

An Analysis Of The Effect Of Brand Dynamics Of Generation - Z Smart Phone Users On Brand Resonance



R. RAJA^{*1}, Dr. ANNAMALAI SOLAYAPPAN², Dr. JOTHI JAYAKRISHNAN³

¹Ph.D Research scholar (Part-time -Internal), Roll No: 1911120003, Department of Business Administration, Annamalai University. Email- rajareamails@gmail.com

²Assistant Professor & Research Supervisor, Department of Business Administration, (On Deputation from Annamalai University), Sri Subramaniya Swamy Government Arts College, Tiruttani, Tamilnadu, India-631209. Email: an.solayappan@gmail.com

³Professor, Department of Business Administration, Annamalai University. Email- jothijayakrishnan@gmail.com

Abstract

Now-a-days mobile phone have been used by people at all levels across the world. The mobile telecommunication sector has been an exceptional factor for economic growth in both developed and developing markets. It has been one of the important aspects for the development of information technology. So, this study attempts to analyze the effect of brand dynamics on brand resonance among the generation Z smart phone users. Descriptive type research has been applied. Questionnaire has been constructed to collect the primary data from the college students. Brand feel, brand think, brand sense, brand act, brand judgement, brand attachment and brand community are taken as independent variables and brand resonance is taken as dependent variable. The analysis is proceeded with the correlation test and multiple regression test. The results are presented with findings and suggestions. The findings depicted that brand think, brand act and brand sense are the strong predictors of brand resonance. Brand attachment, brand feel and brand judgement have negative effect on brand resonance.

Key words: Brand Dynamics, Brand Resonance, Smart Phones, Generation -Z Users

1.Introduction

Today's mobile phones technology introduces new senses of speed and connectivity to social life. If the fixed-line telephone has brought communication links into the work place and homes, the mobile phone put them straight into the hands of numbers and varieties of individuals. Customer acquisition is an important marketing strategy for the companies tends to have its focus from customer functional benefits to their experiences on brands. Customer experience is also suggested this important shift from brand benefits to brand experience. Thus, brand resonance and customer delight are also two important concepts in marketing (Vlachos and Tsamakos, 2011).

Today, Marketing has the new sense of satisfying customer needs and wants. It is implied that, if the companies want to gain long-term benefits from its customers, they have to understand marketing in the sense of satisfying customer needs. If the companies are able to satisfy the needs and expectations of its customers, then customers will repurchase the products or services of a particular company. After that, customers they exhibit loyalty towards the company, regardless of competitors efforts to distract customer attention towards them (Kotler and Armstrong, 2008).

Now-a-days, mobile phone has become an integral part of human life. In today modern life, mobile phone plays a predominant role. Because, Now-a-days mobile phone have been used by people at all

levels across the world. The mobile telecommunication sector has been an exceptional factor for economic growth in both developed and developing markets. It has been one of the important aspects for the development of information technology. Because of mobile phones, various businesses like hotels, services, travel and tourism, airlines, and many more has been positively flourished their businesses.

Hence, mobile services have become an indispensable part for the direct impact on the function of an economy (Deloitte, 2012). The growing obsession of youngsters with mobile phones, particularly smart phones is one of the potential for the mobile marketers to develop new phones with enhanced technology.

A brand is defined as a differentiating name and symbol (such as logo, sign, trademark or package design) intended to identify the goods or services of either one seller or a group of sellers and to distinguish those goods or services from both the consumer and the producer from rivals who would challenge to provide products that come out to be identical. Brands provide the basis upon which consumers can identify as well as differentiate and bond with a product or service or a group of products or services. From the consumer's point of view, a brand can be defined as the total accretion of all his/her experiences, and is built at all points of contact and relation with the consumer (Kapferer, 1992). A successful brand is an identifiable and

differentiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values as well as benefits which match their needs most narrowly as well as strongly.

Keller (2000) defined that the consumer brand-knowledge can be defined in terms of the personal meaning based on identity about a brand accumulated in consumer memory, that is, all explanatory and evaluative brand-related information. Different sources and levels of knowledge such as consciousness, attributes, benefits, images, thoughts, feelings, attitudes, and experiences get connected with a brand and its understanding by the consumer. The brand, in a sense, acts as a credible as well as transparent guarantee for any product or service, allowing the consumer visibly to identify and denote products that actually offer added value and benefit. Powerful brands provide long-term security and growth, higher sustainable profits, and amplified asset value for the reason that they accomplish competitive differentiation and identification, premium prices, higher sales volumes, economies of scale and reduced costs, and greater security of demand.

The Brand promise and commitment is the concentrate of the benefits or values (both functional and emotional) that consumers can anticipate to accept from experiencing a brand's products or services, which reflects the heart, soul and strength of the brand. Successful brands are those brands which become accustomed well to the environment and so that live on and boom in the long term instigate of competition they face.

2. Background of the Study

The past studies examined brand experience dimensions and investigated the relation between brand resonance and brand loyalty. Brand experience is composed of sensory, affective, behavioral and intellectual dimensions (Brakus, Schmitt and Zarantonello, 2009). Therefore, many papers employed a model to explore the effect of each dimension of brand experience and the relationship between brand resonance and brand loyalty. However, most studies focused on brand experience affecting customer satisfaction and loyalty and few to examine the effect of each brand experience dimensions on brand relationship. The study fills this gap and has two main contributions: one is how brand experience dynamics affect brand resonance among smart phone users and the other is how it benefits the development of brand loyalty. The aim is to get the brand noticed and thought of an option in most buying situations by most buyers. Additionally, having an extensive network in

memory also provides buyers with a sense of assurance that the brand will do the job. This provides the small secondary benefit that, when the brand is thought of, it is more likely to be chosen. This need to build and refresh salience puts into perspective traditional recommendations to differentiate the brand or to seek to persuade buyers that the brand is better than competitors. Consumers believe that such objectives are often misdirected and that they can distract from and even hamper salience-building activities. Marketing attention should instead focus on maintaining highly distinctive communication that cuts through and refreshes memory structures.

3. Research Problem

The relationship that consumers develop with brands has become a topic of increasing interest and attention in the marketing literature. This interest stems from general acceptance of relationship principles in product and service marketing, as well as practitioner acceptance of the evidence of relationship benefits (Fill.C, 1999). Several brand researchers have advanced ideas about how and why consumer-brand relationships develop (Aaker, 1997). Current literature review shows that there is a limited exploration of the area of consumer analysis of brand experience dynamics and resonance of smart phone users. Researchers claim that Generation Y has a unique attitude towards brands, which makes them interesting as a research target in the area of consumer brand relationships (Jurisic et al., 2010). Branding literature also provide limited factors affecting brand resonance about the reliable and validated scale for measuring brand resonance and its elements. Considering increases in competition among smart phone market and also growth new consumers, smart phone manufacturer seeks new ways to raise their selling abilities. The most popular trend is concentration on increasing purchases of existing customers through brand relationship. In this way, smart phone manufacturer must learn about customer performance, as this is important for in persuading customers to purchase companies' brands, which leads to purchase repetition (Aish et al., 2008).

4. Objective of the study

To analyze the relationship between brand experience dynamics and brand resonance among the generation Z smart phone users.

5. Hypothesis of the study

The brand experience dynamics of the generation smart phone users have significant relationship with the brand resonance.

6. Research Methodology

Type of Research

A research methodology is logical and systematic planning and directing of a research process to accomplish the goal of the study. This study used descriptive type of research.

Population

The population of the study is the college students who are using smart phones with minimum of 2 years' experience.

Sample Size

100 college students are approached for this study.

Study Variables

Brand dynamics such as brand feel, brand sense, brand think, brand act, brand judgement, brand attachments and brand community are taken as independent variables. Brand resonance is taken as dependent variable.

Research Tool

Survey method is taken as research tool for this study. The researcher constructed questionnaire for brand dynamics and brand resonance.

Data Collection

The data were collected with the help of questionnaire prepared for the present study from the college students. The college students were administered the individual questionnaire as they were regarded as the major source of information. After completion of the data collection, through checking of the data tabulation was done and further the field data were processed accordingly for statistical analysis.

Statistical Tools

For analyzing the data for this study, Pearson correlation test and Multiple regression analysis are used.

7. Results and Discussion

Table 1. Brand Feel and Brand Resonance

Brand Feel	Brand Resonance	
	r- Value	P-value
Emotions	0.702	0.001
Positive moods	0.525	0.001
Sentiments	0.626	0.001
Feel good	0.745	0.001

H₁: Brand Feel is having relationship with brand resonance of smart phone users.

Pearson correlation test was applied to verify the above stated hypothesis.

The result has been displayed in the table 1. The calculated r-values lie between 0.745 and 0.525. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is accepted. It is inferred that brand experience variable of brand feel is having significant relationship with consumers brand resonance of

smart phone users. From r-values, it is observed that the feeling good with the brand (0.745) and is found to have high relationship with brand resonance of the smart phone users followed by the brand triggers the positive moods of smart phone users (0.702), the sentiments of the users (0.626) and positive moods (0.525). Here the smartphone users feeling good of the brands of smartphones is having strong relationship with consumer brand resonance. However, the factor that the brand feel of positive moods in using the branded smart phones is having weak relationship with consumer brand resonance of smart phone users.

Table 2. Brand Sense and Brand Resonance

Brand Sense	Brand Resonance	
	r- Value	P-value
Strong impression on visual sense	0.810	0.001
Marketing activities engages the brand sense	0.732	0.001
Brand appeals	0.626	0.001

H₂: Brand sense is having relationship with brand resonance of smart phone users.

Pearson correlation test was applied to verify the above stated hypothesis.

The result is posted in the table 2. The calculated r-values lie between 0.810 and 0.626. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is accepted. It is inferred that brand dynamics variable

of brand sense are having the relationship with consumers brand resonance of smart phone users. From r-values, it is observed that the customers making strong impression on their visual senses is having strong (0.810) and positive relationship with brand resonance of customers followed by the brand engaging the senses in marketing activities (0.772)

and brand appealing to their senses (0.626). Here the brand making strong impression on visual senses is having strong relationship with consumer brand resonance. However, the brand sense factor of brand appealing to their senses is having weak relationship with consumer brand resonance of smart phone users.

Table 3. Brand Think and Brand Resonance

Brand Think	Brand Resonance	
	r- Value	P-value
Engage in across this brand	0.446	0.001
Brand curiosity	0.482	0.001
Brand imagination	0.426	0.001
Brand relationship	0.512	0.001
Brand image	0.875	0.001
Brand positivity	0.621	0.001
Social status	0.812	0.001

H₃: Brand think is having relationship with brand resonance of smart phone users.

Pearson correlation test was applied to verify the above stated hypothesis.

The result is posted in the table 3. The calculated r-values lie between 0.875 and 0.426. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is accepted. It is inferred that brand dynamics variable of brand think are having the relationship with consumers brand resonance of smart phone users. From r-values, it is observed that the brand being the part of their self-image (0.875) is having strong and positive relationship with brand resonance of customers followed by the brand is the part of social

circles fashion choices(0.812), brand positively affecting how other people perceive the customers(0.621), brand making them to think about relationship with others(0.512), brand stimulating their curiosity(0.482), brand creating lot of thinking among the customers(0.446) and brand stimulating their imagination and thinking(0.426). Here the brand thoughts of the brand being their part of self-image and brand being a part of social circle fashions choice are having strong relationship with consumer brand resonance. However, the brand thinks factor of brand stimulating their imagination and thinking is having weak relationship with consumer brand resonance of smart phone users.

Table 4. Brand Judgement and Brand Resonance

Brand Judgement	Brand Resonance	
	r- Value	P-value
Brand is overall good	0.725	0.001
I am pleased to be the customer of brand	0.584	0.001
My brand is superior compared to other brands	0.749	0.001
Brand is of good quality	0.513	0.001

H₄: Brand judgement is having relationship with brand resonance of smart phone users.

Pearson correlation test was applied to verify the above stated hypothesis.

The result is posted in the table 4. The calculated r-values lie between 0.749 and 0.513. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is accepted. It is inferred that brand dynamics variable

of brand judgement are having the relationship with consumers brand resonance of smart phone users. From r-values, it is observed that the brand judgement of brand being superior compared to other brands (0.749) is having strong and positive relationship with the brand resonance of the smart phone users followed by the brand being overall

good (0.725), the customer being pleased to be the customer of brand (0.584) and the customer feeling good of brand (0.549). Here the brand judgement of brand making the customers to think that their brand is superior to others is having strong

relationship with consumer brand resonance. However, the brand judgement factor of brand being of good quality is having weak relationship with the consumer brand resonance of smart phone users.

Table 5. Brand Attachment and Brand Resonance

Brand Attachment	Brand Resonance	
	r- Value	P-value
I really love mobile brand	0.628	0.001
I will really miss if smart phone particular brand is unavailable in the market	0.728	0.001
I feel good whenever I use branded phone	0.605	0.001
Brand is so special to me	0.712	0.001
Brand makes me happy	0.503	0.001
Brand gives me ultimate pleasure	0.518	0.001

H₅: Brand attachment is having relationship with brand resonance of smart phone users. Pearson correlation test was applied to verify the above stated hypothesis.

The result is posted in the table 5. The calculated r-values lie between 0.728 and 0.503. The P-values are found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is accepted. It is inferred that brand experience dynamics variable of brand attachment are having the relationship with consumers brand resonance of smart phone users. From r-values, it is observed that the brand attachment of customers feeling missed when there is unavailability of the particular brand

(0.728) is having strong and positive relationship with the brand resonance of the smart phone users followed by brand being so special to the customers (0.712) the customers really love mobile brand (0.628), feeling good whenever they use branded mobile phone (0.605), brand giving ultimate pleasure (0.518) and brand making the customers feel happy (0.503). Here the brand attachment of customers feeling really missing when there is unavailability of particular brand is having strong relationship with consumer brand resonance. However, the brand attachment factor of brand making the customers happy is having weak relationship with the consumer brand resonance of smart phone users.

Table 6. Brand Community and Brand Resonance

Brand Community	Brand Resonance	
	r- Value	P-value
I am really interested to talk about brands to others	0.756	0.001
Deeper connection with others who use same brand	0.682	0.001
I can identify the people who use the same brand	0.716	0.001
I feel proud to be the member of branded community officially	0.514	0.001
I will participate every year in smart phone event organized by smart phone companies	0.825	0.001

H₆: Brand community is having relationship with brand resonance of smart phone users.

Pearson correlation test was applied to verify the above stated hypothesis.

The result is posted in the table 6. The calculated r-values lie between 0.825 and 0.514. The P-values are

found to be 0.001, which are significant at one percent level. Hence, the stated hypothesis is accepted. It is inferred that brand dynamics variable of brand community are having the relationship with consumers brand resonance of smart phone users.

From r-values, it is observed that the brand community of customers participating in smart phone events organised by smart phone companies every year (0.825) is having strong and positive relationship with the brand resonance of the smart phone users followed by the customers really interested to talk about brand to others (0.756), customers identifying the people who use the same brand (0.716), customers having deeper connection with others who use the same brand (0.682) and customers feeling proud to be the member of

branded.

Community (0.514). Here the brand community of customers attending smart phone events organized by the smart phone companies every year is having strong relationship with consumer brand resonance. However, the brand community factor of customers feeling proud to be the member of branded community officially is having weak relationship with the consumer brand resonance of smart phone users.

Table 7. Effect of Brand Dynamics of Smart Phone users on Brand Resonance

Model Summary	Predictors	Unstandardized		Standardized	t-value	P-value
		B	Std. Error	Beta		
R=0.957 R²=0.915 Adj R²=0.914 F=298.969 P=0.001*	(Constant)	3.523	0.157	--	22.417	0.001
	Brand Feel	-0.282	0.019	-0.365	-14.592	0.001
	Brand Sense	0.707	0.114	0.404	6.207	0.001
	Brand Think	1.597	0.076	1.188	21.067	0.001
	Brand Act	1.076	0.093	0.768	11.619	0.001
	Brand Judgment	-0.099	0.042	-0.086	-2.379	0.018
	Brand Attachment	-0.287	0.069	-0.209	-4.164	0.001
	Brand Community	0.994	0.083	0.937	12.040	0.001

H₇: Brand dynamics variables influence the brand resonance among the smart phone customers. In order to examine the above stated hypothesis, linear regression is applied. Here, Brand dynamics variables have been taken as influencing variables. Brand resonance has been taken as a dependent variable. Further linear regression analysis has been carried out. The result is displayed in the table 7. From the regression model summary result, the calculated adjusted R² value is found to be 0.914. Corresponding F-value is 298.969, which is significant at one percent level (0.001). It shows that regression model is fit. From this information, it is inferred that independent variables such as brand feel, brand sense, brand think, brand act, brand judgment, brand attachment and brand community variables are influencing the brand resonance of smart phones customers. Where, adjusted R² value indicates that the brand experience dynamic factors significantly influence the brand resonance of smart phones users at 91.4 percent level. Further the regression coefficient value indicates the strength of 91 percent relationship between the independent variables and dependent variable. This is expressed by the following equation:

Brand resonance = constant (3.523) + brand community (0.994) + brand sense (0.707) + brand act (1.076) + brand think (1.597) - brand judgment (0.099) - brand attachment (0.287) - brand feel

(0.282).

From the regression equation, it is inferred that brand community, brand sense, brand act and brand think are positively influencing the brand resonance of the smart phone users. But, brand judgment, brand attachment and brand feel negatively influence the brand resonance of smart phone users. Further in the regression equation, the unstandardized beta coefficient explains the relative importance of each independent variable on the dependent variable. From the beta value, it is inferred that to have one unit increase or decrease in the rapport on brand dynamic experience of customers of smart phone users. To have one unit increase in the brand resonance of brand think of smart phone users are influenced at 1.597 level, while other features remain constant. Similarly, to have one unit increase of brand resonance of customers, the brand community is influenced at 0.994 level and brand sense is influenced at 0.707 level. Here, to have one unit decrease of brand resonance, brand judgement is affected at 0.099 level. Similarly, brand attachment is affected at 0.287 level and brand feel is affected at 0.282 level.

It is inferred that the brand community, brand sense and brand act are the factors positively influencing the brand resonance of smart phone users and the factors brand attachment, brand judgement and brand feel are negatively influencing the brand

resonance of smart phone users.

8. Findings and suggestions

The smart phone users feeling good of the brands of smartphones is having strong relationship with consumer brand resonance. However, the factor that the brand feels of positive moods in using the branded smart phones is having weak relationship with consumer brand resonance of smart phone users and hence the positive motivation quotes can be used to enhance the positivity in brands.

The brand making strong impression on visual senses is having strong relationship with consumer brand resonance. However, the brand sense factor of brand appealing to their senses is having weak relationship with consumer brand resonance of smart phone users. So focusing on relatable branding and building strong relation through user generated content may be increased to increase the job resonance.

The brand thoughts of the brand being their part of self-image and brand being a part of social circle fashions choice are having strong relationship with consumer brand resonance. However, the brand think factor of brand stimulating their imagination and thinking is having weak relationship with consumer brand resonance of smart phone users and hence focusing on creating deep and meaningful connections with the customers is necessary to deliver the exceptional value and unique experiences.

The brand judgement of brand making the customers to think that their brand is superior to others is having strong relationship with consumer brand resonance. However, the brand judgement factor of brand being of good quality is having weak relationship with the consumer brand resonance of smart phone users and so building trust through consistency and authenticity may increase the brand resonance.

The brand attachment of customers feeling really missing when there is unavailability of particular brand is having strong relationship with consumer brand resonance. However, the brand attachment factor of brand making the customers happy is having weak relationship with the consumer brand resonance of smart phone and so engaging and interacting with customers by valuing their inputs make customers feel a personal connection to the brands journey.

The brand community of customers attending smart phone events organized by the smart phone companies every year is having strong relationship with consumer brand resonance. However, the brand community factor of customers feeling proud to be the member of branded community officially is having weak relationship with the consumer brand resonance of smart phone users and hence building

emotional connection by telling stories and creating a sense of community that aligns with the customer needs may enhance the brand resonance.

The brand community, brand sense and brand act are the factors positively influencing the brand resonance of smart phone users and the factors brand attachment, brand judgement and brand feel are negatively influencing the brand resonance of smart phone users. Hence by fostering a strong brand identity and becoming a trusted leader through valuable content and by ultimately building loyalty and positive associations these factors may significantly influence the brand resonance.

9. Conclusion

This study examines the relationship of various factors of brand dynamics towards Brand resonance of mobile phones. As competition gets more concentrated, managers face challenges in blending their brands with the changed expectations of the consumers. Excellent brand dynamics factors help the consumers enhance the brand resonance of the mobile phone. It is possible to conclude that the brand dynamic factors are important when building relationships with mobile phone consumers. Different brand resonance aspects can be built using different kinds of experiences. As brand resonance is the highest level of brand building and a strong brand name gives a competitive advantage for companies, understanding how it is possible to build resonance can be used to improve the performance of mobile phone industries.

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