as a second-order, reflective-reflective construct, being measured by three first-order CBE dimensions of cognitive processing (three items), affection (four items) and activation (three items) using ten items adopted from Leckie et al. (2016). Lastly, brand attitude included three items adopted from Schivinski and Dabrowski (2016).
4. Results

4.1 Respondent profile

In this study, 214 usable responses were received from customers in Hong Kong who were over 18 years old and social-media users. The sample comprised 54% male (46% female) respondents, with ages ranging from 18 to 65 (mean = 31-35 years) and a large proportion aged between 18 and 35 (66.3%). Most respondents were university educated (46.7%), with a further 36% having completed other forms of tertiary education. Most respondents were typically engaged in full-time employment (72.4%). Regarding social-media usage, all respondents had experience in using social media and Facebook, with most respondents also using WeChat, Instagram and LinkedIn.

4.2 Data analysis

The analysis featured partial least squares-structural equation modelling (PLS-SEM) using SmartPLS v2.0 (Ringle et al., 2005), using the 5,000-bootstrap procedure. Data analysis featured two stages: assessing (1) the measurement (outer) model and (2) the structural (inner) model. For the measurement model, the individual item loadings (all $\geq .806$ and significant), Cronbach’s alpha and composite reliability were evaluated. As seen in Table 1, the results confirmed a good level of internal consistency. The convergent validity of the model was assessed using the Average Variance Extracted (AVE), with all AVE scores greater than the recommended .50 threshold. Discriminant validity was satisfied using the Fornell-Larcker (1981) criterion, with the AVE square roots larger than the corresponding construct correlations (Hair et al., 2014).

4.3 Inner (structural) model results

The hypotheses for the relationships posited in the conceptual model were examined by using the inner (structural) model results. The hypotheses were tested by examining the $t$-values, standardized coefficient beta values and coefficient of determination ($R^2$ value). A hypothesis was accepted when the $t$-value was larger than critical value (i.e. $t \geq 1.96$, $p \leq .05$), using a two-tailed test. To test the significance of both the measurement and structural model, the 5,000-bootstrap procedure was used (Hair et al., 2014). As presented in Figure 1, the results support seven of the eight hypotheses. The influence of enduring involvement on CBE ($\beta = .338$, $p = .000$), on-going search behaviour ($\beta = .433$, $p = .000$) and online engagement behaviour ($\beta = .258$, $p = .000$) is positive and significant. Thus, H1, H2 and H4 are supported. Additionally, the impact of on-going search behaviour on CBE ($\beta = .394$, $p = .000$) and online engagement
behaviour ($\beta = .335$, $p = .000$) is positive and significant. Thus, H3 and H5 are supported. However, the impact of on-going search behaviour on brand attitude ($\beta = .121$, $p = .098$) is marginally significant, partially supporting H6. Furthermore, the relationship between online engagement behaviour and brand attitude is also positive and significant ($\beta = .152$, $p = .027$), supporting H7. Lastly, CBE has strong and positive impact on brand attitude ($\beta = .425$, $p = .000$), supporting H8. Furthermore, the first-order loadings of the CBE dimensions were positive and significant for cognitive recognition ($\beta = .898$, $p = .000$), affection ($\beta = .947$, $p = .000$) and activation ($\beta = .901$, $p = .000$), supporting CBE’s modelling as a second-order construct.

The $R^2$ values were used to evaluate the conceptual model’s explanatory power (see Figure 1). The $R^2$ values for online engagement behaviour ($R^2 = .253$), on-going search behaviour ($R^2 = .187$), CBE ($R^2 = .385$) and brand attitude ($R^2 = .360$), along with an AVA (average variance accounted for) = .296, all of which exceed the recommended criterion benchmark of $R^2$ values in a model being greater than .10 (Chin, 1998), with a value of .20 considered high for customer-behaviour studies (Vock et al., 2013).

5. Concluding remarks

5.1 Theoretical implications

An increasing number of empirical studies have examined the antecedents and consequences of CBE (Dessart, 2017; France et al., 2016; Hepola et al., 2017). Yet, the nomological network CBE enmeshed is still in its nascent stage of development (Dwivedi, 2015). This study addresses this important gap in the literature by examining constructs associated with CBE that have not been empirically examined collectively, including enduring involvement, on-going search behaviour, online engagement behaviour and brand attitude, and in the Hong Kong context.

To this end, this study highlights the importance of customer involvement in customers’ behaviour. In particular, the findings demonstrate that enduring involvement has a positive influence on online engagement behaviour, on-going search behaviour and CBE, which is consistent to previous studies (e.g. Hollebeek et al., 2014; McColl-Kennedy and Fetter, 2001; Smith and Gallicano, 2015), justifying the importance of strengthening customer involvement in the brand-building process. Indeed, highly involved customers are prone to invest more efforts in searching information about their interested brands in various platforms, including websites, social media and other media channels (McColl-Kennedy and Fetter, 2001; Hollebeek et al., 2014), which, in turn, strengthens CBE and brand attitude.
Additionally, this study also highlights the role of on-going search behaviour in the brand-building process. Although on-going search has received attention in the marketing literature, its role in brand building has received limited attention. Crucially, this study provides some initial insights about the role of on-going search in the brand-building process, confirming that on-going search is influential in building online engagement behaviour and CBE. The results support the findings reported by Borghini et al. (2006), who reported a positive relationship between on-going search and customers’ brand knowledge. Accordingly, this result means that on-going search should be thought as a means of raising customers’ cognitive processing, affection as well as activation towards their focal brand (Merrilees, 2016).

Contrary to our expectations, on-going search behaviour had a marginally significant impact on brand attitude. This result can be explained by the mediating effect of CBE and online engagement behaviour (OEB) on the influence of on-going search behaviour (OSB) on brand attitude. Using the variance accounted for (VAF) technique (Hair et al., 2014), the VAF of CBE on the OSB → BATT path is .420, revealing that 42% of OSB’s effect on BATT is explained via CBE. A VAF larger than 20% and less than 80% indicates partial mediation (Hair et al., 2014), thus, CBE has a partial mediation effect on the influence of OSB on BATT. Similarly, the VAF of OEB on the OSB → BATT path is .705, showing that 70.5% of OSB’s effect on BATT is explained via OEB. Thus, OEB has a partial-mediation effect on the influence of OSB on BATT. The marginally significant path may reflect the growing importance of online sources, whereby customers largely seek online information, including firm-initiated and user-generated content available on websites and social media (Schivinski and Dabrowski, 2016). Compared with online engagement in consuming content available on websites and social media, on-going search by using firm initiated media may not be playing a major role in building brand attitude as previously could have been expected (Bruhn et al., 2012; Schivinski and Dabrowski, 2016). Instead, the findings suggest that in the current social-media environment and with OSB operating at the domain (category) level for non-brand-specific issues of interest (Barker et al., 2017), given the increased product/brand information provided by firms seeking to encourage CBE and increased user-generated content, OSB acts as a general motivator feeding into more brand-specific behaviour, i.e. CBE and OEB. For example, reading about smartphone technology advances (the category level) could motivate customers to see what developments are afoot with their brand.

Moreover, this study also provides empirical support for the role of online engagement behaviour in driving brand attitude. In other words, when customers are being active in searching for brand-related information and engaging with the brand via online platforms, they are more likely to have strong and positive brand perceptions in
their minds. This study additionally contributes to the marketing literature by empirically validating brand attitude as an outcome of CBE, further justifying the importance of CBE in the brand-building process.

5.2 Managerial implications

From a managerial point of view, this study suggests marketers should seek to motivate customers to get involved and engaged by using various means. Particularly, the findings reveal that enduring involvement is influential in encouraging on-going search behaviour, which, in turn, strengthens CBE and online engagement behaviour and brand attitude in turn. Thus, marketers should seek to heighten customers’ involvement levels by encouraging customer-brand interactions, which is not only useful in encouraging customers’ on-going search and online engagement behaviour, but also critical in strengthening CBE (Chu et al., 2018; Schmidt and Spreng, 1996).

Additionally, marketers should regard on-going search behaviour and online engagement behaviour as important strategies in brand building, along with CBE. Therefore, marketers are recommended to encourage customers’ on-going search behaviour (at the category level), which will aid the brand’s efforts to stimulate online engagement behaviour and CBE (at the brand level). For example, publishing white papers or e-books about emerging technological or social trends or concerns that are non-brand specific (i.e. at the category level) but of interest to customers (Barker et al., 2017), such as privacy and overuse of smartphones will increase opportunities for on-going search behaviours (Stevens and Rosenberger, 2012). Similarly, offering regular product and brand updates on online and other media platforms will increase opportunities for online engagement behaviours and CBE, which strengthen customers’ brand attitude in turn.

Finally, the collective influence of the drivers—including enduring involvement, online engagement behaviour and on-going search behaviour—on CBE was meaningful ($R^2 = .389$). Therefore, considering the synergistic interaction potential amongst the drivers, it is recommended that marketers need to invest more resources to motivate customers to get involved and hence strengthens their on-going search behaviour and online engagement behaviour.

5.3 Limitations and directions for future research

This study has certain limitations. First, the study is cross-sectional in nature and has been conducted in Hong Kong only, thus limiting its generalizability. Future research
should consider longitudinal studies as well as comparisons between countries with diverse cultures to enhance the generalizability of findings. Second, this study focused on smartphones only, a durable technology product, which may limit the findings’ applicability to other industries. Future research should replicate this study in other industries, such as service sector, to enhance the generalizability of the study’s findings.

6. References


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7. Appendices

Figure 1: Conceptual Model Results

Table 1: Construct correlation matrix and AVE

<table>
<thead>
<tr>
<th></th>
<th>V1</th>
<th>V2</th>
<th>V3</th>
<th>V4</th>
<th>V5</th>
<th>V6</th>
<th>V7</th>
<th>CR</th>
<th>Alpha</th>
<th>AVE</th>
<th>Square root of AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Enduring involvement</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.934</td>
<td>.858</td>
<td>.876</td>
<td>.936</td>
</tr>
<tr>
<td>2.</td>
<td>Online engagement behaviour</td>
<td>.404</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.890</td>
<td>.813</td>
<td>.731</td>
<td>.855</td>
</tr>
<tr>
<td>3.</td>
<td>On-going search behaviour</td>
<td>.433</td>
<td>.444</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>4.</td>
<td>CBE</td>
<td>.508</td>
<td>.534</td>
<td>.541</td>
<td>1</td>
<td></td>
<td></td>
<td>.958</td>
<td>.951</td>
<td>.694</td>
<td>.833</td>
</tr>
<tr>
<td>5.</td>
<td>Brand attitude</td>
<td>.456</td>
<td>.433</td>
<td>.418</td>
<td>.572</td>
<td>1</td>
<td></td>
<td>.899</td>
<td>.831</td>
<td>.749</td>
<td>.865</td>
</tr>
<tr>
<td>7.</td>
<td>Affection</td>
<td>.495</td>
<td>.460</td>
<td>.474</td>
<td>.947</td>
<td>.582</td>
<td>.779</td>
<td>1</td>
<td>.954</td>
<td>.935</td>
<td>.839</td>
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Note: NA = single item, therefore not applicable