THE ROLE OF CUSTOMER PARTICIPATION AND BRAND ENGAGEMENT IN ENHANCING BRAND LOYALTY IN DIGITAL ENVIRONMENTS

by

ARUSHI SATIJA

DISSERTATION

Presented to the Swiss School of Business and Management Geneva

In Partial Fulfillment

Of the Requirements

For the Degree

DOCTOR OF BUSINESS ADMINISTRATION

SWISS SCHOOL OF BUSINESS AND MANAGEMENT GENEVA

JULY, 2025

THE ROLE OF CUSTOMER PARTICIPATION AND BRAND ENGAGEMENT IN ENHANCING BRAND LOYALTY IN DIGITAL ENVIRONMENTS

by

ARUSHI SATIJA

Supervised by

DR. KUNAL GAURAV

APPROVED BY

Anna Provodnikova, PhD

Dissertation chair

RECEIVED/APPROVED BY:

Renee Goldstein Osmic

Admissions Director

Acknowledgements

This thesis is first and foremost dedicated to the Almighty, whose grace, wisdom, and unwavering support have sustained me throughout this academic journey. The successful completion of this work would not have been possible without his guidance and blessings.

I wish to express my sincere and profound gratitude to my mentor, Dr. Kunal Gaurav, for his consistent support, expert supervision, and constructive feedback. His invaluable guidance has been pivotal in shaping the direction and quality of this research.

I am equally grateful to the members of my doctoral committee for their insightful suggestions, academic expertise, and encouragement, all of which have greatly enhanced the depth and rigor of this study.

This work is dedicated to my family, whose steadfast support has been instrumental in the completion of this milestone. I am especially thankful to my parents, who have instilled in me the values of education, perseverance, and integrity, whose unwavering belief in my abilities has provided constant motivation.

I would also like to acknowledge the support and camaraderie of my colleagues and fellow researchers. Their collaboration and shared knowledge have contributed meaningfully to both the academic and personal aspects of this journey.

My appreciation is extended to the Swiss School of Business and Management, Geneva for providing the academic environment, institutional support, and resources necessary for the successful execution of this research.

Finally, I extend my heartfelt thanks to all individuals - whether directly or indirectly involved, whose contributions, encouragement, and assistance have played a role in the completion of this thesis.

ABSTRACT

THE ROLE OF CUSTOMER PARTICIPATION AND BRAND ENGAGEMENT IN ENHANCING BRAND LOYALTY IN DIGITAL ENVIRONMENTS

<ARUSHI SATIJA>

<2025>

Dissertation Chair: <Chair’s Name>

Co-Chair: <If applicable, Co-Chair’s Name>

In the fast-evolving scenario of digital marketing, insight into consumer-brand interaction dynamics has become pivotal for sustaining competitive advantage. This study examines customer participation, brand engagement, and brand loyalty relationships of digitally active consumers in the Delhi NCR region. As digital platforms grow to become an integral portion of brand communication/customer experience, an examination of how consumer behaviors in these spaces translate into long-term brand relationships becomes essential.

The study adopts a quantitative methodology rooted in deductive reasoning and a descriptive-correlational approach in testing hypothesized relationships among the proposed key variables. Data collection was done through a structured online survey conducted with consumers in the past 6 months, in which communication with the brands was done in the digital settings, including social media, e-commerce sites, and online communities. With the purposive and snowball sampling procedures, approximately 300–400 respondents were targeted in order to meet the inclusion criteria established as pertinent to the objective of this study. The final data set was of 391 respondents that was used to conduct the analysis.

Descriptive statistics were used on the primary data to describe the characteristics and behavioral patterns of respondents, while inferential methods, including correlation and

regressions, were used to measure the strength and direction of relationships among the constructs. The study found significant positive correlations between customer participation and brand engagement, and between brand engagement and brand loyalty. Regression analysis also confirms that brand engagement and customer participation have a significant impact on brand loyalty.

The contributions of this study are theoretical and practical, having provided empirical evidence on the need to involve customers in digital brand activities to increase engagement and loyalty over the longer haul. This paper offers marketers and brand managers useful insights as they seek to engage digitally. The research furthers contextual relevance within the growing body of literature on digital consumer behavior in emerging economies with the lens of a major urban digital hub, Delhi NCR.

TABLE OF CONTENTS

List of Tables viii

List of Figures x

CHAPTER I: INTRODUCTION 1-16

1.1 Relevant Background 1
1.2 Problem Statement 3
1.3 Significance of the study 5
1.4 Research Purpose and Questions 7
1.5 Limitations and delimitations 8
1.6 Definition of terms 13
1.7 Summary 16

CHAPTER II: REVIEW OF LITERATURE 17-50

2.1 Introduction 17
2.2 Customer Participation 18
2.3 Brand Engagement 22
2.4 Brand Loyalty 24
2.5 Customer Participation and Brand Loyalty 28
2.6 Brand Engagement and Brand Loyalty 36
2.7 Customer Participation, Brand Engagement and Brand Loyalty 42
2.8 Proposed Conceptual framework 48
2.9 Summary 50

CHAPTER III: RESEARCH METHODOLOGY 51-66

3.1 Introduction 51
3.2 Research Design 52
3.3 Research Approach 54
3.4 Sampling Plan 55
3.5 Sources of data 57
3.6 Questionnaire development 60
3.7 Data Collection 61
3.8 Data Analysis 63
3.9 Summary 66

CHAPTER IV: DATA ANALYSIS 67-106

4.1 Introduction 67
4.2 Reliability analysis 67
4.3 Organization of data analysis 68

4.4 Results of Correlation analysis 80
4.5 Results of Regression analysis.. 84
4.6 Summary.. 106

CHAPTER V: DISCUSSION, IMPLICATIONS AND CONCLUSION 107-125

5.1 Introduction... 107
5.2 Summary of findings... 107
5.3 Implications of the study... 116
5.4 Recommendations... 122
5.5 Conclusion 125

APPENDIX A SURVEY COVER LETTER 126

APPENDIX B QUESTIONNAIRE.. 127-134

REFERENCES 135-143

LIST OF TABLES

Table 4.2.1 Reliability values 68
Table 4.3.1 Descriptive of demographics 69
Table 4.3.2 Age of respondents 70
Table 4.3.3 Gender of respondents 71
Table 4.3.4 Marital Status of respondents 72
Table 4.3.5 Educational Qualification of respondents 73
Table 4.3.6 Frequency of Brand Interaction of respondents 74
Table 4.3.7 Social Media Usage of respondents 75
Table 4.3.8 Descriptive analysis of Customer Participation 77
Table 4.3.9 Descriptive analysis of Brand Engagement 78
Table 4.3.10 Descriptive analysis of Brand Loyalty 79
Table 4.4.1 Results of Correlation Analysis 81
Table 4.5.1 Model Summary (CP and BL) 84
Table 4.5.2 ANOVA Table (CP and BL) 85
Table 4.5.3 Coefficient Table (CP and BL) 85
Table 4.5.4 Model Summary (CP and AL) 86
Table 4.5.5 ANOVA Table (CP and AL) 86
Table 4.5.6 Coefficient Table (CP and AL) 87
Table 4.5.7 Model Summary (CP and BHL) 88
Table 4.5.8 ANOVA Table (CP and BHL) 88
Table 4.5.9 Coefficient Table (CP and BHL) 89
Table 4.5.10 Model Summary (CP and CL) 90
Table 4.5.11 ANOVA Table (CP and CL) 90
Table 4.5.12 Coefficient Table (CP and CL) 91
Table 4.5.13 Model Summary (BE and BL) 91
Table 4.5.14 ANOVA Table (BE and BL) 92
Table 4.5.15 Coefficient Table (BE and BL) 92
Table 4.5.16 Model Summary (BE and AL) 93
Table 4.5.17 ANOVA Table (BE and AL) 93

Table 4.5.18 Coefficient Table (BE and AL) 94
Table 4.5.19 Model Summary (BE and BHL) 94
Table 4.5.20 ANOVA Table (BE and BHL) 95
Table 4.5.21 Coefficient Table (BE and BHL) 95
Table 4.5.22 Model Summary (BE and CL) 96
Table 4.5.23 ANOVA Table (BE and CL) 96
Table 4.5.24 Coefficient Table (BE and CL) 97
Table 4.5.25 Model Summary (BEP and AL) 97
Table 4.5.26 ANOVA Table (BEP and AL) 98
Table 4.5.27 Coefficient Table (BEP and AL) 99
Table 4.5.28 Model Summary (BEP and BHL) 100
Table 4.5.29 ANOVA Table (BEP and BHL) 100
Table 4.5.30 Coefficient Table (BEP and BHL) 101
Table 4.5.31 Model Summary (BEP and CL) 102
Table 4.5.32 ANOVA Table (BEP and CL) 102
Table 4.5.33 Coefficient Table (BEP and CL) 103
Table 4.5.34 Model Summary (CP, BE and BL) 104
Table 4.5.35 ANOVA Table (CP, BE and BL) 104
Table 4.5.36 Coefficient Table (CP, BE and BL) 105
Table 5.1 Summary of objective 1 108
Table 5.2 Summary of objective 2 112
Table 5.3 Summary of Objective 3 115

LIST OF FIGURES

Figure 2.1 Showing the Schema of Literature Review 17
Figure 2.2 Conceptual Framework 49
Figure 4.1 Age distribution 71
Figure 4.2 Gender distribution 72
Figure 4.3 Marital status distribution 73
Figure 4.4 Educational Qualification distribution 74
Figure 4.5 Frequency of Brand Interaction 75
Figure 4.6 Frequency of Social Media Usage 76

CHAPTER I
INTRODUCTION

1.1. Relevant Background

Increasing digitalization transforms customer-brand relationship dynamics. In this evolutionary era, earlier models of brand loyalty that were product-satisfaction and passive-consumer-dominated models have started to fade away to make room for vibrant and precise participation frameworks (Brodie et al., 2013). These transformations incorporate two interconnected constructs, customer participation and brand engagement. Both constructs represent vital parts in developing brand loyalty in the digital environment.

Customer participation describes the active engagement of consumers in all the processes of value creation-from product conception to marketing communication (Prahalad & Ramaswamy, 2004). Digital media such as social media, online communities, and co-creation forums have dramatically decreased the barriers for participation and made it really simple for consumers to participate with brands. If customers are enabled to offer their input, according to research findings, they establish connection with the brand at an emotional and progressively stronger level, resulting in greater loyalty (Nambisan & Baron, 2007).

With customer engagement, brand engagement is another major individual attribute, defined as 'the investment of the customer in his brand interaction-cognitive, emotional, and behavioral-as a vital determinant of loyalty in the digital space' (Hollebeek, 2011). Engaged clients repeat their purchases most frequently, become brand advocates, promote positive word-of-mouth creations, and influence others' perceptions of the brand (Dessart, Veloutsou, & Morgan-Thomas, 2015). Digital experience provides immediate, personalized, and two-way interaction-a feature that has been less experienced in traditional marketing.

By combining customer participation with brand engagement, one has created an upward-building cycle that nurtures deep-rooted brand loyalty. When customers participate, they are observed to experience more customer engagement, which turns into customer loyalty and commitment (Brodie et al., 2011). The experiential and communal form of online platforms is likely to cultivate an affinity and sense of belonging to the brand and further embed loyalty behaviors (Muniz & O'Guinn, 2001).

New technologies also paved way in increasing efficiency when it comes to customers and their ways of engaging and supporting a business. AI, machine learning, and data analytics make it possible for brands to extend customer experiences that meet customers' needs more appropriately. These technologies help the brands in anticipating the needs of people, making the interaction fluid, and also fostering loyalty by consistent, meaningful participation.

Currently, consumer-brand relationships are drastically changing. Brand loyalty was previously dependent on product quality, pricing mechanisms, or customer satisfaction; those classical determinants are now replaced by those made interactive and participatory through various avenues opened by the internet. Social media, mobile applications, and online communities encourage consumers to become more active and participate in stimulating an environment where brand participation and engagement become a decisive factor towards brand loyalty.

Customer Participation means active engagement of customers in brand activities, such as co-creation of content, feedback, or participation in brand communities. These participatory behaviors would lead customers to feel ownership and personal connection with the brand, which would help develop loyalty. For instance, Solem (2016) posits that customer participation can enhance their satisfaction and loyalty with a brand, that it is likely to improve where customers were appreciated by the brand. On the contrary, Brand Engagement relates to cognitions, feelings, and actions, which a consumer exercises in their relationship with a particular brand.

In such circumstances, consumers can be said to be loyal through repeat purchases and advocacy for that particular brand. Thus, Brodie et al. (2011) define brand engagement as a multidimensional construct playing a vital role in formulating and developing consumer-brand relationships in an online world.

Participation and engagement effectively cover the relationship because it mostly works in a digital environment. All these would amplify participation and engagement, thus making them more pronounced on the effects of brand loyalty. Tuti and Sulistia (2022) also discovered that engagement level of customers had a significant effect on loyalty for the brand through customer satisfaction and brand trust.

Usually, with these elements being recognized by researchers, a gap still exists the literature on how these constructs affect brand loyalty in digital environments. Most studies would either study customer participation or brand engagement on their own; few analyze both in synergy. Filling that gap would go a long way in providing a complete picture of how brand loyalty is constructed in the age of digitalization.

The objective, therefore, is to ascertain the individual and combined effects of customer and engagement regarding brand loyalty in digital settings. The relationships between the two will form the very basis of the study and will culminate in practical applications for digital marketing strategies as well as academic scholarship.

In conclusion, one must agree that the involvement and interest of customers to a brand is an essential requirement of building brand trust in the present generation. Making people do something and get them to connect in qualifying ways provides the opportunity to make better emotional bond with the brands. The brands that emphasize the creation of real relationships and offer a high-quality experience in interactions with consumers, in a constantly changing digital world, will have the best prospects to develop loyal consumers in the long term.

1.2 Problem statement

For organizations, brand loyalty is a challenge to create and maintain in the hyperconnected and competitive digital marketplace. Traditional drivers of loyalty-the quality of product, price competitiveness, and customer satisfaction-longer hold exclusivity. With the advent of digital transformation, new paradigms have evolved, where customer participation and brand engagement have come to play key roles-influencing loyalty behaviors. The pertinent dimensions are thus being recognized more than ever. Nevertheless, there exists a significant research gap venturing on how the dynamics between these two constructs sustain long-lasting brand loyalty shown by consumers in digital settings.

Customer participation, meaning active consumer involvement in many brand-related activities, produces stronger emotional bonds and personalized experiences with a brand (Füller, 2010). While at the same time, brand engagement, with different parameters, acts as a catalyst for better engaging customer-brand relationships (Brodie et al., 2011). However, much of the literature treats the concepts individually, with very few integrative studies exploring the influence of customer participation and brand engagement on brand loyalty with respect to digital spaces such as online communities in this intense competitive market (Dessart et al., 2015).

The digital environment adds to this complexity. New-age customer empowerment, instantaneous feedback loops, and rapidly evolving consumer expectations characterize digital interaction (Lemon & Verhoef, 2016). Brands must not only create meaningful opportunities for participation but must also deliberately orient engagement initiatives toward being authentically relevant to digitally sophisticated consumers. Yet the existing practical frameworks that prescribe how companies could leverage customer participation to enhance engagement and loyalty are rare and insubstantial.

On the basis of this foundation, the present research attempts to close both the theoretical and practical gap by empirically examining how customer participation and brand engagement independently or in tandem affect brand loyalty in a digital setting. Targeting digital platforms, on which real-time interactions, co-creation, and emotionally saturated experiences are ever-regaining popularity, creates a setting that captures the complexity and fluidity of modern consumer-brand relationships. It considers that the concept of loyalty in a digital environment is no longer just a transactional outcome but a relational construct emerged with deep engagement. This study's findings are expected to advance academic literature with an integrated view while also providing management practice with relevant insight on how brands can work toward fostering authentic and sustainable long-term loyalty through participatory and engaging digital strategies.

Such a gap in theory and practice calls for a comprehensive future study investigating the synergistic roles of customer participation and brand engagement in fostering brand loyalty in a digital context. Without a sound understanding of these dynamics, brands risk misallocation of resources, damaging customer relationships, and losing competitive advantage in saturated digital markets.

1.3 Significance of the study

The digital transformation of the marketplace has significantly altered the interaction between consumers and brands. This is made possible by the burgeoning social media platforms, e-commerce, mobile applications, and every other digital platform. It revealed that consumers, who once played the role of passive receivers of marketing messages, are now active participants. Consequently, this has become a tricky issue in the way it directly/indirectly plays into brand loyalty; the understanding of brand loyalty is made more sudden and unfathomable.

This research is valuable because it attempts to understand the dynamic effects of participation and engagement on brand loyalty, particularly in contexts where these two constructs gain utmost prominence, namely digital contexts. This will enable the identification of critical voids in contemporary marketing literature and contribute both to theoretical enrichment and to practically relevant recommendations.

From the academic perspective, this research contributes in the following ways to marketing theory. First, it advances the understanding of customer participation as an active process wherein consumers contribute to brand development through actions such as sharing feedback, co-creating content, and engaging in online market. Although customer participation has been studied in the areas of service and relationship marketing, its specific influence on brand loyalty in digital ecosystems is still largely unexamined. Second, it contributes to the further development of the ideas behind brand engagement by treating it as "a multidimensional construct consisting of cognitive, emotional, and behavioral elements", rather than just a singular outcome. This broader view fits well with current engagement theory and creates a bigger horizon for the understanding of "consumer–brand relationships". Third, the study considers the joint effect of on brand loyalty and thus builds an integrated perspective to demonstrate their intertwined nature within the context of digital brand experiences.

From a practical standpoint, the study is equally significant for brand managers, digital marketers, and business strategists. Since there is an increasing shift from offline to online channels, it becomes imperative for firms to understand how to optimally engage with consumers and build loyalty in an environment that is becoming fast-paced, interactive, and frequently inundated with competing messages. Findings from the study can be used in the design of participation and engagement-oriented digital marketing strategies such as those based on crowdsourcing, user-generated content, and digitally immersive brand experiences.

For example, if firms understand that customer participation helps engagement and loyalty, they may develop more inclusive brand environments where customers feel valued and empowered. Further, marketers may use the recommendations in this study toward the design of more personalized and meaningful interactions that forge emotional ties, enhance brand advocacy, and minimize customer attrition.

Besides, the importance of this study transcends industries, with e-commerce, fashion retail, travel and hospitality, and consumer electronics depending heavily upon digital customer engagement. These industries consider developing brand loyalty a core tenet for sustained profitability and competitive edge. If businesses can know which engagement dimensions (cognitive, emotional, behavioral) matter the most in loyalty, they'll be in a much better position to plan and execute resource allocation and content strategies to suit their audiences. The research has also been rendered relevant from a policy perspective in informing digital marketing ethics, customer data use, and transparency in consumer participation initiatives.

To conclude, this study is significant not only because it provides a well-rounded and empirically substantiated understanding of how customer participation and brand engagement, both separately and jointly, affect brand loyalty in digital contexts, but it fills a huge gap in the literature, creates a solid foundation for future research, and gives practitioners tools to help realize strategies for building consumer loyalty in an ever-changing digital participatory economy. The insights gained from this study will, therefore, benefit scholars, marketers, and organizations working to build sustainable and mutually beneficial brand-consumer relationships in the digital era.

1.4 Research Purpose and Questions

This study primarily targets examining the impact of customer participation and brand engagement on brand loyalty in a digital context. Since everything is going digital nowadays concerning brand interaction, consumer participation and engagement with brands in the online environment must be understood for any business dedicated to developing long-term customer relationships. The research aims at examining customer participation and several dimensions of brand engagement for their individual and joint effects on brand loyalty. The study is meant to provide empirical insight that could aid digital marketers, brand strategists, and businesses in enhancing customer loyalty development through rather more interactive customer experiences.

- What is the relationship between customer participation, brand engagement and brand loyalty?
- What is the impact of customer participation on brand loyalty in digital environments?
- How does brand engagement influence brand loyalty in digital settings?
- What is the combined effect of customer participation and brand engagement on brand loyalty in digital contexts?

Research Objectives

Research objectives ensure the base for any research; they define what the study is aimed at achieving. These objectives also provide a clear and structured direction for outlining the critical goals that the researcher seeks to reach during the research process. For this study, the main objectives are to study how customer participation relates to brand engagement and brand loyalty within a digital environment. Well-articulated objectives narrow the scope of investigation and point towards methodological direction, thus determining the boundaries of analysis. Therefore, this ensures that the investigation continues to remain targeted and coherent, deviating from the main line of inquiry for no cause whatsoever. Clear objectives also allow the researcher to monitor outputs systematically and draw implications meaningfully as per the original intent of the study. Within digital marketing and consumer behavior, the setting of relevant objectives is also important in bridging the existing gaps in the literature and in providing applicable conclusions for the brand managers operating in highly dynamic online spaces. In this context, the study has following research objectives to be addressed:

1. To investigate the relationship between customer participation, brand engagement and brand loyalty.

2. To examine the impact of customer participation on brand loyalty in digital settings.

3. To examine the impact of brand engagement on brand loyalty in digital settings.

4. To investigate the combined effect of customer participation and brand engagement on brand loyalty in digital settings.

1.5 Limitations and delimitations

Limitations

Despite providing theoretical and practical insights into customer participation, brand engagement, and brand loyalty within a digital context, limitations remain. Even though these limitations do not outshine the overall contributions made by the study, they provide meaningful consideration in the interpretation of the findings and for the directions along which future studies can proceed. Some of the limitations are presented below:

- In the first instance, a cross-sectional research design was chosen, limiting the inference of causality among constructs. Either way, although some correlations and associations were found to be significant, a longitudinal method may be best suited to capture changes in customer participation and brand engagement over time and to what extent these dynamics contribute to long-range brand loyalty. Future studies may try to engage customers along different stages of engagement and participation in order to follow loyalty development during a longer time span.

- In the second case, data were gathered from a self-administered structured questionnaire vulnerable to biases including social desirability, social acceptability, and self-reporting biases. Respondents may have inflated their self-rating on engagement and loyalty in ways that would correspond with normative social expectations or their perceived ideals. In addition, these constructs represent essentially subjective experiences and may not lend themselves to complete operationalizations under purely quantitative measures; qualitative measures such as interviews or focus groups could provide a wealth of insight regarding consumer motivation and perception.

- Thirdly, the regional and demographic constraints of the sample limit the generalizability of the findings. Although the respondents were quite diversified in regard to age, gender, education, and digital usage, the sampling was restricted to a certain region or market context (Delhi- NCR). Across geographies, consumer behavior, digital habits, and cultural values can dramatically differ; what drives loyalty in one cultural or market setting may not the same for the others. So, subsequent research must be cross-cultural in nature or a multi-country effort to validate and expand the findings.

- Fourth, this study covered digital brand engagement mainly along social media, mobile apps, and online communities. Digital engagement itself is a fast-evolving field, along with the emergence of various new technologies. This advent may open new spectrums of engagement and participation that this study did not embrace. Future research can look at how these emerging digital engagements reshape consumer-brand engagement and its consequences on loyalty.

- Brand loyalty, on the contrary, is a multi-dimensional construct that articulates behavioral, attitudinal, as well as cognitional processes. This study took cognizance of these parameters in its analysis, but it did not venture situational or product-specific factors that would mediate or moderate relationship participation, engagement, and loyalty. The type of product, reputation of the brand, or industry category (for instance, whether it is service or goods) could play significant roles in defining the nature of these relationships and how strongly they occur.

- Lastly, the study's focus was not broadened to include the organizational view; it therefore focused only on customer participation and engagement. Examining the brand's design, management, and evaluation of participation and engagement from the managerial/operational angle would bring a lot worth across insights. Future research should adopt a bifocal design that looks into both consumer strategy and brand strategy to enrich the understanding of how digital brand loyalty is cultivated.

In short, while this study advances our understanding of the processes through which participation and engagement affect brand loyalty in the digital realm, some of the uncovered limitations point to areas for further research. Forthcoming research should seek to overcome these limitations in order to advance theory as well as apply practical relevance to the strategies aimed at fostering meaningful and lasting consumer-brand relationships in this digital-age context.

Delimitations

Delimiting and narrowing down the scope of this research brings coherence, manageability, and relevance in it. The researcher has consciously taken certain decisions, by narrowing down the study into specific aspects of customer behavior and brand interaction within digital settings. Such boundaries do facilitate the streamlining of the research process, but in turn, affect the degree of generalizability of findings.

- First of all, the research is limited to digital brand environments only, which were not traditional offline brand interaction venues. A full focus of the research is on social media and mobile apps and online communities where digital involvement and participation about consumers are available and very evident. Thus, the generated insights are largely related to the behavior of digital consumers, which may not apply well in the offline aspects of brand loyalty. This decision was taken to be relevant in a quickly digitizing marketplace, but it also means the findings are intentionally fitted within online contexts.

- Secondly, it is restricted to the consumer point of view. It is examining how customers shape the brand perception and interface with brands, how they participate with activities tagged along brand publicity, and somewhat how these experiences have a part in their loyalty. Understanding will not include brand managers, digital marketers, or corporate strategists. While this offers a narrowed viewpoint in consumer behavior, it excludes the organizational strategies behind customer participation and engagement initiatives, which could be subject to inquiry in complementary studies.

- Third, the constructs from the study- customer participation, brand engagement, and brand loyalty-were operationalized using established measurement scales which were adapted into the digital context. These scales were indeed validated in prior researches but were operationally delimited to general consumer-brand interactions instead of industry- or product category-specific applications. Thus, while these constructs afford a much higher understanding of the phenomena, they, however, do not consider the sector-specific nuances which may influence how participation or engagement is felt (e.g. luxury goods compared to fast-moving consumer goods).

- Fourth, the quantitative approach was used by this study where structured questionnaires were utilized and statistical analyses carried out. This justifies the analysis of relationships existing between variables across a large sample. However, it implied that some of the more explorative and in-depth insights, which are generally procured using more qualitative methods, would be beyond the scope of this study. A quantitative delimitation enabled hypothesis testing and generalisation, but possibly constrained richness of interpretation which qualitative narratives would achieve.

- Fifth, the research was confined to a specific population of age and geography. While the diversity of the sample was ensured in terms of demographics, the research was somewhere delimited to a particular region ie. Delhi NCR. This means that the sample better reflects the digital behaviors and cultural contexts of that population and cannot be so easily generalized to other geographic or cultural contexts.

- Moreover, the study was time bound. Looked at a specific period of time during which data collection and analysis were conducted, consumer attitudes and behavior not exceptions may have been influenced by some temporal factors like current market trend, technological developments, or socio-economic conditions. Although feasible, this time limitation requires future studies to investigate if the findings are robust through time or alter with varying digital trends.

- Thus, the delimitations were established to give focus and clarity to the problem of the research as well as its relevance to some extent. The study, by establishing firm boundaries around the digital context, a consumer perspective, a quantitative approach, and a geographical population, was thus able to draw some meaningful insights into customer participation and brand engagement that feed into brand loyalty. But such are delimitations that readers and prospective researchers should keep in mind when interpreting results and planning further inquiry.

1.6 Definition of key terms

Customer Participation

Dabholkar (1990) defined “customer participation as the extent to which the customer is involved in producing and delivering the service" (p. 484).

In the digital context, Füller (2010) refined the concept as "consumers’ voluntary contribution of resources to brand-related tasks, such as idea generation or product design" (p. 100).

Customer participation “involves the degree to which customers are involved in the production and delivery of services, which can lead to increased satisfaction and perceived value” (Ennew & Binks, 1999, p. 39).

According to Lovelock & Wirtz (2011), “It encompasses customer behaviors that are essential in the service delivery process, including information sharing, responsible behavior, and personal interaction” (p. 361).

Customer participation is “the active involvement of customers in the design and delivery of services, which can lead to enhanced service quality and customer satisfaction” (Bitner et al., 1997, p. 193).

“Customer participation is the extent to which customers are involved in producing and delivering the service, including their knowledge, information sharing, and physical involvement.” (Lengnick-Hall et al., 2000)

“Customer participation is the co-creation of value through active dialogue, access, risk-benefit analysis, and transparency between the firm and the customer.” (Prahalad and Ramaswamy, 2004)

Brand Engagement

According to Brodie et al. (2011), "consumer engagement is a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand)" (p. 260).

Hollebeek et al. (2014) further conceptualize brand engagement as encompassing “cognitive processing, affection, and activation dimensions that reflect customers’ levels of brand-related engagement” (p. 154).

Van Doorn et al. (2010) “defined engagement as the behavioral manifestation from a customer toward a brand or a firm which goes beyond purchase behavior (p. 254).”

“Verhoef et al. (2010) and Bijmolt et al. (2010) also defined engagement as-behavioral manifestation and further elaborated on their definition and identified a number of related behaviors such as word-of-mouth, blogging and providing customer ratings”.

“Customer brand engagement is defined as consumers’ psychological state of mind and intensity of their awareness, affection, participation, and connection with the brand” (Paruthi and Kaur, 2017, p. 133).

Calder et al. (2016) define engagement as “a multilevel, multidimensional construct that emerges from the thoughts and feelings about one or more rich experiences involved in reaching a personal goal”.

“Customer brand engagement is defined as repeated interactions that strengthen the emotional, psychological (cognitive) and physical (behavioural) investment a customer has in a brand” (Sedley, 2007).

Bowden (2009) defined as “A psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service brand as well as the mechanisms by which loyalty may be maintained for repeat purchase customers of a service brand” (p. 65)

Hollebeek and Chen (2014, p. 154) define “consumer-brand engagement as consumer’s positively valence brand-related emotional, cognitive and behavioural activity during or related to focal consumer/brand interaction.”

Brand Loyalty

Oliver (1999) defines it as “a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behavior” (p. 34).

Chaudhuri and Holbrook (2001) “distinguish between two types of loyalty: attitudinal loyalty, which reflects the consumer’s disposition toward a brand, and behavioral loyalty, which reflects actual repeat purchasing behavior” (p. 82).

Brand loyalty “implies a consistent repurchase pattern of the brand as a result of positive affection towards the brand” (Mellens et al., 1996).

According to Jacoby and Chestnut (1978), “the term brand loyalty is defined as (1) the biased (i.e., non-random), (2) behavioral response (i.e., purchase), (3) expressed over time, (4) by some decision-making unit, (5) with respect to one or more alternative brands out of a set of such brands, and (6) is a function of psychological (decision-making, evaluative) processes.”

“Brand loyalty reflects how likely a customer is to switch to another brand, especially when that brand makes a change, either in price, product features, communication or otherwise.” (Aaker, 1991).

“Brand loyalty is the strength of the relationship between an individual’s relative attitude toward a brand and their repeat patronage behavior.” (Dik and Basu, 1994)

“Brand loyalty is a favorable attitude toward a brand resulting in consistent purchase over time.” (Kotler and Keller, 2016)

1.7 Summary

The introduction chapter provides a perspective for the research study on the escalating relevance of digital brand interacts in today's consumer landscape, particularly in urban areas, like Delhi NCR. This chapter introduces the key constructs of the study on customer participation, brand engagement, and brand loyalty and narrates how these digital transformations altered consumer behavior. A gap in existing literature concerning the participation of customers on digital platforms and their influences on brand engagement and loyalty was observed. The study, therefore, formulates its key objectives, pertinent research questions, and working hypotheses, all built on theoretical foundations. The magnitude of the study is then elaborated on, both in the theoretical and practical implications. The limitations and delimitations are then defined in relation to the digitally active consumers of the Delhi NCR. The chapter slowly rounds off with a thesis overview for guiding the reader through all subsequent chapters.

CHAPTER II
REVIEW OF LITERATURE

2.1 Introduction

An exhaustive study of the theoretical and empirical foundations related to brand engagement and its impact on brand loyalty, especially in the digital sense. But as consumer-brand relativity is being created through this interactive and participatory mode, understanding the psychological and behavioral dimensions of engagement becomes increasingly necessary. This chapter critically analyzes various important constructs such as customer participation, consumer brand engagement, brand trust, and social interactivity. This chapter also examines how these constructs build towards the concept of brand loyalty. The review is largely intended to identify the gaps left by previous scholars in the name of theoretical and empirical underpinnings by linking the established theories relevant to consumer engagement behavior.

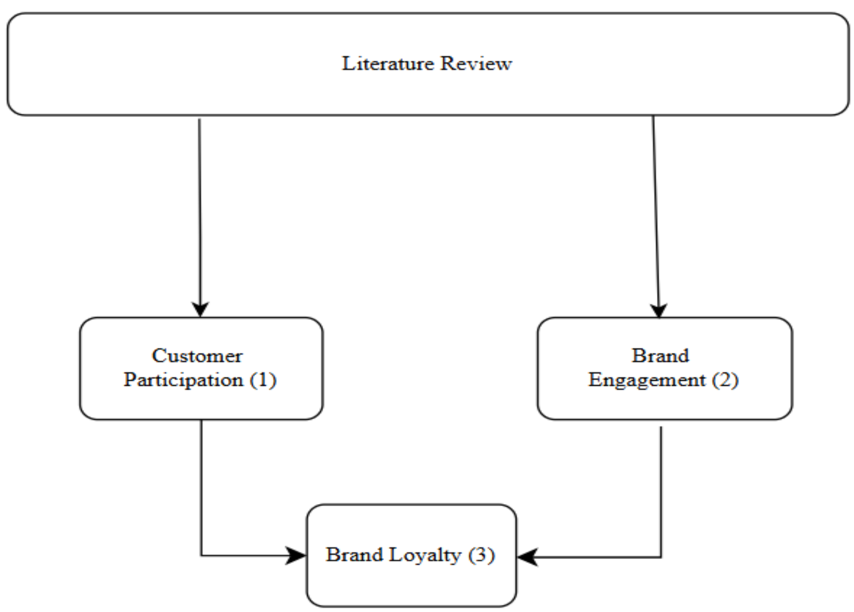

Figure 2.1: Showing the Schema of Literature Review (Developed by the Researcher)

2.2 Customer Participation

Modern technology, particularly digital platforms, has a vital role in transforming the way businesses interact with customers (Flores and Vasquez-Parraga, 2015). Online platforms have provided interaction possibilities for companies to understand their customers on a deeper and more collaborative way (Maklan and Klaus, 2011). These platforms become an extension of customer presence within a company's environment and allow for sharing opinions, personal experiences, and engagement with the brand (Schau et al., 2009). Social media is considered to enhance traditional marketing and other customer engagement approaches (Shankar and Batra, 2009), rather than to replace them (McAlexander et al., 2002). More companies are investing in digitalized brand communities like Facebook pages or online forums to create better associations with their customers, thus creating higher brand loyalty (Vries et al., 2012; Laroche et al., 2013). The corporations, by engaging customers actively on these platforms to building relationships (Brodie et al., 2011), enhance engagement and eventually nurture brand loyalty (Algesheimer et al., 2005). These objectives can therefore be met by engaging customer participation actively (Hollebeek, 2011).

“Customer participation is the degree to which the customer is involved in producing and delivering the service" (Dabholkar 1990a, p. 484). It is an evolving concept in service management and marketing, highlighting the proactive and collaborative role of customers in value creation. Traditionally, customers were seen as mere recipients of services, but this view has changed considerably. Customers are now recognized as quasi-employees, as noted by Mills and Morris (1986), actively participating in the production and delivery of services. This paradigm shift sees customers no longer as passive end-users but as integral support to business operations. Ranjan and Read (2016) further illustrate that customers also enter into the co-creation of value, whereby not just the outcome but even processes for delivering the service are influenced. This transition also signifies the evolution of business models; hence the locus of core competencies is no longer lying within the firm but rather consciously extending into dynamic networks involving customers (Prahalad and

Ramaswamy, 2000). Herein, it becomes less clear where one would draw a line between inside and outside stakeholders, and organizations must engage customers more than ever as active participators in their value chains.

The construct of customer participation highlights this emerging dynamic; in effect, customer engagement can be thought of as one potential entry point for making sense of the complex interplay among customers and employees. Bendapudi and Leone (2003) have specified that exploiting changes in the role of customers might hold promise as a new source of competitive advantage. They suggest that as customers gain control over the employee–customer interaction by supplying information and feedback and performing even service-related tasks, power begins to be redirected.

Henceforth, customers shall more directly influence service quality, customization, and innovation than ever before. However, this empowerment brings its own challenges for operations. There are voices in academic literature, too, such as Bowen (1986), which seem to be in agreement with thinkers preceding him, like Lovelock and Young (1979), that organizations ought to manage customers just like internal human resources. By consciously engaging them in the service creation and delivery process, firms could invest more into enhancing service productivity and service operations. This requires overcoming the fundamental challenge of designing systems and touchpoints that genuinely allow for meaningful customer participation - collecting customer input is of no use if it does not make its way into the service process itself.

Customer participation is regarded above as more than just another managerial tool; it is a windows-wide strategic framework that to a certain extent helps redefine value creation and potential contributors to the process. Value creation starting with a reimagining of the customer's role from a passive consumer to an active collaborator makes customer participation a central pillar for operationalizing service innovation, operational efficiency, and sustainable competitive advantage.

There is active involvement of a customer in the creation of a product. In other words, the customer is fundamentally relevant to the value creation process, as opposed to an earlier perception in which customers were passive recipients of value. Dabholkar (1990b) states that customers contribute physically to the service process by performing tasks or using self-service tools or contribute mentally by making decisions, solving problems, or providing feedback. This active involvement on the part of the customers is a major paradigm shift in the way in which firms conceptualize the role of the customer. It is co-production that is key in customer participation, which is a narrower form of participation whereby the customer cooperates with the firm directly or indirectly throughout the service or product stages-of-life-from design, production, and delivery (Etgar, 2008). In retailing industry, for example, customers who personalize a product for purchase engage in co-production. Similarly, the consulting or healthcare client who communicates extensive information and collaborates with the provider to customize solutions is co-producing (Lemke et al., 2011).

Customers can be anywhere from supportive or peripheral to the firm’s processes to inputting data or selecting preferences (Auh et al., 2007). Others may take on a much more active and strategic role, providing insights or expertise or feedback that can pivot decisions and outcomes (Ranjan and Read, 2014). While in both cases, customer input makes the service or product more aligned with their needs and expectations. Nevertheless, by and large, firms retain control over the main production process-even within a co-production arrangement.

As Vargo and Lusch (2004, 2008) note, firms largely control and organize the service delivery process, while customers value the service with their input. The activation stage of value co-creation is the point at which this collaboration becomes most apparent (Etgar, 2008). It is the stage at which the direct input of customers contributes to the creation of the core offering-the very offering of which the customer eventually consumes or experiences. Co-production of customer participation epitomizes this shift of the customer's role to that of a partner in business. Moreover, it translates into highly personalized, relevant, and quality offerings for firms and, hence, higher customer satisfaction, loyalty, and engagement. In all the ongoing customer-driven transformations, understanding co-production and leveraging it strategically is the way for firms to deliver value in markets today.

Previous studies have established consumer participation or involvement as a major precursor to brand engagement and have positioned it to play a key role in determining how actually consumers engage or interact with brands (Alghirabat et al., 2018). Participation, in this case, has been defined as "the extent to which a consumer perceives a brand as being relevant or having significance for him or her individually, depending on his or her needs, values, and interests" (Russell-Bennett et al., 2007). The feeling of relevance imparts psychological meaning and hence changes the extent and intensity of their engagement-related behavior. Under situations of low involvement, consumers use superficial cues and heuristics, relying on pre-existing knowledge or elementary product information to make a choice with little cognitive effort (Gordon et al., 1998).

In high involvement situations, consumers drive the decision process, spending more time exploring the brand and comparing it to other alternatives (Hollebeek & Chen, 2014). Such consumers have a clearer idea of how brands differ and have stronger emotional and informational attachment to their chosen brand (Kaufmann et al., 2016). The higher their involvement, the more they will seek out rich and detailed content in line with their own values and preferences; in turn, this boosts brand attachment and advocacy (Harrigan et al., 2018).

Further, evidences suggest that higher consumer involvement are connected with greater engagement behaviors such as interacting with brand content over the internet, joining brand communities, and co-creating value with brands (Wirtz et al., 2013). Heightened engagement is an indication of a more profound psychological commitment of the consumer, which calls for more than transactional behavior and operates to cultivate a long-lasting association with the brand (Hepola et al., 2017). The degree of consumer involvement also determines the nature or depth of brand engagement across both cognitive and emotional dimensions of interaction between that consumer and the brand.

2.3 Brand Engagement

Engagement has gained attention from scholars in organizational psychology for a long time, where it mostly refers to an employee's emotional and cognitive commitment to their work. More recently, this concept started attracting attention in consumer behavior studies, mainly in relation to how consumers engage with brands. “Brand engagement is a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g. a brand) in service relationships” (Brodie et al., 2011, p. 260). According to the definitions provided in academic literature, engagement comes in a number of definitions, which accentuate its multidimensionality.

In Hollebeek's view (2011), “consumer brand engagement is defined as a motivational and context-dependent state of mind, presumably involving cognitive, emotional, and behavioral activity during the potential direct interactions with a brand”. Similarly, “Vivek et al (2012) defined brand engagement as the intensity of a consumer's participation in and relationship with brand-related activities, whether initiated by the brand or by the consumer”. “According to Van Doorn et al. (2010), engagement encompasses the behavioral manifestations that are oftentimes not restricted to purchases and are driven by motivation, and focus on the brand or firm”. These definitions tell us that engagement is more than just a transactional thing; it represents an ongoing relationship. In a more practical sense, engagement may be defined even more simply.

The conception of engagement has already been investigated in various fields, which each look through a different lens to understand its meaning and implications. From the perspective of sociology, psychology and organizational behavior, engagement is conceived as a major element influencing the ways that people connect with systems, institutions, and other people (Ilić, 2008). Engagement is also interpreted context-specifically, meaning its definition and use may be very much different, depending on what the subject mainly deals with (Little & Little, 2006). “In educational psychology” for example, student engagement has been observed at as an important factor determining the support given to students by teachers as well as their academic success. Skinner and Belmont (1993) found that engaged students reciprocate teacher support; engagement has been directly interlinked to academic achievement and satisfaction by Bryson and Hand (2007).

Organizational behavior has had some attention given to the concept of employee engagement; with organizations keen to measure and enhance this paradigm in boosting productivity and profitability (Greenwood, 2007). Saks (2006) defines “employee engagement as the extent of cognitive, emotional, and physical energy that an employee is willing to exert in a work role; in this context, an employee's contribution is assumed to depend on dynamic resources, economic and emotional, supplied by the organization”. From a social psychology view, engagement is treated as a social and interpersonal matter. Achterberg et al. (2003) have characterized social engagement as the extent to which individuals respond to and are involved in social stimuli, for example, participating in group activities and engaging others in meaningful interaction.

In fact, further building on the notion of educational engagement, London, Downey, and Mace (2007) have defined it as the academic commitment and motivation in addition to the psychological connection that a student feels toward comfort, belonging, and institutional affiliation. In this sense, the psychological aspect indicates how engagement encompasses more than just behavior; it encompasses feelings of inclusion and purpose.

From the above discussion, engagement appears to be a multi-dimensional concept built upon motivation, behavior, emotion, and context. Engagement describes the point of intersection of people with their settings, where they expend their resources and try to find their meaning in that role; be it in schools, workplaces, or broader social settings. Understanding these multi-faceted concepts is instrumental in helping researchers and practitioners formulate specific strategies aimed at fostering engagement in those particular settings.

Creamer (2006) considers it as “a turning on a prospect to a brand idea, as opposed to Sullivan (2009), who refers to it as the emotional attachment a customer has with the brand”. Be that as it may, the basic sentiments match: participation, emotional or behavioral involvement, cognitive processing, all with a contextual specificity. These overlapping elements add to the dynamics and complexity of the construct of engagement. Nevertheless, experts like Schultz (2013), Vivek et al. (2012), and Gambetti and Graffigna (2010) argue that it is an underdeveloped concept that needs further research. They stress the need to further our understanding concerning the formation of engagement, what maintains engagement through time, and how it contributes to consequential outcomes like brand loyalty, further advocacy, and long-lasting customer relationships.

2.4 Brand Loyalty

Brand loyalty was initially viewed in terms of repeated purchasing behavior, but with the passage of time, it's being understood in much more comprehensive ways to measure behavioral and attitudinal aspects. So, initially loyalty was identified when customers while buying products showed a consistent pattern of purchase from the same brand, where it was difficult to make a real understanding because it can happen majorly because of several reasons, be it habit, availability, and price rather than having a true preference.

To resolve this limitation, definitions like behavioral loyalty referring to an actual act of repurchasing a brand and attitudinal loyalty as the emotional tie, commitment and positive attitudes of a consumer towards a brand based on unique values were introduced. It is considered that attitudinal loyalty is much more stable and valuable since it leads to regular purchase even with a continual change in other external price offers or competition. According to the idea of true brand loyalty stated by Oliver (1999), a loyal consumer has a commitment to repurchase irrespective of situational influences that affect the purchasing decision.

Moreover, research by Gounaris and Stathakopoulos (2004) is in agreement with this because it states that attitudinal loyalty propels behavioral loyalty; that is, emotional connection further leads to sustained buying behavior. Another widely discussed factor in brand loyalty is consumer involvement, defined as the emotional interest of consumers in and general commitment to the offerings they use or even the products they choose. High involvement usually leads to a great deal of critical evaluation about the product and produces emotional investment and brand commitment.

More importantly, according to scholars such as Tyebjee (1977) and Iwasaki and Havitz (1998), increased involvement leads people to psychologize such that they commit themselves to a particular brand and this sort of emotional bonding constitutes resistance from other alternatives. Involvement thus works not only to increase attitudinal loyalty but also strengthens the process of long-term behavioral loyalty. This holistic approach to brand loyalty stresses the necessity for brands to educate consumers about emotional values and relevance in their lives, instead of just persuading them to repeat purchase behaviors.

Initially, brand loyalty was viewed in a rather simplistic way - it referred only to consumers repeatedly buying the same brand over time. However, as one learned about more detailed and intricate aspects of consumer behavior, it became obvious that merely repeating the purchase does not always imply loyalty. This led one to conclude that brand loyalty was not only behavioral but also attitudinal; the two were defined as separate but interconnected constructs within a framework proposed for the first time by Jacoby and Kyner (1973).

Behavioral loyalty is unambiguous, easily measurable, and, in fact, pertains to actual purchase behavior. If a specific consumer continues to buy the same brand, this individual shows behavioral loyalty; however, this type of loyalty is vulnerable and likely to change when an alternative brand offers better pricing, convenience, or feature. However, it penetrates much further into the area of attitudinal loyalty. It is dependent on the affective ties of the consumer to the brand, the preference, and the dedication to it. Chaudhuri and Holbrook (2001) state that this type of loyalty tends to be durable because it is based on the customer's perception that the brand provides unique value. That is, it involves feelings of trust, esteem, or identification with the brand's image or values.

Oliver (1999) synthesized these two aspects and made a more comprehensive definition. Brand loyalty states that there is a strong as well as a constant commitment of repatronage of a preferred brand over time, regardless of the situational influences that include price change, offers from competitors, or factors promoting convenience. This suggests that truly loyal individuals will stay with such a brand even when it is not the easiest or cheapest choice because their loyalty is based on something other than practicality-that it is, rather, built on trust and emotional satisfaction.

Gounaris and Stathakopoulos (2004) also improved this perspective further by stating that attitudinal loyalty would eventually lead to behavioral loyalty. In simple terms, once consumers express genuine preference towards a specific brand and develop emotional attachment, they are likely to translate that into action, such as making a purchase over the other brands, again supporting the idea that building brand loyalty should go beyond repeat sales to include creating positive attitude and bonding toward a brand.

In the reputation of being an important parameter of customer satisfaction and a reliable forecaster of customer impending behaviour, brand loyalty encompasses a multidimensional aspect. Brand loyalty, in essence, relates to the act of repurchase but also describes the emotional and psychological bonding between the consumer and the brand over time. Bloemer and Kasper (1995) mentioned that loyalty permits consumers to express their satisfaction for a product. They further elaborated that loyalty arises not in a vacuum but rather as a direct consequence of positive experiences by consumers and the fulfillment of their expectations. For this reason, satisfaction has for decades been treated by researchers as one of the most important global constructs in understanding and forecasting consumer behavior, in light of its powerful influence in constructing brand loyalty.

The link between satisfaction and loyalty has been studied from two main perspectives, which vary in outlook yet are interrelated-behavioral intentions and attitudinal loyalty. In the behavioral aspect, loyalty tends to be perceived as repurchase intentions (Fornell, 1992), that is, when a customer is said to be satisfied, they are prone to the purchase of the similar product (Anderson and Sullivan, 1993; Oliver, 1980). These papers look at observable actions like purchase frequency or resistance to switching brands, drawing the link that satisfaction leads straightforwardly to customer retention and repeat buying behavior (Cronin and Taylor, 1992). Repurchase intent is therefore one practical and quantifiable means to determine loyalty, often used in a business setting where records of consumer transactions provide insight into patterns over time (LaBarbera and Marzusky, 1983).

However, the behavioral aspects can limit the other dimensions of consumer loyalty, as the psychological processes that consumers undergo in making their decisions could be obscured. Hence, the study of the other stream of research is attitudinal or emotional loyalty dealing with the internal state of commitment and attachment the consumer feels toward the brand. Bloemer and Kasper (1993), along with early studies by Bloemer and Poiesz (1989) and Bloemer et al. (1990) argued that real loyalty goes beyond action repetition and concerns the voice of the consumer's ingrained preference and emotional association for the brand.

Loyalty, therefore, is viewed from this perspective as being beyond the exercise of convenience or habit but rather finds its spring in identification with the brand's values, image, or the superiority of the customer-brand association. This view is echoed by Samuelsen and Sandvik (1997), with emphasis placed on the psychological bond that sustains loyalty, thus implying that emotionally bonded customers will resist competitors and become brand advocates.

Brand loyalty, by conceptualized by Oliver (1999), is not only about loyalty derived from a functional relationship but represents an emotional commitment in which the consumers purposely and consistently choose the brand over time due to the emotional and psychological bonding. This kind of loyalty is built on more than just satisfaction; it represents the product of a continuing relationship that is significant to consumers.

Contrasting the traditional view that stresses the transactional dimension, consumer brand engagement presents a much broader and multidimensional construct encompassing how consumers cognitively process brand-related information, emotionally connect with the brand, and act in the online or offline context toward it (Vivek et al., 2012). Brand engagement encompasses post-purchase interactions with the brand: following social media channels, participating in brand-related communities, and sharing brand-related content—all of which envisage a post-purchase connection extending well beyond the point of sale.

Engagement has been shown in various studies largely to predict brand loyalty. Studies by Carvalho and Fernandes (2018) and Hollebeek and Brodie (2009), among others, have demonstrated that as consumers increase their engagement with a brand, their loyalty to it increases, along with their intention to repurchase (Coelho et al., 2018; Leckie et al., 2018). This finding suggests that engagement builds brand commitment and emotional attachment that serve to amplify loyal behavior (France et al., 2016).

Additionally, Sprott et al. (2009) emphasized that "consumer–brand engagement" constitutes a key determinant of consumer psychology as knowledge about the brand, perceptions of brand quality and uniqueness, and overall attitudes toward the brand. These changes in consumer psychology offer value to brand loyalty, making it deeper and more resilient against competitive threats. Ultimately, CBE is indispensable in cultivating the long-term brand-consumer relationship by conceiving meaningful, interactive, and emotionally charged brand experiences that facilitate the pathway of loyalty through time.

2.5 Customer Participation and Brand Loyalty

The meta-analysis conducted by Fernandes and Remelhe (2020) collated findings across 135 studies to investigate customer participation and brand outcomes. It found customer participation to correlate positively to brand satisfaction, brand loyalty, and brand performance. High-trust customers may be expected to manifest participative behaviours, implying the role of trust in predisposing the customer to be actively involved. In addition, the research suggested that co-creation initiatives yielding value in the perception of customers are an excellent means of fostering brand outcomes, especially within collectivist societies.

In particularly digital space, Kamboj and Rahman (2017) conducted a systematic review to comprehend customer participation dynamics. They proposed a conceptual framework identifying various antecedents and consequences of participation in digital brand communities. Their results indicated that greater participation in these communities leads to stronger brand relationships and, thereby, loyalty. This study also highlighted the need for future research to examine in greater depth the mechanisms through which online participation brings about brand outcomes.

Moreover, customer engagement has appeared in the literature as a bridge between participation and loyalty. Bansal and Pruthi (2021) examined the literature on customer participation from the viewpoint of engagement and concluded that customer engagement affects customer loyalty. The authors contend that engagement, characterized by emotional ties and active involvement in a brand and its activities, acts as a very important mediating variable that turns participation into loyal brand relationships. This insight goes a step further: brands should not only facilitate participation but also actively engage in cultivating engagement for better loyalty outcomes.

Co-creating value was defined conceptually by Prahalad and Ramaswamy in 2004: According to them, when a customer partakes in the product development or service design process, it creates a stronger emotional bond between him or her with the specific brand. This first study established that participatory experience converts inactive consumers to active stakeholders, which would, in turn, lead to increased brand attachment. Further, Füller et al. (2009) focused their research on such participatory experiences that incorporate cosharing, particularly co-creation platforms at the online level. Subjects revealed that an idea contribution in co-creating a product resulted in a 37% higher intention to repurchase compared with customers who had not participated in co-creation.

It was in this context that Dong and Sivakumar (2017) provided meaningful boundary conditions in their study on customer feedback systems. The research, while probing generalizations on the loyalty-enhancing aspect of obtaining customer feedback, revealed an overload participation effect where aggregated massive participation requests had a negative hit on satisfaction. Participation optimality came with 2-3 substantial interactions every quarter; performance-reducing beyond this threshold was observed. This research explained the need for designing strategic participation as against maximal participation.

Recent works have seen Franke et al. (2022) combine neuroscientific methods in probing the underlying processes that probably link participation with loyalty. These authors found that their fMRI studies demonstrated that self-designed products activate the brain areas connected to personal identity, hence generating predisposed pathways to brand preference. Such neurological evidence supplements survey-konducing finding as it reveals that participation would also occur at a cognitive and subconscious level. Such possibility would also mean that these effects continue longer than thought prevailing because signatures of participation were still visible neurologically after 18 months.

Homburg et al. (2020) meta-analysed 127 participation studies conducted in 42 countries, and it was one in which culture appeared to exert substantial moderation effects. Mans had participation increased loyalty in individualistic cultures, but the same was reduced in collectivistic societies, with more variance. Power distance emerged as a significant moderator-the customer tends to view such opportunities as a burden rather than a privilege when he resides in a high power distance culture. The results above give a caveat against generalizing involvement strategies across cultures.

The authors Chan et al. (2010) have shown that customer participation in value creation reinforces brand loyalty through emotional attachment. In their study into financial services, they uncovered this double-edged sword: co-creation can enhance loyalty by engendering psychological ownership, but may falter if customers feel that their contributions lack value. Culturally, their findings suggest that individualistic cultures gain more from participation than collectivist ones, whereby customers may perceive participation more as a chore than an inducement. This illustrates the need for culturally sensitive systems of participation attuned to local expectations and values.

Brodie et al. (2013) look further into outcomes of loyalty across different levels of brand community participation. Their research has identified three forms of engagement-behavioral, emotional, and cognitive-and among them, creation of content appears the most correlated with brand commitment. By applying social identity theory to their findings, they suggested that members of the community reinforce their self-concept through public endorsement of the brand, thereby deepening loyalty from members to the brand. These findings suggest a path for brands to derive maximum benefits with loyalty engendered by communities, by focusing more on fostering restoration of interactions than passive membership.

Fuchs et al. (2015) provide experimental corroboration for the "I designed it myself" effect, whereby self-customization engenders irrational preferences for the customized products and brand loyalty. Their controlled studies suggest that simple personalization puts into motion psychological ownership and emotional attachment, irrespective of the objective quality of the final product. This research provides important information for their product design strategies by suggesting that even limited customization options can considerably enhance customer-brand relationships by satisfying consumers' need for self-expression.

Gummerus et al. (2012) look into those participation behaviors found on Facebook brand communities, identifying a hierarchy of effects in engagement. Their findings show that passive members receive a small benefit in loyalty, but through strong and trust-based loyalty, active contributors become resistant toward competitor offerings. The study discusses in-depth the powerful influence of super-users who, having transformed into organic brand advocates, demonstrate how digital communities can mold satisfied customers into a potent marketing asset through social exchange dynamics.

The research by Shang et al. (2006) was conducted on the impact of lurking or passive participation versus posting or active participation. The online survey or poll of the Apple

User Community showed that lurking contributed more to brand loyalty than posting. The authors maintained that the main motivation behind lurking was to get information regarding product functionality and performance, not for affective purposes. According to the results of this study, virtual consumer communities provide weak-tied word-of-mouth communication instead of merely being traditional brand communities. Companies should therefore promote the establishment of such communities whereby consumers can be encouraged to participate and build loyalty for their brands.

Fang et al. (2018) investigate customer participation in the development of new products and the resultant effects on brand loyalty across time. By adopting the longitudinal approach, they reveal a relationship between the degree of customer participation and loyalty. It builds up what is moderate engagement with generating the most favorable resultant loyalty levels. Low and high levels of engagement seem to create suboptimal outcomes. The results assert that, while customers prefer inclusion, inundation with duties and shallow opportunities to input will lead to apathy or discontentment. Understanding this complements the move that advocates balancing customer involvement in innovation by companies.

Another such study is Hollebeek et al. (2021), which seeks to explore the kinds of digital engagement, as well as their implications for brand loyalty. They proceed to distinguish between shallow engagement that defines on-line participation, that is, liking or commenting on the brand content published, and deep engagement, which covers co-creation of content, writing reviews, and even designing content with the brand. The results emanating from the two types indicated that there is only deep engagement that provides a permanent and statistically significant positive effect on brand loyalty. This distinction serves its purpose in the contemporary world because currently, brands usually misread the adoption of superficial measures as having concerned customers. This will provide precise guidelines for those organizations in searching for meaningful connections with their audiences through digital media.

Heidenreich et al. (2022), however, offer an alternative view, warning that sometimes customer participation may not always have positive benefits. Their results suggest that it might result in a negative outcome when a customer has not been properly conditioned to participate or when an entire process of participation has not been well organized. In such cases customers may burn out from decision-making fatigue, load too much into their addressee role, or become dissatisfied with the resulting experience. These negative outcomes result in the same employer-no employee bond that cannot eventually hurt the customer. Hence, the study proposes brands to gauge the context and competencies under which participation is solicited from consumers such that they feel supported and empowered instead of endowing them with overwhelm.

In the study by Levy (2021), psychological engagement as constructs between brand attachment and brand loyalty is further investigated within the space of digital banking services. The empirical analysis revealed that psychological engagement with such platforms mediates between the consumers' emotional attachments to a banking brand and their loyalty behaviors. Moreover, the study revealed that platform type-something like mobile application or web-based-from a sujbect in an effect of moderation on power of mediation. This means that it is not sufficient for the users to invest an emotional attachment in digital banking brands to guarantee loyalty because interactions quality with the digital interface plays a significant role as well. The study suggested the need for digital service providers, particularly in banking, to enhance user engagement and ease interaction with their platforms to be able to convert attached consumers into loyal users of their services.

Bowden and Mirzaei (2021) aimed to explore how consumer engagement through online brand communities and content marketing influences retail communications. They stressed that consumer engagement is more than mere interaction: it encompasses cognitive, emotional, and behavioral dimensions that significantly bolster brand loyalty. They found that participating in branded online communities increases one's relationship with the brands, while communicating interest and interaction continually over time by interestevoking digital content focused on strategic messages. Thus, two folded--community-based involvement and target-centered content marketing are evidenced to strengthen long-termed consumer-brand relationships thereby building brand loyalty in heavily competing online retail environments.

Bazi et al. (2023) elaborate on the aesthetics of content shared in social media and its effect on customer engagement, which subsequently leads to brand love and loyalty. In these authors' view, the sagacity of entertainment determines the mediating role of aesthetically appealing and freely designed posts. In their words, aesthetically beautiful content enhances entertainment; this enhances user engagement, as well as emotional attachment. The findings highlight the need for brands to move beyond the mere provision of information through their social media channels; rather they should focus on the visual and emotional aspects of their content. This enhances engagement but also acts as an important variable in ensuring future loyalty, to create positive emotional responses.

Apenes Solem (2016) indicates that customer participation and brand engagement serve a twofold character in building brand loyalty. The study found that when consumers participate in brand-related activities—for example, giving feedback, creating content, or engaging in brand communities—they feel more committed to the brand. This active participation enhances brand engagement, which reinforces positive effects on loyalty outcomes. The study, therefore, indicates that it is no longer enough for brands to merely promote goods and services; they must create spaces for their customers to participate in brand-related decision-making and encourage their active participation to sustain engagement and ultimately buttress loyalty in the digital arena.

Pansari and Kumar (2017) investigate the relationship between customer engagement and firm performance, with customer loyalty as a chief outcome. They suggest a model where customer satisfaction, trust, and emotional bonding drive customer engagement, which in turn accounts for increased retention, referrals, and purchases. The study has a broad focus but places considerable emphasis on digital parameters such as websites, apps, and especially social media, where engagement is said to occur most frequently. The results show that emotionally engaged customers exhibit high loyalty behaviors, especially when brands provide integrated digital experiences. The study reinforces the view that engagement is not simply a degree of interaction; it is a strategic driver of loyalty and profitability in the digital context.

Hollebeek and Macky (2019) formulate a conceptual scheme that identifies a number of causative processes, whereby digital content marketing operates to raise consumer engagement, trust, and perceived value, all of which are precursors to brand loyalty on their part. They argue that engaging digital content—such as an informing blog, an entertaining video-watching experience, or an interactive campaign—entertains but simultaneously builds trust through the demonstration of authenticity and reliability in the brand. When consumers consider content to be meaningful and relevant, their engagement goes up, which in turn reinforces their trust in the brand. Thereafter, increased trust enhances their perceived value for the brand, in encouraging loyalty. The implications are on that content marketing is to work, effective content marketing is to be strategic and consumer-centered, if maximum engagement and long-term loyalty are to be achieved in digital environments.

Dessart et al. (2015) studied brand engagement in digital settings, specifically on social media platforms. They find that emotional and cognitive engagement within these communities greatly contribute to building brand loyalty. This research places engagement into three dimensions: enthusiasm, attention, and absorption, which are essential for further reinforcement of consumer–brand relationships. Once users step into activeness as community members—be it sharing content, reacting to posts, or discussing brand experiences—they identify more intensely with the brand and the consequent loyalty develops: Consumers that feel connected to the community would, over time, maintain their relationship with the brand.

So et al. (2016) deal with the influence of customer engagement in the tourism sector and its influence on brand loyalty. They find that engaged customers will exhibit both attitudinal and behavioral loyalty. Engagement in this context includes emotional involvement, active participation, and involvement in brand-related activities across digital platforms-movie reviews, social media, and mobile applications. They further found that engagement also positively affects perceived service quality and brand equity, thereby strengthening an intention to remain loyal. The study, in the opinion of Service Brands, supports the creation of engaging digital experiences to foster loyalty of increasingly digital-range customers. On the basis of above arguments, the study posits the hypotheses as:

H1: There is a significant relationship between customer participation and brand loyalty.

H1a: There is a significant relationship between customer participation and attitudinal loyalty.

H1b: There is a significant relationship between customer participation and behavioral loyalty.

H1c: There is a significant relationship between customer participation and cognitive loyalty.

H2: There is a significant impact of customer participation on brand loyalty

H2a: There is a significant impact of customer participation on attitudinal loyalty.

H2b: There is a significant impact of customer participation on behavioral loyalty.

H2c: There is a significant impact of customer participation on cognitive loyalty.

2.6 Brand Engagement and Brand Loyalty

Traditional marketing academia has enriched the study of brand engagement and brand loyalty, thereby emphasizing the relevance of how a consumer-patron interacts with a brand by feeling an emotion to the bond between the brand and him/her in securing loyalty.

Brand engagement is an emotional, motivational, and cognitive attachment that the consumers develop with the Brand that leads to activism and working for the interests of the Brand' Goldsmith (2012) broadly describes brand engagement in terms of an emotional bond in which, with the passage of time, the Brand becomes a part and parcel of a consumer's identity or ego, thus affecting loyalty behaviors.

Leckie et al. (2016) studied the precursors of “consumer brand engagement” and the consequent influence on brand loyalty in the mobile phone services industry in Australia. They present consumer involved, participating and self-expressive brands as strong predictors of the dimensions of brand engagement, that, in turn develop brand loyalty. Affection and activation, interestingly, showed a positive correlation with brand loyalty, but cognitive processing on its own was comparatively very badly correlated, hinting at the complicity of those relationships.

Goyal and Verma (2024) focused on exploring the integrative relationship between engagement, loyalty, total brand equity, and purchase intention in the setting of mobile phones. Their study revealed brand engagement to stand as an important predictor of brand loyalty, which in return works toward generating total brand equity with buying intentions. The study also found that brand loyalty mediates the relationship between brand engagement and total brand equity, emphasizing the active role that engagement plays in creating consumer loyalty.

Adhikari and Panda (2019) studied the “consumer-brand engagement” impact on brand loyalty through relationship quality as a mediator. For the Indian automobile sector, it was found that consumer involvement in automobile developing experience and brand interactivity had followed by a positive impact on consumer-brand engagement. Quality of relationship is demonstrated to act partial mediator between brand engagement-relate to brand loyalty; maintaining well-built relationships to have consumer loyalty has been emphasized as important.

Li et al. (2024) investigated how customer participation affects brand preference in the hotel industry under moderating variables of the hotel brand type and star rating. The respondents to their survey, which targeted 330 hotel patrons, found that customer participation positively influenced cognitive, affective, and behavioral engagement, which indeed resulted in brand preference. It was also noted that the association between affective engagement and brand preference was weaker in hotels with a higher star rating, which could indicate that some other weighing aspects may affect brand preference in high-rated hotels.

Solem (2016) studied the impact of customer participation on loyalty through the mediating effect of satisfaction with the brand within insurance. Clearly, this cross-sectional study and another followed up longitudinally, proved the assertion that customer participation positively influences brand satisfaction and loyalty in the short term. However, the longitudinal study does not exhibit this kind of positive association in a long perspective. While in the social media users, it turned out that brand engagement further justified the association between participation of the customer and brand satisfaction with the visible involvement of social media in customer-brand interactions.

Mursid and Wu (2022), in an article about customer participation in travel agencies and value co-creation on customer loyalty. They surveyed 459 Umrah travelers regarding how brand image of the service, performance of service employees, and willingness to customize greatly influenced customer participation. Participation also did not bear a significant direct relationship with customer loyalty, but it influenced other indicators of value co-creation, including hedonic value, refreshment, and price. Of these, only price directly influenced customer loyalty. Customer participation also has a direct relationship with customer satisfaction, which has an impact on customer brand loyalty. This indeed indicates the complicated existing relationships among the studied factors.

According to Zheng et al. (2015), user participation on social sites in a digital environment has become an important influence on brand loyalty. Based on 185 surveys on Facebook users, the study concluded that engaged customer impacts brand loyalty, also through the commitment toward the online community. In other words, the more participants feel engaged in a brand's online community, the more loyal they become towards that brand. The authors thereby suggest that marketers should encourage interactivity and participation in online communities, thereby fostering long-term customer loyalty.

Jayasingh (2019) studies the realities of brand engagement on social networking sites and its effect in the direction of loyalty, centering on the nature of social media as an interactive and emotional source in building consumer–brand relationships. Using structural equation modeling with data collected from 328 active social media users, the study analyzes three dimensions of engagement demonstrating that all of them positively influence brand loyalty, affection being the most potent predictor. It highlights that engagement in activities such as commenting, liking, and sharing; as well as their absence from simply observing media sites, divulges that a user participates as opposed to consuming something. Therefore, to increase loyalty among customers, brands must focus on emotionally monetary content that is cognitively stimulating enough to encourage active user involvement in building relationships instead of exclusive promotions.

Khan et al. (2020) focused on the analysis of linkages of engagement with the brand towards brand loyalty in the digital services, primarily emphasizing mediation by brand trust and brand commitment. The findings from a survey with 414 respondents who are users of virtual services brands show that both engagement and experience positively impact trust and commitment towards the brand. This subsequently leads to the impact by the two mediators on brand loyalty. Thus, trust and commitment serve as fundamental links between user engagement and experience with a brand and eventual loyalty towards those brands over time. The study, thus, shows marketers the strategic relevance of investing in building trustful relationships with and emotional connections to the customers in order to ensure that these customers become loyal in the long-term life in digital service landscapes.

Laroche et al. (2013) investigated how social networks affect brand loyalty through online communities for brands. They found that social media has perceived benefits regarding bridging the gap between brands and consumers. This enables two-way communication, along with a sense of community. As emotions are attached, citizens are likely to spend much time interacting with brands on social networks in a move to achieve emotional attachment and trust development, finally leading to brand loyalty. The study indicates that simply being there in social media is not sufficient but would hold effective engagement strategies when the community is engaged by brand communities. Loyalty significantly increases when consumers feel that they are given importance, valued, and included in the space of the brand on social networks, making it an important stratagem for community management in digital branding.

Ashraf et al. (2018) extend the studies on customer brand engagement by concentrating on the mediating position of online brand experience between the constructs. Their experiment shows that engaging consumers via meaningfully memorable digital experiences, like an effective interactive website, personalized content, and fast response to things, will induce customer satisfaction to improve brand loyalty. The engagement should go beyond superficial interaction but rather then be developed towards productive and emotionally charged experiences that resonate with the user. Thus, enjoyable and fulfilling nuggets result in consumer-users ultimately becoming loyal advocates of the brand translating into increased importance of customer-centric digital strategies.

The association between social interactions, engagement, and brand loyalty was examined by Ting et al. (2021). They employed a correlational research design to gather data. It was found that social interactivity affects both customer engagement behavior and brand loyalty positively and significantly. It has been suggested that if advertising designs could be improved with more entertainment and interactivity, consumers' perception of the brands could be improved and thus become more competitive in the marketplace. Additionally, this study highlighted the need to stimulate consumer participation on digital platforms to drive an engaged and loyal customer base towards the brand.

The association of consumer and a brand paradigm has now gained ground within academic circles as an attempt to study the ways through which consumers interrelate and communicate with brands. Part of this changing focus has been the increasing importance attributed to the consumer engagement theory in both the academic and marketing worlds, particularly because of its impact on consumer behavior. According to Gambetti and Graffigna (2010), consumer brand engagement includes more than just usage of the product or transactional interactions; it includes cognitive, emotional, and behavioral components.

It addresses how consumers cognitively process brands, how they emotionally feel about them, and how they behave toward them in turn, especially in highly interactive environments such as social media platforms and digitalized platforms. Thus, such a high level of engagement propels brand loyalty, advocacy, which explains its popularity within the study of contemporary consumer-brand relationships.

Samarah et al. (2022) address all parameters of consumer involvement in brand interactivity in social media with some few aspects, from which they conclude with a higher level of contribution towards brand engagement with loyalty. The results point out the significance of brand trust as a mediator. Initial findings show that once brands have interactive features needed to bring in users into content or conversation-for example: polls, comments-and once engagement with the user has been initiated, that consumer is bound to develop trust in the brand as the mediator from such moment-to-mom engagement to long-term loyalty. In this digital age, trust must be earned through transparency and consistent interaction; hence, conversion from social media engagement into long-lasting relationships with the brands would count as the cornerstone. Considering the above discussion, the study postulates the hypotheses as:

H3: There is a significant relationship between brand engagement and brand loyalty.

H3a: There is a significant relationship between information seeking and attitudinal loyalty.

H3b: There is a significant relationship between content generation and attitudinal loyalty.

H3c: There is a significant relationship between community involvement and attitudinal loyalty.

H3d: There is a significant relationship between information seeking and behavioral loyalty.

H3e: There is a significant relationship between content generation and behavioral loyalty.

H3f: There is a significant relationship between community involvement and behavioral loyalty.

H3g: There is a significant relationship between information seeking and cognitive loyalty.

H3h: There is a significant relationship between content generation and cognitive loyalty.

H3i: There is a significant relationship between community involvement and cognitive loyalty.

H4: There is a significant impact of brand engagement on brand loyalty.

H4a: There is a significant impact of brand engagement on attitudinal loyalty.

H4b: There is a significant impact of brand engagement on behavioral loyalty.

H4c: There is a significant impact of brand engagement on cognitive loyalty.

H4d: There is a significant impact of brand engagement parameters on attitudinal loyalty.

H4e: There is a significant impact of brand engagement parameters on behavioral loyalty.

H4f: There is a significant impact of brand engagement parameters on cognitive loyalty.

2.7 Customer Participation, Brand Engagement and Brand Loyalty

Rather et al. (2018) studied the influence of the customer brand relation between identification and value congruity on brand engagement and brand loyalty. This study showed that customers are more willing to connect and build loyalty with the brand when personal value systems run parallel to those of the brand. It speaks about the importance of emotional and identity-connected bonds for these relationships in the case of long-term brand relationships. Brand engagement has cognitive, emotional and behavioral indicators as its parameters.

Leckie et al. (2016) analysed the antecedents of consumer engagement with brands, whereby search behaviour of customers significantly affects both cognitive processing, affection, and activation dimensions of engagement that influence brand loyalty. Quite uniquely, a direct negative effect on loyalty was shown by cognitive processing; on the contrary, affection and activation positively contributed to it. This indicates the complex nature of these relations.

The theoretical model established by Hollebeek et al. (2014) regarding consumer brand engagement is well defined within the broad concept of consumer anchorage with three basic dimensions. The findings of the empirical study reveal that customer participation generally impacts these variables and further mediates the connection with brand loyalty. Emotional engagement (affection) turned out to be the highest predictive factor for attitudinal loyalty amongst them.

Online brand communities (OBCs) provide an important space around which consumer contact occurs. According to Paruthi et al. (2023), through OBCs, consumers can share their experiences, participate in co-creation with the brand, and develop an emotional bond with the brand. Consumer activities within OBCs have been associated with increased brand love and positive word-of-mouth; both of which are key components of brand loyalty.

Greve (2014) examines the role of the customer in the link between brand image and brand loyalty. This examination includes an investigation into whether or not the strength of the link between their perceived brand image and their loyalty toward that brand becomes modulated according to levels of customer engagement. Results reveal that higher customer engagement can either intensify or amplify the positive impact that a strong brand image has on brand loyalty. In other words, the more active customers' involvement and emotional connection with a brand is, the more favorable perceptions of that brand's image eventually manifest as loyal behaviors and attitudes. The research underlines the importance of nurturing customer engagement as a strategic tool to make the brand more appropriate to retain loyal customers.

Ting et al. (2021) studied the mediating effects of social interactivity on the relationship between customer engagement and brand loyalty. An online survey was conducted with 400 active Facebook users, revealing that social interactivity enhances customer engagement behaviors and brand loyalty. Findings indicate that brands could enhance customer loyalty by building social environments that are more interactive and engaging.

"Consumer-consumer interaction (CCI) and consumer-brand interaction (CBI)" as proposed by Cheung et al. (2021) have a bearing on consumer-brand engagement (CBE) and behavioural intentions that flow from it. Governed by service-dominant logic, the study found that both CCI and CBI contribute significantly to the dimensions of CBE. Correspondingly, cognitive engagement leads to ongoing search behaviour, while emotional and behavioural engagements are strong predictors of repurchase behavior. Thus, these findings provide evidence for the need to facilitate both peer-to-peer and consumer interactions to drive higher levels of engagement and positive behavioural outcomes.

Huang and Chen (2022) study the impact of brand experience dimensions affective, sensory and esthetical as they impact customer engagement and brand loyalty in the context of chain restaurants in Taiwan. Analysis was performed with PLS-SEM with data collected from 280 customers. Findings claim, affective experience is asserted as one of the key drivers of customer engagement. According to the study, sensory experience impacted cognitive engagement, while esthetical experience impacted emotional engagement. Emotional engagement also came up as a mediator that significantly enhanced brand loyalty, thus reiterating the need for converting brand experiences into loyal customer action.

Vo et al. (2025) analyzes how virtual influencers (VIs) shape customer engagement and brand loyalty within the setting of social media platforms. Utilizing parasocial Interaction Theory and source credibility model, the research shows that the trustworthiness and authenticity of VIs significantly augment customer engagement. Parasocial interactions, whereby consumers develop a one-way relationship with VIs, play a significant role in stimulating affective responses, thereby enhancing engagement. The attractiveness of VIs, interestingly, does not directly affect engagement. The study concludes that using VIs with high authenticity and trustworthiness can enhance long-term customer-brand relationships and loyalty.

Al-Hawary, and Al-Fassed (2022) describes the process of how social media marketing (SMM) influences brand loyalty (BL) through customer engagement (CE) as a mediator in the Jordanian context. The study's focus was on university students and the findings show a strong positive relationship between SMM and BL, implying that effective social media marketing measures greatly enhance brand loyalty. Moreover, the customer engagement was found to mediate this relationship, meaning how customers engage and interact with the brands on the social media platforms really works to turn such marketing efforts into loyalty. The present paper considers how customers' perceived value of loyalty programs (LPs) affects their engagement with LPs and thereby affects their loyalty to LPs and the overall brand.

Meyer-Waarden et al. (2023) define Loyalty Program Engagement (LPE) behavior as a multi-dimensional construct that reflects various levels of customer interaction, and they studied LPE's impact on brand loyalty and customer engagement (CE) with the company. Such increased engagement would instill loyalty toward the LP itself, as well as overall brand loyalty and CE. The findings ascertain that marketers should create LPs with demonstrable value in order to forge lasting customer relationships and loyalty.

According to Chi et al. (2022) studied customer engagement in online service brand communities and examined how social capital (SC) drives CBE "Customer Brand Engagement" in online service brand communities. Some of the underlying theories supporting this study include social identity and social exchange theories, which state that social capital will have a positive influence on CBE in a community of shared psychological ownership and customer citizenship behaviors. Then, it was shown that perceived support from the community moderated this relationship. The study put forward empirical evidence, analyzed through the PLS-SEM technique, and endorsed the notion that linking social networks with feelings of ownership in branded communities has a positive effect on engagement.

Cheung et al. (2021) put forth a framework that shows understandings of customer-brand engagement (CBE) holistically by looking at how such engagement is affected by the long-term involvement of consumers joining the process and the continual search behavior of individuals in online environments. From this research study, it was discovered that ongoing search behavior fully mediates the nexus link comprising involvement and engagement while consumer-brand engagement itself fully mediates the impact on brand attitude. This highlights how useful engaging content is, especially for longer-lived products like technology.

Ahmed et al. (2024) founded and validated a distinct total scale for measuring consumer storytelling involvement in the hospitality sector. In shaping the consumer–brand relationship through storytelling, there have been identified four significant dimensions: contextual cues, emotional engagement, cognitive mental cognition, and fully immersive experience. The qualitative interviews and quantitative validation thus confirms the reliability and applicability of the scale. It contributes a robust measurement for marketers in the hospitality sector to evaluate and fine-tune narrative strategies, showing that emotionally engaging narratives increase consumer engagement and brand loyalty.

Ooi et al. (2022) studied the theoretical underpinnings of CBE in creating loyalty toward telecom service providers. The study examined how the intersection of consumer involvement, consumer participation, and self-brand connection was regulating engagement and therefore loyalty. Essentially, findings suggested that active and affective involvement with telco brands enhance brand loyalty significantly. This study contributes to important theoretical considerations in reinforcing CBE itself as a multidimensional construct and suggests that managers ought to create opportunities for participative yet emotionally engaging brand interactions. The study does, however, indicate that in the case of high-involvement services like telecommunications, emotional connectivity and participatory behaviors are key in loyalty development.

Majeed et al. (2022) studied the dual effects of customer satisfaction and social media engagement. Using survey data and structural modeling, the study showed that customer brand engagement (CBE)—most importantly through social platforms—is a strong predictor of repurchase behavior. It was further demonstrated that brand engagement serves as a partial mediator between satisfaction and repurchase intention, which stresses the need for ongoing interactive communication with the brand beyond the consumption experience. This research highlights the strategic importance of digital touchpoints along with the emotional and cognitive aspects of CBE to aid retention of customers in service-driven industries.

Husain et al. (2022) examined how brand experience, brand resonance, and brand trust together contribute to loyalty in the consumption of luxury brands. A model in which brand experience directly influences both brand trust and brand resonance, which in turn mediate the relationship between experience and brand loyalty, was proposed and tested. Their results underline the centrality of trust and emotional attachment in luxury branding, where consumer perceptions are shaped by symbolic and experiential elements rather than mere functionality. The study enriches brand management literature by suggesting the crucial importance of fostering emotional interconnectedness and trust via personalized and high-quality experiences for long-term loyalty in the luxury sector.

Osei-Frimpong et al. (2022) delve into the intricate relationship among socio-psychological gratifications, consumer values, and formulating brand engagement on social media. The authors explain how consumers earn various psychological gratifications such as self-expression, social interaction, and entertainment from participating in communities that comprise a brand on social media. Such gratifications, coupled with laser-focused consumer values, serve as motivators of active engagement behaviors concerning brands. The research reveals evidence that socio-psychological needs serve as engines that drive consumers to expend effort and time with brand-related content and interactions. Thus, framing engagement as a dynamic interface within which intrinsic motivations and value systems play out, this study adds to the complexities of consumer participation in digital brand environments, with possible practical relevance to brands hunting for ways to deepen online relationships with consumers.

Huangfu et al. (2022) makes research on how experiences within these communities drive brand loyalty, especially among consumers from developing countries. Positive communal experiences- such as a sense of belonging, shared identity, and interactive communication- are believed to generate very powerful loyalty toward a brand. The paper discusses community engagement's role in imaging consumers' emotional and cognitive bridges with brands, thereby increasing loyalty. The findings provide evidence that virtual brand communities are important sources for developing customer relationships, especially in emerging markets where consumer-brand interactions may be rare or limited. The study adds to the forms developed in which digital brand loyalty is formed by positioning the primary emphasis on experience in the context of the digital space into developing economies. On the basis of above discussion, the study posits the hypothesis as follows:

H5: There is a significant combined impact of customer participation, brand engagement on brand loyalty.

2.8 Proposed Conceptual Framework

The proposed conceptual framework offers a model featuring Customer Participation and Brand Engagement as two important precursors of Brand Loyalty. This increasingly reflects in the marketing literature that loyalty should rest on the experience with their customers, something co-created with them, emotionally connecting to the realities applicable in today's competitive environment.

Customer Participation entails how much consumers engage in constructing their brand experience, ranging from co-creation of products or services, providing feedback, or actively helping form brand communities. Hence, customers feel empowered-that is, give them ownership without control, and this, in turn, intensifies their psychological attachment to the brand. When customers are engaged in the value-creation process, they personalize the brand and associate it with their preferences, resulting in greater satisfaction and long-lasting loyalty. Such service-dominant logic supports the argument saying that the more customers engage in the value creation process, the better the chance that they will develop durable ties to it.

Brand Engagement includes deep emotional, cognitive, and behavioral involvement of a customer in the brand. This comprises behavior such as following the brand on social media, sharing brand-related contents, participating in brand events, and representing the brand to one's social networks. Engaged customers do not just receive marketing communications passively; they also act on it. Customers internalize the brand values and identity; thus, trust, emotional resonance, and a feeling of belonging are essential features of brand loyalty. Emotional engagement makes customers less sensitive to competitive offerings. They are not very price-averse since their loyalty is based on relationship factors and is emotional rather than on mere transaction benefits.

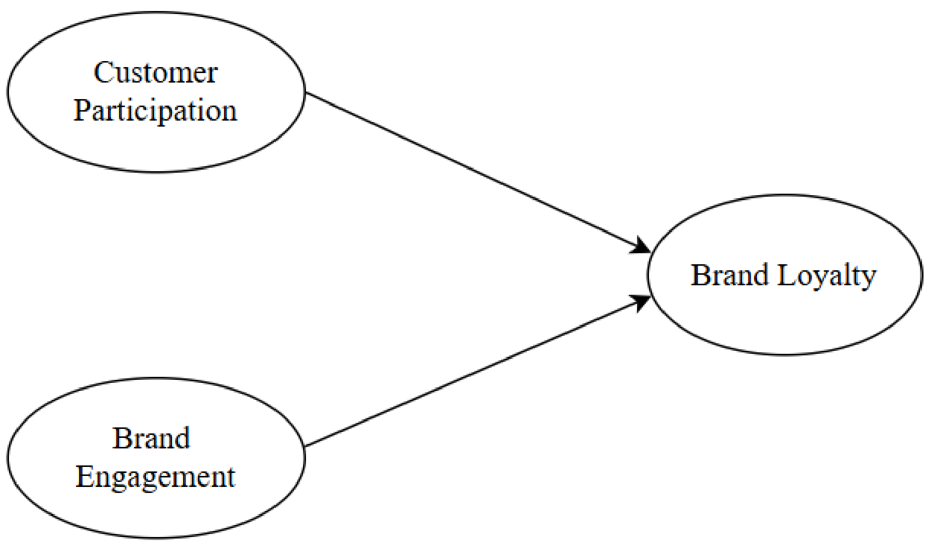

Figure 2.1 Proposed Conceptual Framework

Thus, the framework shows that both participation and engagement are eventually conducive to brand loyalty but through distinct yet complementary pathways. While participation fosters loyalty through empowerment and co-creation, engagement nurtures loyalty through emotional bonding and sustained interaction. Together they represent a value-creating holistic experience of loyalty in which customers become connected with and feel valued by and involved with their brand across multiple touchpoints.

From a managerial viewpoint, this model implies that marketing strategies must go beyond qualitative attributes of the product or promotional tactics. It is important that platforms and channels be built through which customers can participate feedback channels, customization options, and community forums, even in opportunities designed to evoke intensive engagement that include personalized content, storytelling, and authentic experiences with brands. As loyalty continues moving toward relationship driving, the framework delivers a strategic view for brands in pursuit of making deeper and longer-lasting relationships with customers within a participatory and digital-first marketplace.

2.9 Summary

The review of literature validates the importance of participation and engagement of customers with the brand as determinants of brand loyalty, especially in digital contexts. With increasingly interactive consumers and information-intensive environments, active involvement in brand-related activities, along with an emotional connection with the brands themselves, is now regarded as one of the major determinants of loyalty. Ownership and control over experiences with brands are made possible for individuals through customer participation, and engagements with brands-involving cognitive, emotional, and behavioral factors-enable closer, rather permanent-relationships with brands. These constructs, combined, play a vital role in repeat purchase behavior, advocacy, and lifetime commitment, which all point out the necessity of having them in the new branding landscape.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Introduction

The digital revolution has brought about drastic changes in the dynamics of brand-consumer interactions, and it is now paramount for a firm to understand how customers engage with brands online and how such engagement fosters loyalty. This research intends to discuss in detail the underlying mechanisms through which customer participation, brand engagement, and brand loyalty interrelate, in particular within a digital context such as social media, brand applications, and online communities. The evolution of traditional marketing and branding paradigms into realms of discussion where the mere passive consumption of an object is not viewed as sufficient has ushered in an era such that the customers actively co-create value, join in brand conversations, and, in this fashion, define what the brand means to them. These developments therefore require that a thorough academic and practical understanding of how active customer behavior promotes and enhances brand loyalty be attained.

In this context, the research discusses customer participation as the major phenomenon whereby feedback, content sharing, product reviews, and jointly creating brand experiences importantly impact the emotional and psychological link, called brand engagement. This engagement, in turn, is hypothesized to create strong and durable brand loyalty that is crucial for maintaining competitive advantage in the highly dynamic digital markets. While much has been written on customer participation, brand engagement, and loyalty individually, there is an acute lack of an integrated framework that ties all three in the context of the digital market. The study aims to describe and analyze the relationships among the above concepts with no manipulation of the environment in which this research is conducted. It argues that there exist a multitude of factors and types of customer participation that can encourage various degrees of engagement and possibly contribute to the online commitment and loyalty. The results of the study could not be more timely given the rapid evolution of e-commerce, social commerce, and digital brand communities; thus, there's theoretically significant output and enormous practical implications to consider.

3.2 Research Design

Research design is "the overall strategy that outlines how a study is conducted in order to answer its research questions and achieve its objectives effectively". The logical series of steps in a study are connected to the questions a researcher has defined to methods of data collection and analysis. This means that the research design is what organizes a study into a systematic process by which its objectives can be achieved. Major types of research designs-including experimental, correlational, exploratory, and descriptive-all serve the purpose of aligning objectives with procedures, judging by the diverse nature of purposes they serve as types of research designs.

Research design provides the framework for conducting the research in an orderly, integrated, and rational sequence. They include strategies and procedures for collecting, measuring, and analyzing data. Such designs seek to ensure that the problem under study is adequately addressed, and the research findings are valid, reliable, and relevant to fulfilling the declared objectives. The present research design, examining the interplay between customer participation, brand engagement, and brand loyalty in digital settings in Delhi NCR, embraced a descriptive and correlational research design embedded within a quantitative framework.

Descriptive Research Design

The descriptive dimension of this research design aims to provide an accurate characterization of digital consumers in the Delhi NCR region. It examines the frequency with which customers participate in digitally enabled brand activities, the form of brand engagement (emotional, cognitive, and behavioral), and the expression of brand loyalty to which consumers adhere. Descriptive design fits perfectly in this instance since it allows the researcher to summarize and present the characteristics of the sample in terms of statistical measures such as percentages, means, and standard deviations. This subsequently provides a basis for inferential analysis by capturing what is going on in the population being studied.

Descriptive designs work well for the study as the researcher is not interested in manipulation of variables but rather observation, description, and documentation of natural relationships of customer participation, brand engagement, and brand loyalty concerning the digital environment. Descriptive designs allow the researcher to systematically observe the present consumers and their behaviors, attitudes, or experiences without manipulation of the context in which the behaviors occur or conditions of practice. Thus a descriptive study has the power to paint a large definition of how digital consumers engage with brands, which then directly ties influences on forming loyalty. An especially descriptive research entails developing a thick description of complex phenomena: the empirical data may be used for some time into the future for developing theory or real-life applications. Choice of the design guarantees that the research is still founded on factual actual realities into the present consumer engagements with brands in this digital world.

A study described through a descriptive design seeks to define and describe certain features, patterns, and relationship among the important variables, while not putting these variables under experimental control. The present study aimed to clarify customer participation and brand engagement in digital contexts and their association with brand loyalty. It is descriptive of the phenomenon, focusing on "what" and "who" and their locations and timing.

Because digital customer engagement is continuously evolving concept, a descriptive design enables a researcher to provide a fairly comprehensive snapshot of consumer behaviors and attitudes, as they are seen to play out online. For example, Vu and Vu (2021) similarly adopted a descriptive design (using a deductive approach) in the research study of the impact of social media marketing on brand loyalty, thus showing a common use of descriptive design in brand-loyalty research within online settings. Thus, the research can be carried out systematically, for example, without manipulating or controlling the conditions under which it occurs.

3.3 Research approach

A well-defined research approach provides a structured pathway for investigating research problems and arriving at logical, evidence-based conclusions. It indicates the way the data comprises their gathering, their analysis, and their interpretation; shaping the entire design and implementation of that research. This research proposes the following hypothesis from the deductive reasoning basis.

Quantitative Research Approach

This approach of research is highly appropriate to test hypotheses, development of the models, and generalizable conclusions based on structured data. The required variables are measured through using the statistical techniques used to determine the strength and nature of relationships. This provides a more generation about the hypothesis testing, which is particularly important to prove and develop generalizable results based on structured data. With respect to this study, structured survey questionnaires were used to gather quantifiable data regarding customer behaviors, that is, customer participation, brand engagement levels, and loyalty intentions. These constructs were thus validated using measurement scales operationalized using those employed in existing literature, to guarantee consistency and comparability results.

Deductive Reasoning

This research employs deductive approach. The beginning of the study with established theories and frameworks is followed by specific hypotheses that are tested through empirical data. The theoretical base of the research is derived from existing work on either marketing or consumer behavior dealing mostly with the digital branding context. Following that, the hypotheses are derived to test the assumed cause effect relationships among variables — for instance, the hypothesis whether increased customer participation enhances brand engagement, or whether brand engagement creates brand loyalty. Thus, deductive reasoning gives an important advantage when research is designed to test a theoretical construct in a narrowed context, in this case, digital consumers in Delhi NCR.

It allows generalization of the findings to the whole population studied as far as proper collection, processing, and analysis of the data are conducted through valid statistical procedures.

Cross-sectional Design

This research approach thus is one of a cross-sectional study design as observational data are taken in point of time from a number of sufficiently diverse respondents. The current consumer attitudes and behaviors concerning digital brand engagement may be fairly well understood using this design. While it does not account for change over time, it provides a basically accurate snapshot for identifying prevailing patterns and associations among the key variables.

Empirical Orientation

This study is empirically based as it draws on primary data collected through an online survey administered to digital consumers from the Delhi NCR area. Being an empirical study, it increases the practical relevance of the study since it relies on what actually happens in the real world and what people actually do. The result of empirical data adds to reliability in drawing statistical inference and conclusions directly applied toward marketing under the digital landscape.

3.4 Sampling plan

A robust sampling plan is fundamental to the credibility and accuracy of any empirical research. It explains how one selects an individual from a larger population and guarantees that the sample fairly represents that group in question. This study examined the interrelationship of customer participation, brand engagement, and brand loyalty in the northern part of India called Delhi NCR, and special attention was given to the selection of respondents that would provide for this study. With a bigger and wider representative population on digital space among consumers in this region, the sampling strategies also focused on capturing respondents who are consumers actively engaged with brands in digital environments. The sample plan focused on ensuring that all relevant participants were included and consideration was also given regarding time, access, and research resources used.

Population of the study

The entire set of individuals or elements bearing the characteristics that are considered significant for the study, and from which the sample is extracted, are referred to as the population in research. This study focuses on the role of customer participation and brand engagement in creating brand loyalty in the digital environment. Thus, the population set is digital consumers based in the Delhi NCR (Delhi, Gurgaon, Noida, Ghaziabad, and Faridabad). These are people who usually interact with the brand online, such as through social media sites, brand apps, e-commerce portals, review forums, and other such digital interfaces.

The geography was selected, i.e., Delhi NCR (National Capital Region), due to many reasons. It is one of the extreme metropolitan clusters of India. It has always recorded a high penetration of the internet; rapid adoption of the digital medium among the consumers of various origins is seen. The consumers of Delhi NCR as a generic category represent a heterogeneous mix of generations, different income levels, education levels, and technology interfaces, making the area an ideal candidate to examine different customer behaviors in a digital environment. Thus, the population of Delhi NCR is high in terms of shopping through online channels, participating in brand engagement through social media, and participation in online brand communities, thus directly aligning the specific constructs with the study.

The accessible population were the people who have had active digital interaction with the brand. By "active digital interaction," it means any participation beyond mere passive observation, such as posting a review, sharing brand-related content, contest participation, feedback, or being part of online brand communities.

Sampling Method

Conducting a representative survey on the entire population of Delhi NCR digital consumers remains unrealistic and hence resorting to sampling becomes unavoidable. Non-probability sampling was used for this research, mainly through purposive sampling and snowball sampling techniques. Purposive sampling refers to selecting respondents who possess certain characteristics that are substantive to the study — these include people who have interacted with brands within the digital setting, comprising social media, e-commerce platforms, or online brand communities. Furthermore, through initial screening questions, that respondents fall within the inclusion criteria of residing in Delhi NCR, and having taken part in some form of digital brand interaction in the last six months, such as social media, e-commerce activities, or online brand communities.

While purposive sampling determines the relevance of the respondents, snowball sampling assisted in obtaining more subjects by asking initial subjects to refer others who meet the same criteria from their digital networks. This works quite well for Delhi NCR as an urban area, where peer-to-peer sharing can actually expand the reach to active online brand participants. Targeting about 300–400 respondents allows for an odd balance between statistical certainty and the typical practical limitation of time and resources. The sampling strategy is warranted because of the specificity of the research focus: since the study investigates behaviors that are not evenly distributed across the general population (i.e., active digital brand engagement), purposive sampling allows for including only relevant individuals, while snowball sampling aids in locating other appropriately qualified individuals who are difficult to attain. This cumulative method ends up giving the study a rich set of meaningful data vital in adequately depicting the connection between customer participation, brand engagement, and brand loyalty in the digital space of Delhi NCR.

3.5 Sources of data

The data sources for this study were carefully chosen to ensure that the information gathered is relevant and reliable for analyzing the relationships between customer participation, brand engagement, and brand loyalty in online settings. The research predominantly relies on primary data supplemented where needed with secondary data for background and contextual support.

Primary data

Primary data refers "to the information collected firsthand by a researcher, expressly for investigations relating to particular studies or projects". These data make up an original and unique set of information, with direct relevance to material evidences in the research, and would commonly be gathered by means of surveys, interviews, focus groups, experiments, and direct observations. Primary data, being highly specialized for an inquiry, provide accuracy and relevance. In contrast, it can lag behind in terms of cost, time, or resources. In spite of these hindrances, one gains coveted control over the quality and granularity of data consolidated.

Primary data was directly obtained from targeted respondents (digital consumers residing in Delhi NCR) through structured survey questionnaires. Collection of the primary data is important because this allows the researcher to understand first-hand specific insights into the online behavior patterns of the participants, their attitudes toward brand participation, brand engagement levels, and loyalty patterns. The questionnaire was formulated based on established scales and validated measures with adaptations from earlier studies within marketing and consumer behavior literature. The items framed captured multiple dimensions of customer participation (for example, sharing content, providing feedback, and participating in co-creation activities), brand engagement (cognitive, emotional, and behavioral engagement), and brand loyalty (attitudinal and behavioral loyalty). Responses were predominantly recorded employing a five-point Likert scale, thereby yielding richer data for descriptive and inferential statistical analyses.

The collection of primary data was done through an online survey hence digital orientation of study and acquaintance with technology of user consumer in the Delhi NCR population. Online survey has advantages like wider coverage, rapid data collection, economy, and more efficiency to reach the digital active users. Channels of survey distribution were emails, social media groups, digital community forums, and getting direct messages through professional and personal networks. Sample participation can be enhanced with small incentives for respondents, such as entering a lucky draw or an opportunity to obtain e-vouchers, all while maintaining the voluntary participation and informed consent.

Secondary data

In contrast to primary data lies secondary data, which comprises information already amassed, analyzed, and disseminated by other researchers, organizations, or institutions. This usually means the use of books, academic journals, government reports, databases, websites, and records for statistics. Secondary data are mostly used for literature reviews, background studies, and for confirming or complementing findings from primary research. Secondary data is much easier to access and relatively less expensive in terms of time and money when compared against primary data.

However, it may not necessarily fit a researcher's needs, and its accuracy and timeliness could be subject to the source. There is a need for the researcher to respectively question the reliability and applicability of both secondary data while intending to incorporate it in their work. As supporting primary data was secondary data, a few referring secondary data sources include academic journals, industry reports, market research databases and published articles on digital consumer behavior trends in India and specifically Delhi NCR. Such secondary sources help frame up the research background, justification on selecting the digital environment as a specific focus area, and emerging patterns of brand engagement and loyalty that serve in deriving and interpreting the questionnaire design from primary data findings.

Thus, a mix of rich, specific, primary data from the field plus relevant secondary data from credible sources ensured a holistic understanding of the phenomena being investigated. It is both types of data that enhance the credibility, depth, and robustness of the results of research through which meaningful conclusions can be drawn about how customer participation and brand engagement create loyalty in a rapidly changing digital consumer landscape.

3.6 Questionnaire development

This survey was major measurement instrument to capture those constructs that are related to customer participation, brand engagement, and brand loyalty specifically in online environments. The development of the questionnaire followed well-established, confirmed, proven scales of prior work in the scholarly field to ensure that the findings of the study are reliable, valid, and comparable.

Brand loyalty is defined by the authors Jacoby and Chestnut (1978), with the first attention paid to indicators of behavioral loyalty by Ehrenberg (1988), and the second attention to other indicators, i.e. attitudinal loyalty dimensions. Other theoretical formulations based on Oliver (1999) and Dick and Basu (1994) were referred to for formulating items intended to capture both the attitudinal and behavioral aspects of brand loyalty by respondents regarding the consumers' repeat purchase intentions, emotional attachments, and advocacy behaviors towards digital brands, most probably with the five-point scale from "strongly disagree" to "strongly agree".

By this research, customer participation is assessed through the volunteerism to take part in co-creating value from virtual customer environments. Mostly, the methods measure the extent to which customers are involved in providing feedback, co-developing products, suggesting innovations, or discussing such products or brands online. This method is especially good at capturing active roles currently played by customers in digital brand ecosystems.

The study made use of well-known and validated scales for measurement of the core constructs: customer participation, brand engagement, and brand loyalty. The measure of brand engagement is that developed by Yim et al. (2012), presenting a comprehensive concept of engagement through cognitive, emotional, and behavioral engagement in service participation. Their validated model concerns how customer interaction and experiential involvement strengthen engagement with service brands, thus making it most relevant in the context of measuring engagement in the digital marketplace, where participation is a main activity. Items in this scale would measure customers' mental focus, emotional connection, and proactive behavior toward digital brands.

All the varied scales were slightly adjusted so as to fit the specific context of digital consumer behavior among residents of Delhi NCR for relevant, culturally appropriate, and understandable items to the participant. Again, there was a pilot test of the questionnaire with a smaller sample to refine clarity, reliability, and validity of the items before the actual full-scale data collection. In short, this study uses measurement scales built from rigorously developed and widely cited sources in marketing and consumer behavior literature so that constructs are captured more accurately and comprehensively; thus strengthening robustness and credibility of findings.

In measurement terms, multiple Likert-scale items were devised for each construct to assure depth, reliability, and statistical validity of the measures. The integration of these psychometrically robust scales enhanced a comprehensive and nuanced understanding of consumer-brand dynamics in the digital setting of Delhi NCR.

3.7 Data Collection

The data collection process was methodically designed to glean pertinent, trustworthy, and contextually rich information for investigating the interrelationships between customer participation, brand engagement, and brand loyalty in the digital consumer environment of Delhi NCR. Given the challenges of surveying the entire digital population of this vast urban area, the study used a non-probability sampling strategy, employing purposive and snowball sampling techniques. These were selected for their utility on specific sections of the population with relevant experience in the digital brand interaction world.

Purposive sampling helped select respondents who had characteristics that were of importance to the study. In short, these were people who had engaged in a digital kind of interaction with a brand in the last six months — be it through social media platforms, e-commerce websites, or online brand communities. The initial screening questions ensured that only respondents residing in Delhi NCR, who fulfilled the digital engagement criteria, were eligible for inclusion in the sample population. Consideration of this technique allowed the study to focus on a segment of the population that is both aware of and bearing experience of what they were studying, thus improving the pertinence and quality of the collected data.

To increase the sampling volume and participation, a parallel-class opportunity for snowball sampling was considered. Through this method, initial respondents were asked to provide names of others within their digital and social networks who met the inclusion criteria. This method was especially viable in a context such as Delhi NCR, where digital connectivity is very high and possibly word of-mouth or channeling through networks is common. Snowball sampling facilitated researcher access to a wider and more diverse set of participants, who otherwise might have been much more difficult to reach through conventional means, especially those actively present in digital brand ecosystems.

Primary data collection for this study was conducted by using an online structured questionnaire and disseminated through various digital means such as email, social media groups, online forums, and direct messaging in private or professional circles. The questionnaire incorporated measurement scales that were technical and proven, adapted from earlier academic work in marketing and consumer behavior.

Moreover, the study mainly conversed three constructs: customer participation, brand engagement, and brand loyalty. Multiple dimensions of each construct were explored: customer participation, for instance, included activities such as sharing content, giving feedback, and engaging in co-creation, while brand engagement was operationalized proactive and collaborative dimensions of customer contribution to digital brand environments. The study of brand loyalty encompassed both its attitudinal and behavioral dimensions, using a five-point Likert scale for responses so that attitude and behavior would be more finely captured and the eventual statistical analysis would be much stronger and reliable.

The choice of an online survey matched the digital essence of the research topic. The target population being digitally active users made the online survey reasonable and effective. It also had several advantages in terms of greater geographical reach, low cost, faster data collection, and convenience of administration. All the respondents were properly informed of their voluntary participation and consenting to participate in accordance with the ethical research framework.

Besides primary data, secondary data were also used for providing a subtle background and contextual understanding of the academic field. The secondary data included a variety of academic journal articles, market research databases, government and industry reports, and published articles about digital consumer behavior, online brand interaction, and customer loyalty trends in India with particular emphasis on the Delhi NCR region. These sources helped develop the theoretical framework of the study, gave credence to the focus on digital engagement, and assisted in formulating and refining the primary data collection instrument.

The primary data helped cater to the study objectives in concert with the strategic selection of secondary sources to provide a better-rounded viewpoint. Purposive and snowball sampling allowed for the inclusion of only the participants that were relevant and informed, while the online survey method provided the greatest scope of engagement with the digitally active consumer population of Delhi NCR. All together, these efforts led to the creation of an enriched dataset that can offer meaningful insights into how customer participation and brand engagement together influence brand loyalty in a dynamic digital environment.

3.8 Data Analysis

Data analysis remains a vital step in any empirical research because it converts raw data into significant insights that can validate hypotheses and answer research questions. This research, in a very planned way, moved through the processes of data analysis: descriptive statistics were first used, followed by inferential analysis, which included correlation analysis and regression analyses. The idea was to systematically analyze and understand the relationships between the three core constructs of the study in the context of digital consumers from the Delhi NCR region.

Descriptive Analysis

The first stage in data analysis was descriptive statistics used to summarize and describe the basic features of the dataset. The mean, median, and standard deviations; and frequency distributions were computed for both demographic variables (such as age, gender, occupation, and digital usage behavior) and all key variables related to customer participation, brand engagement, and brand loyalty. The descriptive analysis showed an account of the characteristics of the sample, which helped assess general trends and central tendencies. It assisted the researcher in understanding the respondents' typical engagement with digital brands and spotting any obvious patterns in their responses. Descriptive statistics were then situated along with visual aids, which included tables, aiding in the interpretation of the data and creating a simplified representation of the distributions.

Correlation Analysis

“Correlation is a statistical measure that expresses the extent to which two variables are linearly related — meaning how much one variable tends to change when the other does. It helps identify the strength and direction of a relationship between two quantitative variables”. To analyze how strong and in which direction the relationships among key variables stand, correlation analysis was performed with the assistance of Pearson's correlation coefficient (r). Such a measure serves to show whether two continuous variables are strongly linearly related. In the context of this study, correlation analysis was used to assess the strength of the associations of customer participation with brand engagement, and the linkage of both these constructs to brand loyalty. A positive correlation would suggest that as one variable increases, the other tends to also increase — for example, higher levels of customer participation may be associated with higher brand engagement or loyalty. The values of Pearson's r range from (-1, +1), meaning that as the value of r gets nearer to +1, a strong positive correlation is present; getting closer to -1 represents a strong negative correlation, and around 0 suggests no correlation is there. The levels of significance (p-values) were then reported to establish whether the considered relationships are statistically significant or not.

Regression Analysis

A close examination using multiple regression analysis was carried out to ascertain which customer participation and brand engagement predict brand loyalty. Models estimate the extent to which one or more independent variables (predictors) predict the value of a dependent variable. In this case, the independent variables were customer participation and brand engagement, while the dependent variable was brand loyalty. The regression model gave coefficients (beta values) which indicated how far customer participation and brand engagement influence brand loyalty.

Moreover, for the purpose of ensuring reliability and validity, tests of diagnostics such as were administered. The inclusion of both attitudinal and behavioral aspects in the constructs assisted in a richer and more extensive analysis of the relationships. The regression analysis tested both hypothesized relationships and also provided a deeper understanding of the relative importance of customer participation and engagement in building brand loyalty amongst digital consumers. To sum up, the data analysis process fused together a myriad of descriptive and inferential approaches to understanding the variables. Descriptive statistics characterized the basic structure of the data, whilst inferential means test the robustness of the observed patterns. Correlation analysis establishes the strength and direction of relationships between inter-variable relationships, while regression analysis allows prediction and model building. This multifaceted approach held the key to making sound conclusions regarding how customer participation and brand engagement create brand loyalty in the digitally active consumer market of Delhi NCR.

3.9 Summary

This research is conducted through a quantitative approach, using descriptive research design to study the relationships of IV and DV in the context of digital consumers in NCR Delhi. Data were largely collected through structured online surveys and were complemented with secondary data including academic journals and market reports to give context for the findings. In terms of sampling, a non-probability sampling method was adopted such as purposive sampling targeting respondents with relevant experience of interacting with a digital brand and snowball sampling which allowed for expansion of the sample through referrals in the digital community. The aim of the study was to collect data from 300–400 respondents by utilizing online platforms such as emails, social media groups, and digital forums. The final data set was comprised of 391 respondents. The constructs were made using validated scales available in established literature to operationalize: customer participation measured in terms of information seeking, content creation, and community involvement; and brand loyalty measured in terms of behavioral, attitudinal, and cognitive aspects. Data collection imparts descriptive statistical techniques to summarize issues relating to the profiles of participants and trends in response data, followed by inferential techniques like correlation and regression analysis to test the different research hypotheses and ascertain the strength and direction of relationships among different variables considered in the research. This whole process brings depth, relevance, and analytical rigor in answering the research objectives of the study.

CHAPTER IV
DATA ANALYSIS

4.1 Introduction

This chapter presents the results of the data analysis conducted to investigate relationships between customer participation, brand engagement, and brand loyalty. The focus of this chapter is on how customer participation activates brand engagement dimensions, which then results in brand loyalty. The chapter starts with descriptive analysis of the demographic profile of respondents comprising the following variables: age and gender of respondents, marital status, education, frequency of brand interaction, and social media usage. This serves to provide a basic understanding of sample characteristics. After that, the measurement instruments' reliability is assessed based on Cronbach's Alpha, to ensure that each construct is being consistently and accurately measured. Upon confirmation of data reliability, these analyses invoke inferential statistics to tests research hypotheses. Pearson correlation analysis is used to determine the strength and significance of associations between the variables. Further statistical tests were conducted to identify the predictive relationships. The results from these analyses provide validation for the proposed conceptual framework and, hence, serve as empirical evidence for the theoretical constructs discussed earlier in this thesis.

4.2 Reliability Analysis

Reliability is the extent to which an instrument actually works, both in time and across different items that supposedly measure the same construct. It is the degree to which the instrument offers the same results in the same conditions. Depending on the type of data scales one uses in social science research, Cronbach's Alpha (α) is one of the most popular measures of internal consistency reliability. An α score of around 0.70 is normally acceptable, 0.80 refers to good reliability, and scores above 0.90 show excellent reliability (Nunnally & Bernstein, 1994; Tavakol & Dennick, 2011). Hence, the reliability of measurement scales becomes important for the instrument to really tap into the theoretical constructs intended. This study undertook a reliability analysis of all key constructs-

Customer Participation, Brand Engagement, and Brand Loyalty-as well as the whole scale to confirm the robustness of the measurement tool.

Table 4.2.1 Reliability values

S. No	Construct	α value	Number of Items
1	Customer Participation	0.895	8
2	Brand Engagement	0.912	9
3	Brand Loyalty	0.917	15
4	Complete Scale	0.928	32

The reliability analysis for the study constructs demonstrates high internal consistency across all scales, as indicated by α values well above the commonly accepted threshold of 0.70. The Customer Participation scale, consisting of 8 items, yielded a α of .895, reflecting strong reliability. The Brand Engagement scale, comprising 9 items, also showed excellent internal consistency with an α of .912. Similarly, the Brand Loyalty scale, measured with 15 items, exhibited high reliability with an α of .917. Overall, the full measurement instrument, encompassing all 32 items across constructs, achieved a α of .928, indicating that the entire scale is highly reliable for assessing the targeted variables in the study. These results support the internal validity of the instrument and suggest that the items within each construct consistently measure their intended dimensions.

4.3 Organization of data analysis

The data analysis chapter was subdivided into key sections creating a concise and systematic presentation of the study's results. First, a descriptive analysis of the demographic profile of the respondents was presented. In so doing, it lay down the groundwork to interpret results by gaining an understanding of the sample, which allows one to gain some insights into the contexts. Then, the descriptive statistics of customer participation, brand engagement, and brand loyalty are conducted. The next session is for the result of correlation analysis between the main variables, to know the strength and direction of their association. The results from the correlation analysis are immensely useful in forming the basis of inferential statistics, such as regression or any other hypothesis-studying technique to unravel the cause-and-effect and predictive relationships among the line of relationships between customer participation, brand engagement dimensions, and brand loyalty. This chapter concludes with a summary of major findings and sets the threshold required for the interpretation and discussion prepared in the next chapter.

Demographic profile of respondents

The demographic information provides an important background for interpreting the results of this study. The participants' basic attributes who provided data help ensure that the sample is relevant and representative of the target population. Consideration of age, gender, tenure, education, and background through the demographic profile helps to put into perspective the diversity and makeup of the sample, which is crucial for evaluating the generalizability and applicability of results.

Descriptive

Table 4.3.1 Descriptive of demographics

	N	Min.	Max.	Mean	S.D	Variance
Age	391	1	5	2.4	1.316	1.733
Gender	391	1	2	1.45	0.498	0.248
Marital status	391	1	2	1.38	0.486	0.236
Education	391	1	4	2.07	0.887	0.788
Frequency of interaction	391	1	5	2.26	1.194	1.425
Social Media usage	391	1	4	1.87	0.958	0.917

The demographic descriptive statistics for the study gave a picture of the characteristics of the 391 subjects. Age from 1 to 5 levels was coded to give a mean value of 2.4 and a S.D of 1.316, implying that most of the respondents were fairly young. Gender was represented by a binary scale (1 = Male; 2 = Female), yielding a mean of 1.45 and S.D of 0.498; and a slight male dominance can be evidenced from it. The marital status (1 = Single; 2 = Married) had a mean value of 1.38 whereas the S.D was at 0.486. This shows that most respondents were single. Education was measured on a scale of 4 and the mean of 2.07 tells us that for most of the respondents either completed high school or hold at least a bachelor's degree. The frequency of interacting with a brand (1= Rarely; 5= Very Frequently) had a mean of 2.26, meaning that most of the sample interact occasionally or, at least, have a moderate basis towards interaction. Last, the use of social media is measured also from 1 (Less than 1 hour/day) to 4 (More than 4 hours/day) with a mean of 1.87 and a S.D of 0.958, indicating that most respondents spend less than 2 hours per day on social media with some variations. Overall, these demographic profiles suggest a relatively young, moderately educated, digitally active respondent group, which fits well in examining constructs such as brand engagement and customer participation.

Age

Table 4.3.2 Age of respondents

	Frequency	**Percent**
Less than 25 years	119	30.4
25-30 years	131	33.5
30-35 years	45	11.5
35-40 years	58	14.8
More than 40 years	38	9.7
Total	391	100.0

The age distribution of the 391 respondents indicates that the sample is characterized primarily by younger people. The largest group below 30 years was 33.5%, whereas a close second was the respondents below 25 years old, making up 30.4%. These two groups represent more than two-thirds of the sample, thus principally constituting a youthful demographic. Participants aged between 30 to 35 years form 11.5% of the sample, while those aged from 35 to 40 years comprise 14.8%. Very few, at 9.7%, are above 40 years. This particular distribution explains that the findings are largely representative of the lifestyles of younger consumers, who generally tend to be more active on the digital platform and would thus probably spend time online interacting with the brands.

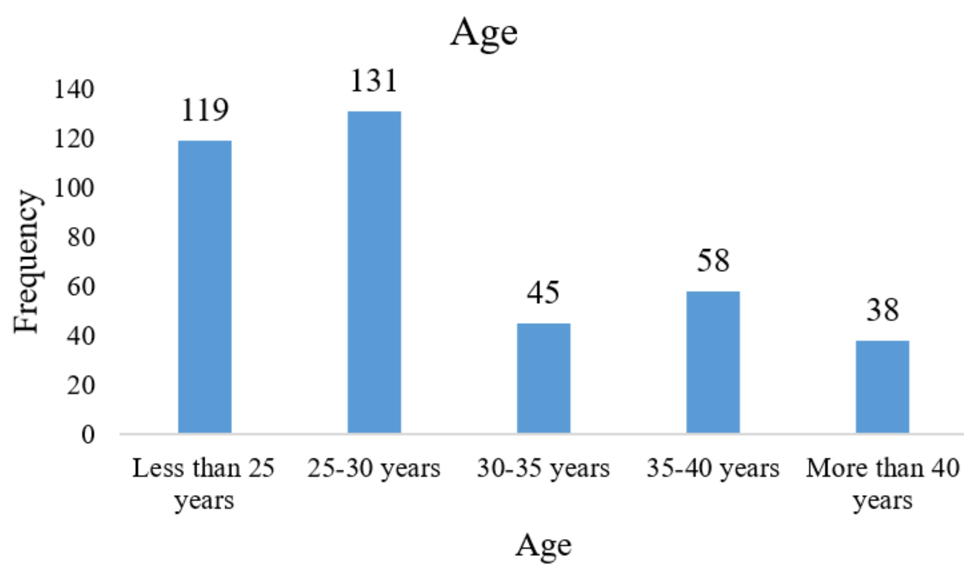

Figure 4.1 Age distribution

Gender

Table 4.3.3 Gender of respondents

	Frequency	**Percent**
Male	217	55.5
Female	174	44.5
Total	391	100.0

The sample has more male than female participants. Out of 391 participants, there were 217 (55.5%) male, while the remaining 174 (44.5%) respondents were classified as female. This fairly even distribution will give a more representative understanding of brand engagement and customer participation across genders.

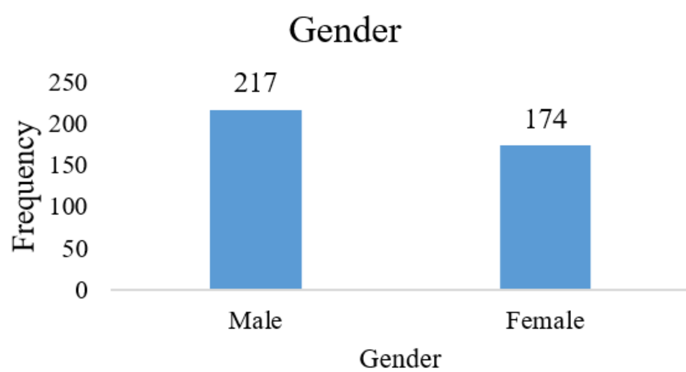

Figure 4.2 Gender distribution

Marital Status

Table 4.3.4 Marital Status of respondents

	Frequency	**Percent**
Unmarried	243	62.1
Married	148	37.9
Total	391	100.0

According to the marital status data, most respondents are unmarried. There are 243 respondents who are single (62.1%) and 148 married (37.9%). Marital status is a demographic variable that most certainly influences consumer buying behavior toward brands and is very important when analyzing trends in customer engagement.

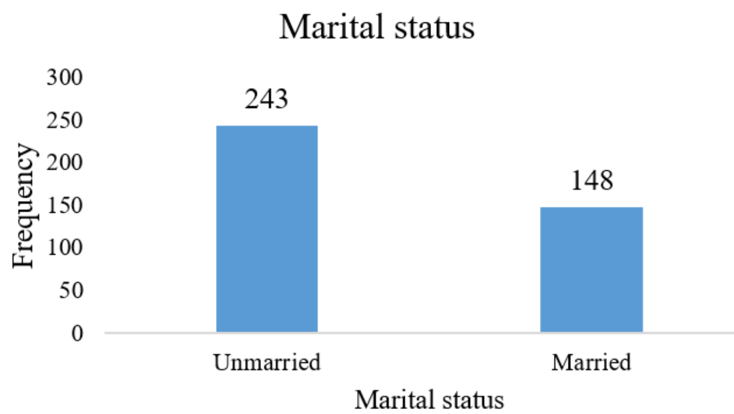

Figure 4.3 Marital status distribution

Educational Qualification

Table 4.3.5 Educational Qualification of respondents

	Frequency	Percent
Undergraduate	117	29.9
Graduate	154	39.4
Post Graduate	96	24.6
Others	24	6.1
Total	391	100.0

Higher education constitutes the majority of the educational qualification of the respondents. Graduates are the majority subgroup and make up the levels at 39.4%, then undergraduates at 29.9%. Holders of master's degree account for 24.6%, and 6.1% selected "Others," which might mean some kind of vocational training or any other schooling.

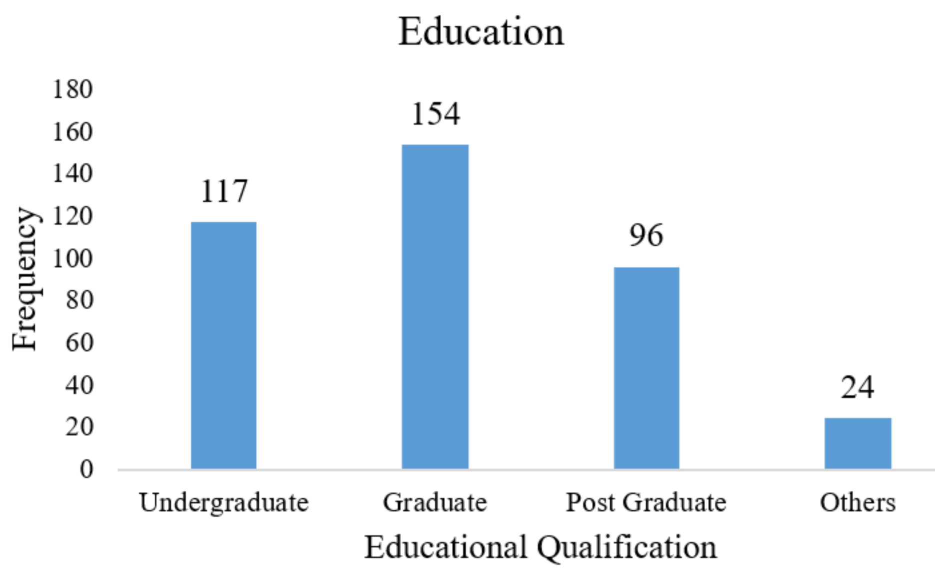

Figure 4.4 Educational Qualification distribution

Frequency of Brand Interaction

Table 4.3.6 Frequency of Brand Interaction of respondents

	Frequency	**Percent**
Daily	116	29.7
Weekly	151	38.6
Monthly	58	14.8
Occasionally	37	9.5
Rarely	29	7.4
Total	391	100.0

The frequency with which brands are contacted varies from respondent to respondent. There were quite a few who reported spending time interacting with brands on a regular basis. Most of the participants stated that they interacted with brands weekly (38.6%), whereas 29.7% of them interacted with brands on a daily basis. This shows that a large fraction of the sample maintains a fairly continuous relationship with brands, while monthly interactions (14.8%), occasional (9.5%), and very rare (7.4%) complete the picture.

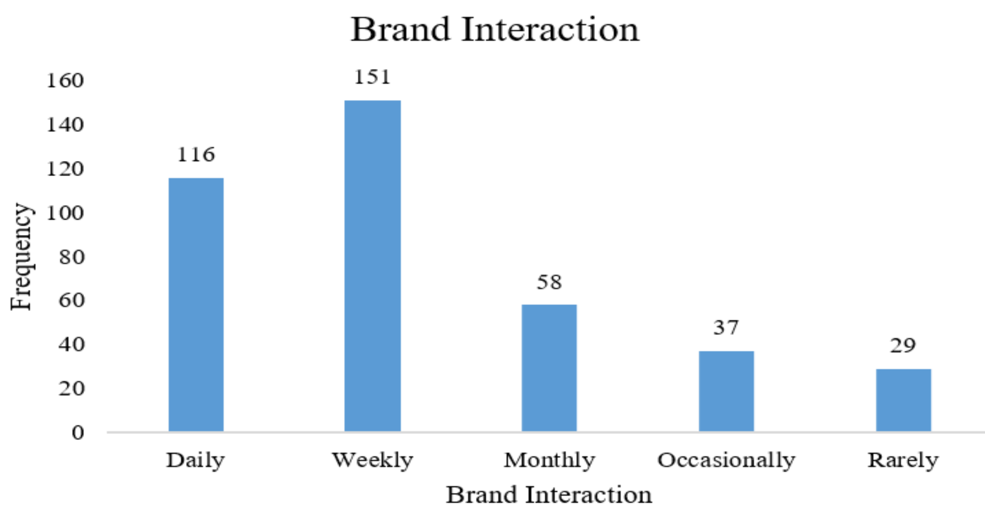

Figure 4.5 Frequency of Brand Interaction

Social Media Usage

Table 4.3.7 Social Media Usage of respondents

	Frequency	**Percent**
Less than 1 hour	173	44.2
1-2 hours	129	33.0
2-4 hours	55	14.1
More than 4 hours	34	8.7
Total	391	100.0

This last has been drawn from the respondents' presence around social media, which is a brand engagement even in today's consumer world outside of its definition by so many people. Generally, reports that follow this trend indicate that a fair number (44.2%) of the respondents spent less than an hour using social media, while 33.0% spent 1 to 2 hours doing so. A small fraction used social platforms for 2-4 hours (14.1), and only 8.7% disclosed a usage that went over 4 hours a day. It implies that most of the respondents are moderate users of social media, but a significant number also spend considerable time in cyberspace-an important factor for the analysis of behaviors regarding digital brand engagement.

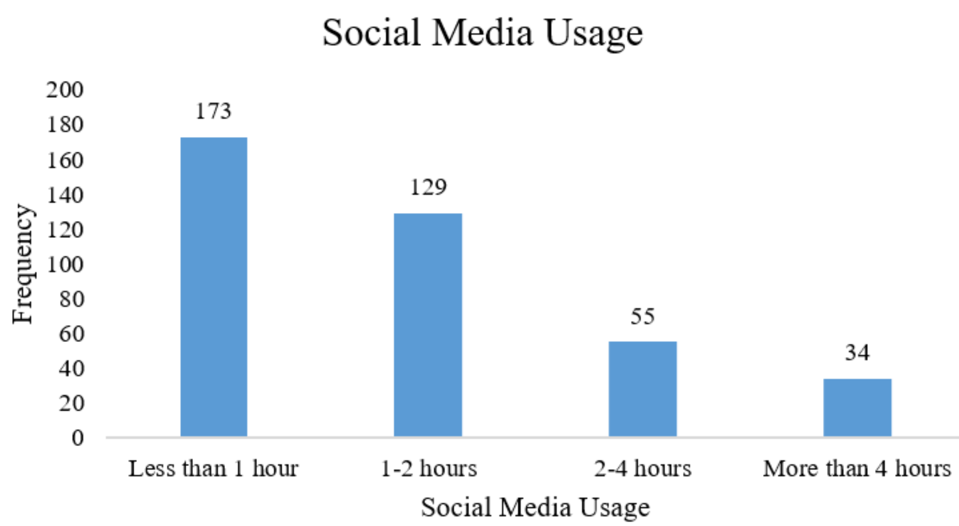

Figure 4.6 Frequency of Social Media Usage

Results of Descriptive analysis

This descriptive analysis offers a necessary initial framework for the understanding of the participants' responses across several constructs measured in the study, such as Brand Loyalty (BL), Attitudinal Loyalty (AL), Cognitive Loyalty (CL), brand engagement measures (seeking information, generating content, and involvement in communities), and Customer Participation (CP). Through an assessment of measures such as means, standard deviations, minimum and maximum values for each item, the descriptive analysis sheds light on the central tendencies and variability with respect to respondents' perceptions and behaviours. This overview provides insight into general trends in the data and is relevant for informing the interpretation of subsequent inferential analyses by indicating how participants engaged with the response items and how consistently they rated them.

Descriptive analysis of Customer Participation

Table 4.3.8 Descriptive analysis of Customer Participation

Descriptive Statistics					
	N	Min.	Max.	Mean	S.D
CP1	391	1	5	3.55	1.301
CP2	391	1	5	3.43	1.028
CP3	391	1	5	3.37	1.183
CP4	391	1	5	3.49	1.150
CP5	391	1	5	3.44	1.186
CP6	391	1	5	3.51	1.134
CP7	391	1	5	3.54	1.120
CP8	391	1	5	3.52	1.017

The above contains descriptive statistics for eight items of Customer Participation measured CP1-CP8 from the outputs of 391 participants sampled from the population. Each item rated on “a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree)” contains the minimum, maximum, mean, and S.D of every statistic. The customer participation items mean scores range from 3.37 (CP3) to 3.55 (CP1), indicating moderate customer involvement in all activities assessed. CP1 is thus related with the highest mean (3.55) and the greatest variability (S.D = 1.301), suggesting that while many participants prefer this aspect of participation, opinions are rather spread out. CP2 shows the least S.D which is 1.028, which implies greater consistency of responses. For most items, the S.D are above

1.0, indicating quite a considerable divergence in perception or behaviors towards participation. This suggests, in general, moderate customer participation, though at individual levels there can be a significant difference across a variety of activities or contexts.

Descriptive analysis of Brand Engagement

Table 4.3.9 Descriptive analysis of Brand Engagement

Descriptive Statistics					
	N	Min.	Max.	Mean	S.D
IS1	391	1	5	3.47	1.193
IS2	391	1	5	3.47	1.039
IS3	391	1	5	3.66	1.104
CG1	391	1	5	3.59	1.117
CG2	391	1	5	3.45	1.131
CG3	391	1	5	3.44	1.105
CI1	391	1	5	3.50	1.236
CI2	391	1	5	3.57	1.170
CI3	391	1	5	3.57	1.143

The table of descriptive statistics portrays participant responses to nine items concerning the three dimensions of Brand Engagement: Information Seeking (IS1-IS3), Content Generation (CG1-CG3), and Community Involvement (CI1-CI3)-derived from 391 respondents. The average scores for Information Seeking ranged from 3.47 to 3.66, which suggests a moderately higher tendency for participants to seek information on brands, with IS3 gaining the highest average of 3.66 and IS1 presenting slightly larger variability (S.D = 1.193). In terms of Content Generation, participants showed moderate engagement about this construct, with their means somewhat ranging from 3.44 to 3.59. The data indicates that while users are somewhat involved in creating or sharing brand-related content, that involvement isn't that solid or robust, as revealed by S.D above 1.1. In the case of Community Involvement, engagement is more positive, with both CI2 and CI3 scoring a mean of 3.57, suggesting a relatively favorable attitude toward engagement in brand communities. Nevertheless, CI1 displays the most extreme variability (S.D = 1.236), indicating a wider divergence of opinions among respondents.

Descriptively, it implies that in general, all three brand engagement dimensions are moderately engaging, with community involvement appearing to be slightly stronger.

Descriptive analysis of Brand Loyalty

Table 4.3.10 Descriptive analysis of Brand Loyalty

Descriptive Statistics					
	N	Min.	Max.	Mean	S.D
BL1	391	1	5	3.53	1.069
BL2	391	1	5	3.47	1.027
BL3	391	1	5	3.46	1.047
BL4	391	1	5	3.51	1.090
BL5	391	1	5	3.43	1.033
AL1	391	1	5	3.40	1.105
AL2	391	1	5	3.46	1.118
AL3	391	1	5	3.41	1.133
AL4	391	1	5	3.53	1.069
AL5	391	1	5	3.74	0.983
CL1	391	1	5	3.79	0.936
CL2	391	1	5	3.80	1.034
CL3	391	1	5	3.79	0.953
CL4	391	1	5	3.48	1.170
CL5	391	1	5	3.31	1.175

The mean scores denoting descriptive statistics are provided for 15 items measuring Brand Loyalty (BL1-BL5), Attitudinal Loyalty (AL1-AL5), and Cognitive Loyalty (CL1-CL5) as per the responses of 391 participants. Each of the items had overall means greater than the neutral midpoint of 3, indicating moderately positive perceptions for all constructs. Among brand loyalty items, the mean scores ranged between 3.43 and 3.53, indicating moderately consistent loyalty, while S.D of about 1.03-1.09 show moderate variability of responses. The attitudinal loyalty items seem to be more variable, having mean values from 3.40-3.74 and even higher S.D of up to 1.13, indicating attachments varying from very high to quite low. Cognitive loyalty items are generally rated highest, particularly CL2 at 3.80, indicating a higher level of rational commitment to the brand. CL5, however, is the lowest with a mean of 3.31 and the highest variability at 1.175. The overall data indicates a somewhat favorable perception of loyalty constructs related to the brand, with cognitive aspects being regarded most positively.

4.4 Results of Correlation Analysis

Correlation analysis is a statistical method to "determine the strength and direction of the relationship between two variables. It indicates whether an increase in one variable is associated with a corresponding increase or decrease in another". The correlation coefficient (usually denoted as r) ranges from -1 to +1. Values closer to ±1 mean that the relationship is strong, whereas a value of 0 suggests there is no linear relationship. This analysis is meant to identify patterns and primary associations between variables.

Table 4.4.1 explains the results of relationship among independent variables (customer participation and brand engagement) and dependent variable (brand loyalty). The correlation values of sub-dimensions are also presented.

Table 4.4.1 Results of Correlation Analysis

		Brand engagement	Participat ion	Information seeking	Content generation	Community involvement
Attitudinal loyalty	Pearson Correlation	.692**	.701**	.640**	.622**	.662**
	Sig.	0.000	0.000	0.000	0.000	0.000
	N	391	391	391	391	391
Behavioral loyalty	Pearson Correlation	.735**	.663**	.643**	.642**	.706**
	Sig.	0.000	0.000	0.000	0.000	0.000
	N	391	391	391	391	391
Cognitive loyalty	Pearson Correlation	.567**	.590**	.554**	.478**	.518**
	Sig.	0.000	0.000	0.000	0.000	0.000
	N	391	391	391	391	391
Brand loyalty	Pearson Correlation	.719**	.669**	.642**	.620**	.673**
	Sig.	0.000	0.000	0.000	0.000	0.000
	N	391	391	391	391	391

The correlation table displays the connection between the various constructs of customer-brand interaction, specifically Customer Participation, the three dimensions of Brand Engagement-Information Seeking, Content Generation, and Community Involvement-and the four types of brand loyalty-the Attitudinal Loyalty, Behavioral Loyalty, Cognitive Loyalty, and an overall measure of Brand Loyalty. The sample size is uniformly $N = 391$ across all correlations, and all correlation coefficients are significant at $p < 0.001$, thus attesting to strong relationships among the variables.

Customer Participation, conceptualized as something separate from Brand Engagement, fundamentally refers to the extent to which customers actively participate in brand-related processes such as giving feedback, co-design, or any other form of collaborative activities.

Participation correlates very highly with the four different types of loyalties. It correlates most with Behavioral Loyalty ($r = .735$), then, to a slightly lesser degree, with Brand Loyalty overall ($r = .719$), Attitudinal Loyalty ($r = .692$), and least of all with Cognitive Loyalty ($r = .567$).

Such evidence gives reason to suggest that this kind of direct customer involvement with brand activities tends to be associated with customers either actually buying repeatedly or forming an emotional attachment to the brand. Although the correlation with Cognitive Loyalty is slightly weaker, it still implies a meaningful relationship, whereby active participation in the brand is believed to enhance consumers' conscious or rational consideration of the brand to a slightly lesser degree than emotional loyalty or behavioral loyalty.

In this study, Brand Engagement-which is measured by three separate behavior dimensions: Information Seeking, Content Generation, and Community Involvement-is also shown to be significantly and positively correlated with all types of brand loyalty. Of the three dimensions, Information Seeking seems to be the best predictor of any of the outcomes related to loyalty, also exhibiting the greatest correlations with Attitudinal Loyalty ($r = .701$), followed by Cognitive Loyalty ($r = .590$), Behavioral Loyalty ($r = .663$), and Brand Loyalty ($r = .669$).

The interpretation of these results shows that when customers seek out information about a brand on their own, they form positive attitudes and experiences toward the brand, develop brand preference based on repeated purchase experiences, and have well-informed and rational assessments of the brand. It underlines how important it is for a branding communication strategy to be open, transparent, and engaging.

Content generation like creating content includes activities such as reviewing, posting on digital interaction sites about anything pertaining to the brand, and any kind of brand advocacy. Such behavior positively correlates with all Loyalty dimensions. The correlations with Behavioral Loyalty (r = .643) and Attitudinal Loyalty (r = .640) are strongest, meaning that content development is directly linked not only to the customer's enthusiasm toward the brand but also with their engagement in activities that result in further patronage. With a somewhat lower correlation (r = .554) but a significant one, Cognitive Loyalty may refer to the latter's inner mechanisms reinforcing an active brand preference in an articulate manner.

Community Involvement, defined as interactions within brand-related communities, such as online forums or fan groups, and branded social platforms, is likewise related to all loyalty types, albeit with somewhat lower coefficients than the other engagement dimensions. It is associated most strongly with Behavioral Loyalty (r = .642) and Brand Loyalty (r = .673), followed by Attitudinal Loyalty (r = .622) and Cognitive Loyalty (r = .478). This pattern reveals that being involved in community spaces contributes more towards repeated engagements and emotional connections than toward rational brand evaluations.

In conclusion, the larger than life Customer Participation and Brand Engagement dimensions positively impact customer loyalty, though via slightly different mechanisms. Due to a sense of ownership incurred from the involved brand-related decision, Customer Participation has a greater influence over behavioral outcomes. Conversely, Brand Engagement—the information-seeking aspect—tends to build emotional and cognitive loyalty. These findings corroborate the importance of fostering participatory and interactive brand environments and engaging consumer involvement in informational, creative, and social issues.

4.5 Results of Regression Analysis

Regression analysis is "a method of predictive modeling analyzing the relationship between a dependent variable and one or more independent variables. It examines how the independent variables combined might affect the dependent variable by partially or fully representing their impacts according to the outcome". The most famous forms of regression analysis include simple linear regression (one predictor) and multiple regression (several predictors). It is widely employed in forecasting and hypothesis testing in social sciences and for determining the strength and form of relationships in empirical research.

Impact of Customer Participation on Brand Loyalty

Table 4.5.1 Model Summary (CP and BL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	0.669	0.447	0.446	0.593
a. Predictors: Customer Participation				

The Model Summary table demonstrates the explanatory power and the strength of the regression model. With the R value as 0.669, the variable of customer participation and brand loyalty show a strong positively linked association. The 0.447 R2 value means that almost 44.7% variation in brand loyalty is explained by customer participation. Therefore, this tells us that customer participation largely influences how loyal customers feel toward a brand.

Table 4.5.2 ANOVA Table (CP and BL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.824	1	110.824	314.857	0.000
	Residual	136.921	389	0.352		
	Total	247.744	390			
a. DV: Brand loyalty						
b. Predictors: Customer Participation						

The ANOVA table evaluates the overall significance of the regression model. Having an F-statistic of 314.857 with a significance level (p-value) of 0.000 implies that the regression model has been found statistically significant. This confirms that customer participation serves as a meaningful predictor in the model.

Table 4.5.3 Coefficient Table (CP and BL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.392	0.122		11.385	0.000
	Customer Participation	0.596	0.034	0.669	17.744	0.000
a. DV: Brand loyalty						

The Unst. Coef. (B) of customer participation is 0.596, i.e., if customer participation is increased by one unit, brand loyalty will increase by 0.596 units, considering the other factors as constant. The standardized Beta coefficient (β = 0.669) reveals that customer participation is a strong influence when standardized across other possible predictors. The t-value is 17.744, and p-value = 0.000, and hence the relationship has proven to be highly statistically significant.

Impact of Customer Participation on Attitudinal Loyalty

Table 4.5.4 Model Summary (CP and AL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	0.701	0.487	0.486	0.651
a. Predictors: Customer Participation				

The Model Summary table indicates how well customer participation predicts attitudinal loyalty. The calculated R is 0.701 and the value of R2 shows a figure of 0.487, indicating that about 48.7% of the variation in attitudinal loyalty can be attributed to customer participation. The Adj. R2 is 0.486 because it adjusts for the number of predictors, thereby reaffirming the robustness of the model. This is followed by a higher value for the standard error of estimate, which is 0.651, suggesting a moderate dispersion of the observed values around the predicted values, which indicates an acceptable prediction accuracy.

Table 4.5.5 ANOVA Table (CP and AL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156.664	1	156.664	369.327	0.000
	Residual	165.009	389	0.424		
	Total	321.673	390			

a. DV: Attitudinal loyalty
b. Predictors: Customer Participation

The ANOVA table examines whether the regression model is statistically significant, which shows an F-statistic of 369.327 and a p-value of 0.000, thereby indicating that this model is highly significant. Thus, customer participation bears a statistically significant impact on attitudinal loyalty, thereby confirming the accuracy of the model for further interpretation.

Table 4.5.6 Coefficient Table (CP and AL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.985	0.134		7.334	0.000
	Customer Participation	0.709	0.037	0.698	19.218	0.000
a. DV: Attitudinal loyalty						

The Coefficients Table describes the impact of customer participation on attitudinal loyalty. The value of the Unst. Coef. B for customer participation was 0.709. In other words, for every one unit increase in customer participation, attitudinal loyalty is increased by 0.709 units. The standardized Beta was 0.698, further indicating a high effect size. The t-value was 19.218, with a p-value of 0.000. This confirms the significance of this effect.

Impact of Customer Participation on Behavioral Loyalty

Table 4.5.7 Model Summary (CP and BHL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	.663	0.441	0.442	0.684
a. Predictors: Customer Participation				

It is clear from the model summary table that a strong positive correlation exists between customer participation and behavioral loyalty (R = 0.663). And the R2 value of 0.441, explains change in behavioral loyalty to an extent of 44.1 % brought by customer participation. The Adj. R2 (0.442) confirms the stability of this model in accounting for the number of predictors. The standard error of estimate is 0.684, which means the deviation in predicted values of behavioral loyalty is moderate, for which reason we may say that this model does fit the data reasonably well.

Table 4.5.8 ANOVA Table (CP and BHL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.669	1	142.669	304.925	0.000
	Residual	182.006	389	0.468		
	Total	324.675	390			
a. DV: Behavioral loyalty						
b. Predictors: Customer Participation						

The ANOVA table confirms whether this regression model is statistically significant. The model F-estimation stands at 304.925, given the significance of the model at the p-value of 0.000, which again entails that the overall model predicts behavioral loyalty satisfactorily. This means that customer participation significantly attributes to explaining the variations in behavioral loyalty, justifying the inclusion of this variable in the model.

Table 4.5.9 Coefficient Table (CP and BHL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.061	0.141		7.522	0.000
	Customer Participation	0.677	0.039	0.663	17.462	0.000
a. DV: Behavioral loyalty						

The ANOVA table confirms whether this regression model is statistically significant. The model F-estimation stands at 304.925, given the significance of the model at the p-value of 0.000, which again entails that the overall model predicts behavioral loyalty satisfactorily. This means that customer participation significantly attributes to explaining the variations in behavioral loyalty, justifying the inclusion of this variable in the model.

Impact of Customer Participation on Cognitive Loyalty

Table 4.5.10 Model Summary (CP and CL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	.590	0.43	0.438	0.684
a. Predictors: Customer Participation				

The moderate positive correlation is revealed in the model summary showing the association (R = 0.590) between customer participation and cognitive loyalty. According to the R2 value of 0.439, customer participation can explain 43.9% of the variation in the cognitive loyalty. It also confirms the robustness of the findings, the Adj. R2 (0.438).

Table 4.5.11 ANOVA Table (CP and CL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.669	1	142.669	304.925	0.000
	Residual	182.006	389	0.468		
	Total	324.675	390			
a. DV: Cognitive loyalty						
b. Predictors: Customer Participation						

The ANOVA table shows that the regression model is significantly among the subjects, with an F-value of 304.925 and a p-value of 0.000. This means that the model is capable of predicting the dependent variable and means that customer participation prominently explains cognitive loyalty variance.

Table 4.5.12 Coefficient Table (CP and CL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.061	0.141		7.522	0.000
	Customer Participation	0.677	0.039	0.663	17.462	0.000
a. DV: Cognitive loyalty						

The coefficients table illustrates the impact of customer participation. The Unst. Coef. (B = 0.677) suggests that cognitive loyalty increased by 0.677 for every one unit increase in customer participation. The t-value of 17.462 along with the p-value of 0.000 proves that customer participation greatly and positively influences cognitive loyalty.

Impact of Brand Engagement on Brand Loyalty

Table 4.5.13 Model Summary (BE and BL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	.719	.517	.516	.555
a. Predictors: Brand Engagement				

The summary of the model indicates that there is a strong positive relationship between brand engagement and brand loyalty, measured by a correlation coefficient (R) of 0.719. R2d at 0.517 means that 51.7% of the variance in brand loyalty is explained by brand engagement. The Adj. R2 value of 0.516 indicates the model is robust; with a standard error of 0.555, this means that observed values deviate on average from the predicted ones by 0.555 units.

Table 4.5.14 ANOVA Table (BE and BL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.120	1	128.120	416.627	.000
	Residual	119.624	389	.308		
	Total	247.744	390			
a. DV: Brand loyalty						
b. Predictors: Brand Engagement						

According to the ANOVA results, the statistical significance of the regression model reached an F value of 416.627 at p = 0.000. This means that the model, wherein brand engagement is treated as the independent variable, is a significant predictor of brand loyalty. The results support the importance of brand engagement in affecting brand loyalty.

Table 4.5.15 Coefficient Table (BE and BL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.342	.109		12.289	.000
	Brand Engagement	.620	.030	.719	20.411	.000
a. DV: Brand loyalty						

The coefficients table provides further insights regarding the predictive strength of brand engagement. The Unst. Coef. (B = 0.620) means that brand loyalty increases by 0.620 units for every one-unit increase in brand engagement. The t-value of 20.411 and p-value of 0.000 permit that this relationship is highly significant and is thus establishing brand engagement as an important predictor of brand loyalty.

Impact of Brand Engagement on Attitudinal Loyalty

Table 4.5.16 Model Summary (BE and AL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	.692	.479	.477	.657
a. Predictors: Brand Engagement				

The model summary shows the existence of a strong positive correlation between brand engagement and attitudinal loyalty, an R value of 0.692. The R2 value of 0.479 indicates that 47.9% of the variance in attitudinal loyalty is explained by brand engagement. The Adj. R2 value of 0.477 validates the model's explanatory power and estimate standard error of 0.657 suggests a moderate prediction ability.

Table 4.5.17 ANOVA Table (BE and AL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.979	1	153.979	357.186	.000
	Residual	167.694	389	.431		
	Total	321.673	390			
a. DV: Attitudinal loyalty						
b. Predictors: Brand Engagement						

From the ANOVA table, it can be concluded that the regression model is statistically significant, with an F-value of 357.186 and a p-value of 0.000, thus confirming that brand engagement significantly predicts attitudinal loyalty and validating the overall effectiveness of the model.

Table 4.5.18 Coefficient Table (BE and AL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.124	.129		8.696	.000
	Brand Engagement	.679	.036	.692	18.899	.000
a. DV: Attitudinal loyalty						

The Unst. Coef. implies that an increase in one unit of brand engagement leads to an increase of 0.679 unit in attitudinal loyalty. A standardized Beta coefficient of 0.692 thus indicates a strong effect size. With t-value = 18.899 and p = 0.000, this relationship has been shown to be highly significant, intensifying brand engagement as a key driver of attitudinal loyalty.

Impact of Brand Engagement on Behavioral Loyalty

Table 4.5.19 Model Summary (BE and BHL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	0.735	0.540	0.539	0.620
a. Predictors: Brand Engagement				

The model summary presented above demonstrates a strong positive relationship of brand engagement with behavioral loyalty as denoted by the R value of 0.735, whereas the value of R2 of 0.540 implies that 54.0% of the variance in behavioral loyalty can be explained by brand engagement itself. The value of Adj. R2 (0.539) indicates that the model sustains its power of prediction even when adjusted for numbers of predictors. With a standard error of estimate of 0.620, it indicates a fair level of accuracy in the predictions.

Table 4.5.20 ANOVA Table (BE and BHL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	175.234	1	175.234	456.141	.000
	Residual	149.441	389	0.384		
	Total	324.675	390			
a. DV: Behavioral loyalty						
b. Predictors: Brand Engagement						

From the results shown in the ANOVA table, it is conclusive that the regression model is statistically significant with a very high F-value of 456.141 and a p-value of 0.000. This means that brand engagement forms an important part of predicting behavioral loyalty and that it explains a considerable amount of the variation surrounding this dependent variable.

Table 4.5.21 Coefficient Table (BE and BHL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.928	0.122		7.605	.000
	Brand Engagement	0.725	0.034	0.735	21.357	.000
a. DV: Behavioral loyalty						

The Unst. Coef. from the coefficients table suggests that for every one-unit increase in brand engagement, behavioral loyalty increases by 0.725. The standardized Beta coefficient (0.735) further establishes the strength of this relationship. A t-value of 21.357 and a p-value of 0.000 confirm that the outcome is highly statistically significant, thereby establishing brand engagement as a major driver of behavioral loyalty.

Impact of Brand Engagement on Cognitive Loyalty

Table 4.5.22 Model Summary (BE and CL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	0.567	0.321	0.320	0.731
a. Predictors: Brand Engagement				

The results from model summary show a moderate positive relationship between brand engagement and cognitive loyalty, with an R value of 0.567. An R2 value of 0.321 implies that 32.1% of the variance in cognitive loyalty can be explained by brand engagement. An adjustment to R2 confirmed the stability of the model at 0.320, while the standard error of the estimate 0.731 reflects a degree of accuracy acceptable for this type of analysis.

Table 4.5.23 ANOVA Table (BE and CL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.403	1	98.403	184.254	.000
	Residual	207.750	389	0.534		
	Total	306.153	390			
a. DV: Cognitive loyalty						
b. Predictors: Brand Engagement						

As demonstrated in the ANOVA table, the regression model is significant, with an F-value of 184.254 and p-value 0.000. Hence, from our findings, brand engagement is seen to significantly predict cognitive loyalty, and an appropriate fit for the data has been given with this model.

Table 4.5.24 Coefficient Table (BE and CL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.708	0.144		11.868	.000
	Brand Engagement	0.543	0.040	0.567	13.574	.000
a. DV: Cognitive loyalty						

From the coefficient table, it can be shown that an Unst. Coef. (B = 0.543) means that one unit of increase in brand engagement will lead to an increase in cognitive loyalty by 0.543. The standardized Beta coefficient (0.567) indicates a moderately strong standardized effect with respect to the dependent variable. The t-value of 13.574 with a corresponding p-value of 0.000 establishes that this relationship is statistically significant.

Impact of Brand Engagement parameters on Attitudinal Loyalty

Table 4.5.25 Model Summary (BEP and AL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	0.733	0.537	0.533	0.621
a. Predictors: Community Involvement, Content Generation, Information seeking				

Model summary statistics for the model reveal a strong relationship between the three brand engagement variables—information seeking, content generation, and community involvement—and attitudinal loyalty. R value of 0.733 indicates a strong correlation. The R2 value is 0.537, which means that 53.7% of the total variation in attitudinal loyalty can be assigned to the combined effect of the three independent variables. The standard error of estimate, which is 0.621, signifies that a fair amount of prediction error is still expected, thus reinforcing the reliability of the model.

Table 4.5.26 ANOVA Table (BEP and AL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.651	3	57.550	149.455	0.000
	Residual	149.021	387	0.385		
	Total	321.673	390			
a. DV: Attitudinal Loyalty						
b. Predictors: Community Involvement, Content Generation, Information seeking						

The ANOVA table confirms that the overall regression model is statistically significant. F-statistics at 147.455 and a p-value of 0.000 confirmed the significance of the overall regression model, the evidence shows the combined effect of information seeking, content generation, and community involvement on attitudinal loyalty. In other words, the predictors, in combination, were significant in accounting for the variance in the dependent variable.

Table 4.5.27 Coefficient Table (BEP and AL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.924	0.127		7.300	0.000
	Information seeking	0.241	0.046	0.266	5.288	0.000
	Content Generation	0.224	0.043	0.251	5.236	0.000
	Community Involvement	0.261	0.042	0.318	6.157	0.000
a. DV: Attitudinal Loyalty						

The table of coefficients indicates the contribution of each dimension of brand engagement. All three predictors exert positive and significant influences on attitudinal loyalty. Information seeking has a standardized Beta coefficient of 0.266, with a t-value of 5.288 ($p = 0.000$); this means that consumers actively searching for brand-related information are more likely to grant favorable attitudinal loyalty.

Content generation is defined as the involvement of the consumers in creating brand-related content, with a Beta of 0.251 and a t-value of 5.236 ($p = 0.000$); this means participatory behavior strengthens the attitudinal tie. Community involvement has the highest influence among the three predictors, with a Beta of 0.318 and a t-value of 6.157 ($p = 0.000$). This indicates that consumers' interactions with and sense of belonging in brand-related communities are highly significant for their emotional and psychological loyalty to the brand. These findings all imply that indeed every dimension of brand engagement contributes to attitudinal loyalty, with community involvement being a highly significant dimension.

Impact of Brand Engagement parameters on Behavioral Loyalty

Table 4.5.28 Model Summary (BEP and BHL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	0.761	0.579	0.576	0.594
a. Predictors: Community Involvement, Content Generation, Information seeking				

The outcome of the model shows a strong link between some brand engagement parameters, that is, information seeking, content generation, and community involvement, with behavioral loyalty. R, whose value stands at 0.761, indicates a strong association between the independent variables grouped together and behavioral loyalty. R2, whose value is 0.579, explains that 57.9% of the variance in behavioral loyalty is explained by these three engagement components. The Adj. R2 of 0.576, allowing for the number of predictors, strengthens the argument for the robustness and generalizability of this model. A standard error of the estimate of 0.594 indicates an acceptable level of deviation from the predicted values.

Table 4.5.29 ANOVA Table (BEP and BHL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.020	3	62.673	177.488	0.000
	Residual	136.655	387	0.353		
	Total	324.675	390			
a. DV: Behavioral Loyalty						
b. Predictors: Community Involvement, Content Generation, Information seeking						

The ANOVA also supports the significance of the model. With F-statistics of 177.488 and p-value 0.000, the model stands to be significant under the regression. The evidence, therefore, indicates that these predictors together influence behavioral loyalty significantly and not by chance; hence, they were justified to be included in the model.

Table 4.5.30 Coefficient Table (BEP and BHL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.807	0.121		6.658	0.000
	Information seeking	0.196	0.044	0.215	4.492	0.000
	Content Generation	0.227	0.041	0.253	5.541	0.000
	Community Involvement	0.325	0.041	0.394	8.014	0.000
a. DV: Behavioral Loyalty						

The coefficients table provides details of the effect of each parameter of brand engagement on behavioral loyalty. All three predictors are significant at 0.001 level. Information seeking has a standardized Beta of .215 and a t-value of 4.492, meaning those who seek brand-related information will tend to display higher behavioral loyalty. On the other hand, content generation has a Beta of 0.253 and t-value of 5.541, meaning, those consumers that generate/share content on the brand will tend to continue toward repeat purchase or brand-supportive actions. On the striking note, community involvement has the strongest influence among these three with Beta equal to 0.394 and t-value equal to 8.014. As such, it further cements the significant role that social connectedness and active participation in the brand community play in promoting behavior that is consistent and loyal toward the brand by the consumer.

In summary, all dimensions of brand engagement examined with this study show a clear and positive influence, where community involvement scores as the strongest predictor. In light of this, the findings stress the importance of engaged brand communities, user-generated content, and promoting information seeking as approaches to enhance behavioral loyalty.

Impact of Brand Engagement parameters on Cognitive Loyalty

Table 4.5.31 Model Summary (BEP and CL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	0.605	0.366	0.361	0.708
a. Predictors: Community Involvement, Content Generation, Information seeking				

The results reflect a relatively moderate yet significant association between brand engagement variables-information seeking, content creation and community engagement-and cognitive loyalty, where an R value of 0.6n05 indicates a strong correlation and the R2 value of 0.366 means that about 36.6 percent of the variation in cognitive loyalty is accounted for by the model. One would then think that since the Adj. R2 value is 0.361, the model would lose much of its explanatory power when adjusted with the number of predictors; it is not so. Therefore, given the low standard error of estimation of 0.708, there was indeed very little variability in predicted values.

Table 4.5.32 ANOVA Table (BEP and CL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.029	3	37.343	74.446	0.000
	Residual	194.124	387	0.502		
	Total	306.153	390			
a. DV: Cognitive Loyalty						
b. Predictors: Community Involvement, Content Generation, Information seeking						

The ANOVA table confirms the statistical significance of the model. F-statistic 74.446 and associated with a p-value of 0.000-the regression equation confirms the significance.

Table 4.5.33 Coefficient Table (BEP and CL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.510	0.145		10.448	0.000
	Information seeking	0.268	0.052	0.302	5.140	0.000
	Content Generation	0.184	0.049	0.212	3.775	0.000
	Community Involvement	0.139	0.048	0.174	2.880	0.000
a. DV: Cognitive Loyalty						

The table explains how much each predictor contributed towards cognitive loyalty. Statistically, all three variables have significance at the level of $p < 0.001$. Information seeking produces the highest standardized Beta coefficient of 0.302 and a strong t-value of 5.140, which implies that consumers actively seeking out information about the brand are more likely to firm up their beliefs and recognition regarding the brand. Next, content generation is again significant with a Beta of 0.212 and t-value of 3.775, meaning that those who generate content related to the brand are positively influencing its cognitive loyalty and awareness. Community involvement is still significant but registered the least Beta of 0.174 and t-value of 2.880, showing that brand communities do impact cognitive loyalty but less than information seeking and content-generation variables.

Combined effect of Customer Participation and Brand Engagement on Brand Loyalty

Table 4.5.34 Model Summary (CP, BE and BL)

Model Summary				
Model	R	R2	Adj. R2	S.E of est.
1	0.769	0.591	0.590	0.510
a. Predictors: Customer Participation and Brand Engagement				

The regression analysis examining the joint impact of customer participation and brand interaction has revealed a high and statistically sound model. According to model summary, such R is equal to 0.769, which stands for a strong positive correlation among those predictors to the outcome variable. The explained variance by customer participation and brand engagement goes up to 59.1%, which is much more evident by the R2 value of 0.591. Adj. R2 further becomes 0.590, confirming the maintenance of explanatory power by the model during adjustment for the count of predictors. The standard error of estimate indicates on average a value measured as 0.510, showing the model comparatively fitted well.

Table 4.5.35 ANOVA Table (CP, BE and BL)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.473	1	146.473	562.632	0.000
	Residual	101.271	389	0.260		
	Total	247.744	390			
a. DV: Brand Loyalty						
b. Predictors: Customer Participation and Brand Engagement						

The model is overall proved to be significant based on the ANOVA table with an F-value of 562.632 and a p-value of 0.000, proving a significant regression equation.

Table 4.5.36 Coefficient Table (CP, BE and BL)

Coefficients						
Model		Unst. Coef.		Std. Coef.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.995	0.109		9.168	0.000
	Customer Participation and Brand Engagement	0.769	0.032	0.769	23.720	0.000
a. DV: Brand Loyalty						

From the coefficients table, the overall independent variable (customer participation and brand engagement) has a standardized Beta coefficient value of 0.769 and t of 23.720, both statistically significant at $p < 0.001$. This suggests a very strong, positive impact on brand loyalty: the Unst. Coef. (B=0.769) indicates that brand loyalty, on average, increases by 0.769 units for every unit increase in the combined score of customer participation and brand engagement.

In conclusion, the present findings indicate that there is a significant and substantial impact of customer participation and brand engagement on brand loyalty. It emphasizes the necessity to encourage active consumer involvement and more relevant interactions tied with brands in order to achieve a better effect on customer loyalty outcomes.

4.6 Summary

The results of the study provide clear evidence of significant relationships and effects between customer involvement as well as brand engagement and different levels of brand loyalty. The sample consisted of 391 mainly young, moderately educated, and digitally active respondents. The majority were aged less than 30, the gender split was almost equal, and more respondents were unmarried. Most were graduates or post graduates. This included frequent contacts with a brand and many respondents visiting it either daily or on a weekly basis. Social media use was moderate, with most spending up to 2 hours on it, in most instances. The analysis shows that both customer participation and brand engagement significantly contribute to building brand loyalty across its attitudinal, behavioral, and cognitive dimensions. Findings suggest that when customers are actively involved in brand-related activities such as giving feedbacks, co-creation of products or services, and deciding on them, they create stronger emotional ties and purchase the more repeated count and have positive mental evaluations about the brand. Likewise, brand engagement with aspects such as seeking information on brands, content generation, and joining brand communities is found to be another factor in improving loyalty outcomes. Of the two constructs, brand engagement has slightly higher effect not only on behavioral but also on cognitive loyalty, thereby indicating that interactive and immersive brand experiences make a stronger impact on actual customer behavior and rational brand preference. Hence, both participation and engagement are to be cultivated by brands in order to ensure that customer loyalty is sustainable and multidimensional.

CHAPTER V

DISCUSSION, IMPLICATIONS AND CONCLUSION

5.1 Introduction

This chapter provides an in-depth discussion of the study's findings, linking them to existing theories and prior research to offer meaningful interpretations. It looks at how consumer participation with a brand and brand engagement have a strong influence on the attitudinal, behavioral, and cognitive loyalty of consumers while explaining the psychological as well as behavioral mediation that occur in this relationship. This is followed by practical considerations for marketers, pointing out ways through which customers can be involved and digitally engaged to improve brand loyalty. It also explores the strategies for marketers and brand managers, emphasizing approaches to foster stronger emotional, behavioral, and cognitive loyalty among consumers.

Similarly, the theoretical contributions of the study will be discussed while keeping in mind its limitations, and future research direction will also be suggested in order to add to this current knowledge base. Finally, it suggests avenues for future research to build upon the current work and further enrich the knowledge in the fields of brand management and customer engagement. This is in such a manner as to bring this discussion full circle in showing how these findings can be applied in both academia and real-world contexts for branding.

5.2 Summary of findings

The section captures an overview of the key elements of the study, mentioning the impact of customer participation or brand engagement on the different facets of brand loyalty. It further postulates the ways active involvement and engagement contribute to high emotional, behavioral, and cognitive loyalty of consumers toward brands. The summary itself provides a good context for the results, leading to a deeper discussion and interpretation in subsequent chapters. Objective wise summary is presented in table 5.1, 5.2 and 5.3.

Table 5.1 Summary of objective 1

Hypotheses	Statements	Results	Decision
H1	"There is a significant relationship between customer participation and brand loyalty."	r=0.669 p= 0.000	Supported
H1a	"There is a significant relationship between customer participation and attitudinal loyalty."	r=0.701 p= 0.000	Supported
H1b	"There is a significant relationship between customer participation and behavioral loyalty."	r=0.663 p= 0.000	Supported
H1c	"There is a significant relationship between customer participation and cognitive loyalty."	r=0.590 p= 0.000	Supported
H3	"There is a significant relationship between brand engagement and brand loyalty."	r=0.719 p= 0.000	Supported
H3a	"There is a significant relationship between information seeking and attitudinal loyalty."	r=0.640 p= 0.000	Supported
H3b	"There is a significant relationship between content generation and attitudinal loyalty."	r=0.622 p= 0.000	Supported

H3c	"There is a significant relationship between community involvement and attitudinal loyalty."	r=0.622 p= 0.000	Supported
H3d	"There is a significant relationship between information seeking and behavioral loyalty."	r=0.643 p= 0.000	Supported
H3e	There is a significant relationship between "content generation and behavioral loyalty."	r=0.642 p= 0.000	Supported
H3f	"There is a significant relationship between community involvement and behavioral loyalty."	r=0.706 p= 0.000	Supported
H3g	"There is a significant relationship between information seeking and cognitive loyalty."	r=0.554 p= 0.000	Supported
H3h	"There is a significant relationship between content generation and cognitive loyalty."	r=0.478 p= 0.000	Supported
H3i	"There is a significant relationship between community involvement and cognitive loyalty."	r=0.518 p= 0.000	Supported

There exists a significant and positive relationship between different aspects of customer participation and brand loyalty at large; hence the analysis of Hypothesis H1 states that r = .669; p = .000. This means that with higher levels of engagement through co-creation, feedback, and customization of services, the consumer increases his or her loyalty to the brand. Participation makes customers feel like they are valued and immersed in the brand, cementing that attachment with the brand while intensifying engagement and preference. The relation is further strengthened through Hypothesis H1a with a very strong correlation between customer participation and attitudinal loyalty, r =.701; p = 0.000.

This dimension illustrates that participation could exponentially increase these pleasured outcomes, as it highlights the customer's mental devotion and positive emotional tie with the brand. Such strong correlation is also true with Hypothesis H1b, which states a strong correlation with behavioral loyalty (r = .663; p = .000) meaning customers who participate in the brand are likely to use the same product again, endorse it, or recommend it to others. At the same time, participation provides slightly less impact in shaping measurable perceptions of the brand and preference in the mind as indicated in Hypothesis H1c, which also generates significant but somewhat weaker relation (r = .590; p = .000) regarding cognitive loyalty.

The implication drawn from the result findings concerning Hypothesis H3 is that brand engagement may be a very strong predictor of overall brand loyalty (r = .719; p = .000). Brand engagement is deeper customer-brand ties, including seeking brand information, creating content, and interacting with brand community members. Now this is delineated further into several sub-hypotheses. Information seeking and attitudinal loyalty have very strong correlations, according to hypothesis H3a (r = .640; p = .000). It indicates that consumers who actively look for brand-related content such as product information, review or updates, develop closer emotional ties with the company.

In the same way, Hypothesis H3b proves strong correlation between content generation and attitudinal loyalty (r=0.622, p=.000) indicating consumers generating content about a brand develop positive views concerning it. Hypothesis H3c also supports the argument about the necessity of community participation in developing attitudinal loyalty (r=.622, p=.000), as he finds that entry through brand communities encourages emotional attachment to the brand.

Customers who have the knowledge are inclined to perform the </and, according to hypothesis H3d, support of a significant connection between behavioral loyalty and information-seeking (r = 0.643, p = 0.000). According to hypothesis H3e, which reports a similar effect regarding content generation (r = 0.642, p = 0.000), content creators would be expected to convert their involvement into actual actions such as purchasing or recommending the brand.

Customers who participate in brand communities are more likely to engage in consistent brand-related behaviors, such as repeat purchases or word-of-mouth promotion, according to Hypothesis H3f, which finds the strongest behavioral loyalty link with community involvement (r = 0.706, p = 0.000). This shows how peer influence and social affiliation within brand networks have a powerful behavioral pull.

Moderately strong correlation with information seeking characterizes hypothesis H3g regarding cognitive loyalty, which includes the mental preference and rational evaluation of the customer about the brand (r = 0.554, p = 0.000). It implies stronger knowledge-based perceptions of worth or superiority of the brand by the consumer.

There is rather a moderate but still significant link evident regarding content generation, as Hypothesis H3h depicts a slightly weaker relationship than cognitive loyalty (r = 0.478, p = 0.000). A moderate positive difference also exists (r = 0.518, p = 0.000) for Hypothesis H3i focused on community involvement. Thus, engaging in brand communities may intensify the mental positioning of the brand in the minds of consumers.

To conclude, all the hypotheses are statistically validated as a whole since they show the significant role played for different aspects of brand loyalty with regard to brand engagement and customer participation. Cognitive loyalty is significantly lower, even though important, than behavioral and attitudinal loyalty, as would consistently reveal a stronger relationship with the independent variables, particularly the customer partaking and community.

Thus companies aiming to build brand loyalty would prioritize social-emotional-based methodologies such as interactive and entertaining experiences, customer forums, co-creation opportunities, and platforms for brand storytelling. These insights would thus guide the managers in propelling relationship-building campaigns to grow the companies in a more effective manner over the longer term.

Table 5.2 Summary of objective 2

Hypotheses	**Statements**	**Results**	**Decision**
H2	"There is a significant impact of customer participation on brand loyalty."	R2=44.7% p= 0.000	Supported
H2a	"There is a significant impact of customer participation on attitudinal loyalty."	R2=48.7% p= 0.000	Supported
H2b	"There is a significant impact of customer participation on behavioral loyalty."	R2=44.1% p= 0.000	Supported
H2c	"There is a significant impact of customer participation on cognitive loyalty."	R2= 43.9% p= 0.000	Supported
H4	"There is a significant impact of brand engagement on brand loyalty."	R2=51.7% p= 0.000	Supported
H4a	"There is a significant impact of brand engagement on attitudinal loyalty."	R2=32.1% p= 0.000	Supported

H4b	"There is a significant impact of brand engagement on behavioral loyalty."	$R2=54\%$ $p= 0.000$	Supported
H4c	"There is a significant impact of brand engagement on cognitive loyalty."	$R2=47.9\%$ $p= 0.000$	Supported
H4d	"There is a significant impact of brand engagement parameters on attitudinal loyalty."	$R2=36.6\%$ $p= 0.000$	Supported
H4e	"There is a significant impact of brand engagement parameters on behavioral loyalty."	$R2=57.9\%$ $p= 0.000$	Supported
H4f	"There is a significant impact of brand engagement parameters on cognitive loyalty."	$R2=53.7\%$ $p= 0.000$	Supported

Hypothesis H2 tests customer participation's global effect on brand loyalty, and the result shows a phenomenal effect of 44.7% ($p= 0.000$). Which indicates almost 45% variance regarding brand loyalty explains by customer participation only plus highlighting importance of customer participation critical in developing and sustaining customer loyalty.

H2a shows the highest influence on attitudinal loyalty, with an R2 of 48.7%, indicating that participative behavior such as co-creation, feedback, and involvement significantly enhance customers' emotional and psychological attachment to the brand. This indicates the affective impact of customer involvement regarding decisions made and interactions with the brand.

H2b indicates that 44.1% of behavioral loyalty variance is due to customer participation. This suggests that participation would reflect in terms of repeat purchase, usage frequency, recommendation, thus supporting behavioral outcomes of an engaged customer.

H2c tells that customer participation accounts for about 43.9% of variance in cognitive loyalty. Its impact, although comparatively less, suggests that participation might cause more or less similar improvements in cognitive brand evaluation and perceived superiority but slightly less than emotional or behavioral ones.

Hypothesis H4 becomes an affirmation, thus showing that brand engagement has an enormously overall strong effect on brand loyalty where it can account for the fact of 51.7% of its variance ($R2 = 0.517$, $p = 0.000$). This R2 is the biggest among all general hypotheses, signifying that using activities related to brands in engaging customers (e.g., content interaction, feedback sharing, and community participation) is one extremely effective means in building loyalty.

H4a indicates 32.1% of attitudinal loyalty variance explained by brand engagement. Even though significant, this is quite less compared to customer participation impacts. This means that although emotional ties are developed by influence engagement, participation may drive affective loyalty more powerfully.

This endows behavioral loyalty with direct and strong effects, holding 54% of R2, showing that such practices as liking, sharing, and contributing to brand communities engender loyalty behaviors-such as continued usage and advocacy. The highest R2 among all of the sub-dimensions makes this concept a strong point to prove that the behavioral dimension resonates the highest with engagement strategies.

Engagement further shows a substantial effect on cognitive loyalty, explaining 47.9% of the variance. This means that engagement activities support the establishment of rational preference and the mental prioritizing of the brand by the customers, thus aiding informed and favorable judgments.

The study reviewed brand engagement in specific parameters, such as information seeking, content generation, and community involvement. The effect of these measures on loyalty dimensions was also investigated. For H4d, the account shows that these specific engagement parameters explain 36.6% of the variance in attitudinal loyalty. This implies that not all activities of engagement are considered equal in their contributions to the emotional connection with the brand; some achieve more than others.

H4e claims that brand engagement parameters had a highly significant impact on behavioral loyalty, with an R2 of 57.9% of explained variance-the highest across all hypotheses. This suggests clearly that engagement action, especially in terms of activity-related community involvement, strongly drives repeat and enduring consumer behavior.

Finally, 53.7% of variation in cognitive loyalty can be explained by the engagement parameters. This impressive effect shows that targeted efforts regarding engagement help to create mental structures that help the customers to evaluate brands and contribute to the development of the long-term inclination for a brand.

Table 5.3 Summary of Objective 3

Hypotheses	**Statements**	**Results**	**Decision**
H5	"There is a significant combined impact of customer participation, brand engagement on brand loyalty."	R2=59.1% p= 0.000	Supported

Objective 3 focuses on assessing the combined effects of customer involvement and brand engagement on the brand loyalty. The results indicate that both factors explain an enormous proportion of the variance in brand loyalty and they seem to jointly have powerful and significant outcomes. This means that both active involvement of customers and also their engagement with the brand are crucial for building overall brand loyalty. Importance of using both strategies for enhanced customer retention and brand success thus becomes evident.

5.3 Implications of the study

The insights derived from this study have immense implications for enhancing both the theoretical discipline and practical implementations of brand management and consumer behavior. By studying the role of customer engagement in affecting different dimensions of brand loyalty, the research also takes an important step forward in developing theories related to customer-brand relationships.

From a theoretical perspective, the findings validate and expand the framework on loyalty by showing that brand loyalty is a multidimensional construct that has strong influence from the traditionally known variables of loyalty and significantly high influence from interaction and participation of customers. This supports an increasing volume of literature which stipulates that consumers are active agents in the value co-creation process, with brand engagement emerging as one of the most significant antecedents to loyalty.

The study also highlighted concepts of engagement theory and social exchange theory by demonstrating how two-way exchanges between the brand and consumers help build stronger emotional, cognitive, and behavioral bonds. The resulting theoretical foundation provides a persuasive case for a shift from the treatment of consumers as passive recipients of brands' offerings toward active collaborators, enriching the contemporary branding and marketing paradigms.

Theoretical Implications

In theory, therefore, this was considered a major contribution to the area of brand loyalty as it operationalized and extended important concepts, such as customer participation and brand engagement. Thus, following this research, the traditional loyalty models' very propositions are challenged and refined by stating that loyalty exhibits a multidimensional nature, with complex interplays between the cognitive, behavioral, and attitudinal facets. Above all, this study extends the theoretical propositions of digital consumer behavior, and relationship marketing to provide an increasingly sophisticated understanding of how active consumer engagement determines loyalty outcomes. All of these intervening variables now further stimulate more serious academic scrutiny and ultimately lead to the design of more dynamic and integrated frameworks on the consumer-brand relationship system. Some theoretical implications are as follows:

- **Reconceptualization of Brand Loyalty as a Multidimensional Construct**

  The research conducted supports with strong empirical evidence the distinctness of attitudinal, behavioral, and cognitive loyalty as the different dimensions of brand loyalty and how each is affected differently by the antecedent factors. Brand loyalty has often been treated traditionally as one-dimensional in the models employed. The research breaks loyalty along these dimensions and proposes that future theoretical developments go along the line of complexity and subtlety thereby enhancing the understanding of how different types of loyalty evolve and are in existence over time. Managing those sorts of variables can yield, with some precision, predictive decisions with rich explanatory power regarding the loyalty phenomenon.

- **Customer Participation as a Critical Antecedent and Co-Creation Mechanism**

  The current investigation extends beyond passive consumption to establish customer participation as a critical antecedent to loyalty, thereby positioning consumers as active co-creators in the value exchange process. In this sense, theoretically, it supports and builds on service-dominant logic and co-creation theories by elucidating how engagement in brand-related activities (i.e., feedback, product, or service innovation involvement) strengthens loyalty outcomes. Thereby, this provides an adjustment for customer understanding, reflecting that it is about interaction and mutual value creation, rather than simply one-way communication from the brand.

- **Brand Engagement's Central Role in Loyalty Formation**

  The study consolidates engagement theory through identifying different facets of brand engagement-information seeking, content generation, and community involvement-and establishes significant linkages to dimensions of loyalty. Engagement is emphasized as a multifaceted construct that not only creates emotional attachment, behavioral commitment, and cognitive allegiance for the brand. Therefore, the consideration of emotional, cognitive, and behavioral factors as interrelated in modeling consumer-brand relationships becomes pertinent.

- **Integration of Customer Participation and Brand Engagement in Loyalty Models**

  The finding that customer participation and brand engagement together have a substantial combined effect on brand loyalty invites theoretical models to integrate these constructs rather than treating them separately. This combined perspective reflects the complex, interactive nature of consumer-brand relationships in the digital age, where active participation fuels engagement, which in turn strengthens loyalty. The study thus paves the way for more holistic frameworks that capture these dynamic interdependencies.

- **Support for Social Exchange and Relationship Marketing Theories**

  The reciprocal nature of engagement and participation highlighted by the findings provides empirical support for social exchange theory, which posits that loyalty is built through ongoing exchanges perceived as beneficial by both parties. This reinforces relationship marketing theories that emphasize trust, commitment, and mutual value in sustaining long-term consumer-brand connections. Theoretical advancements should thus incorporate the transactional and relational nuances of loyalty formation informed by active consumer involvement.

- **Building Digital Consumer Behavior Theory**

  This research builds theoretical perspectives on digital consumer behavior, showing how social media interaction, content sharing, and community involvement can become vital for loyalty. This suggests that the concept of loyalty needs to shift to an understanding involving digital engagement modes while bringing forth technology-based interaction in constructing contemporary loyalty. This reinforces the call for updating models that capture the consumer experience in the present digital world.

- **Differentiated Impact on Loyalty Dimensions**

  While customer participation and brand engagement exert a differentiated effect on attitudinal, behavioral, and cognitive loyalty, the implication is that each dimension could be governed through different psychological or social processes. Theoretically, this calls for an urgent exploration into the separate and joint effects that emotional attach with recurrent behaviors and cognitive evaluations have on loyalty, thus making an impetus for evolving specific theoretical propositions for each dimension.

Managerial Implications

The study outlines implications for managers and marketers looking to drive brand loyalty from a strategic perspective using customer involvement. Organizations that are aware of the distinct roles of customer participation and brand engagement will be in a position to target and implement initiatives that create emotional attachment and promote active consumer engagement, thereby solidifying long-term relationships with the customers. Findings further emphasize the need to implement interactive brand experiences and create participatory environment enhanced through digital platforms. This will generate maximum consumer interest and commitment over time, enabling managers to develop marketing strategies that prove effective not only in attracting customers but also retaining brand-loyal customers in a highly competitive market.

Some managerial implications of the study are presented below:

- **Encouraging Active Customer Participation**

  The first priority on the marketing agenda regards the setting up of channels where customers can directly engage in brand activities such as feedback collection, product development, and marketing campaigns. This engagement fosters emotional relationship as well as sense of ownership, which are fundamental traits of loyalty. Online strategy research indicates that brands could also have further developed strategies encouraging and rewarding consumer engagement with brands to strengthen client loyalty.

- **Leveraging Digital Platforms for Brand Engagement**

  Brands must tap into the social media as well as online communities to inculcate engagement behavior in the general knowledge, sharing of materials, and connection with peers further in this digital age. The reason for these touchpoints is that through these venues, brands can be enjoined with customers and foster community-building while increasing consumer loyalty via consistent and meaningful interactions.

- **Tailoring Strategies for Different Loyalty Dimensions**

  However, involvement and engagement have differentiated effects on the several loyalties, i.e. attitudinal, behavioral, and cognitive, which therefore necessitates marketers adopting different strategies for targeting customers. Consumption of emotional storytelling, building brand communities, and personalized communications can help increase attitudinal loyalty in consumers. This type of loyalty does not favor predisposition towards behavioral loyalty, which can be effectively exercised with loyalty scheming and seamless transactional experiences. Informative content and consistent brand messaging build cognitive loyalty.

- **Consistency of Frequency Interaction with Clients**

  In this study, the emphasis is on the importance of healthy interactions that are maintained at a daily, weekly, or monthly regularity in relation to keeping and extending client loyalty. With the high demand of in developing ongoing engagement plans by brands due to the necessity of holding on to customers and the investment as they spend more time, thus decreasing customer churn and increasing lifetime value.

- **Optimizing Social Media Use for Consumers**

  Because there is a significant share of consumers using social media at moderate frequency, brands need to focus on the creation of relevant and eye-catching content which can stimulate engagement for consumers, meanwhile turning it into an avenue of interaction for diverse types of users in the digital environment. This can lead such people who were previously passive in following the brand into active advocates of that brand.

- **Balancing Emotional and Rational Appeals**

  The information suggests that an overall loyalty development strategy can be built through a combination of emotional connection strategies with rational incentives. Those brands that can appeal simultaneously to the heart and mind of their customers can build a deeper and stronger loyalty cocooned from the volatilities of competition.

- **Adapting to Changing Consumer Behaviors**

  Due to the rapidly evolving digital landscape, brands are required to maintain their agility and creativity in their engagement strategies. By understanding the profile of empowered and tech-savvy customers that this survey has revealed, marketers would also understand shifts in behavior and tailor-skills for loyalty programs to be relevant and competitive.

5.4 Recommendations

The overall findings lead to concrete recommendations for brands to enhance customer loyalty through better participation and engagement practices. The tips will help marketers and business leaders transform research insights into concrete measures that strengthen ties with customers. Through targeted initiatives that fairly cover the multidimensional nature of loyalty and the digital platforms, brands can meet consumer expectations, foster emotional bonding, and create lasting commitment. The following are recommendations for establishing a strategic framework for organizations that wish to consider the dynamic interplay between customer involvement and brand engagement.

- **Enhance Customer Participation Opportunities**

  Companies should proactively be creating and maintaining varied and accessible pathways for customers to participate actively beyond passive consumption. This also entails, among other things, asking customers for their feedback on products and services, engaging them in co-creation activities encompassing idea generation or customization, and engaging them in brand-related events and campaigns. By creating this environment whereby customers feel that their input counts and carries some weight, the bond between the brands and customers will be strengthened whereby this emotional attachment will enhance their loyalty. Participation empowers the customers, makes them feel to belong to the brand community, and strengthens their attachment and advocacy.

- **Engage Through Digital and Social Media**

  Social media and digital platforms are important touchpoints today for engaging customers with brands. Brands should develop strong digital strategies that engage consumers to seek information, generate content, and actively participate in online communities. Interactive content-polls, contests, user-generated videos, and discussion boards-will encourage engagement and retain consumer interest. When the brand begins to encourage customers to speak up and share their opinions on their experiences, this is a way of engaging them and providing honest-to-goodness word-of-mouth promotion, a very strong loyalty factor.

- **Segment Loyalty Programs by the Dimensions of Loyalty**

  Loyalty involves many behaviors. The parts of attitudinal (emotional attachment), behavioral (purchase actions), and cognitive (brand awareness and beliefs) make it multidimensional. Brands, therefore, need to create loyalty programs and implement marketing strategies that specifically target these dimensions. For example, building attitudinal loyalty through personalized communication, telling stories, and emotional brand narratives. Behavioral loyalty could be strengthened through reward points, discounts, or special offers to stimulate behavior-altering repeat purchases. Cognitive loyalty can receive a boost through informative content that reinforces the idea that the brand is somehow better or different from the competition. Thus, targeting these different angles completes the plan for making loyalty even more different and effective.

- **Integrating Participation and Engagement Efforts**

  From this study, it is evident that participation and brand engagement have their best impact on loyalty when considered together. Brands should structure their integrated marketing efforts to support participation while at the same time promoting engagement. At the individualized level, engagement exists within campaigns where consumers are solicited to co-create content, rate products, or recount their brand experiences via social media. In that overlapping sphere, a lot of social aspects in creating meaningful brand relationships and forging intense loyalty can be found.

- **Target Younger and Digitally Active Segments**

  Most respondents of the research were young and digitally active, so marketing efforts should be geared toward this demographic group. Young consumers are typically more tech-savvy and demand digital convenience and interactivity from products and brands. Brands should look to have social media influencers, create mobile-friendly content, and develop apps or platforms that encourage and support meaningful engagement. If brands know about the preferences and behaviors of this group, they keep themselves competitive and relevant while building loyalty through dedicated digital experiences.

- **Monitor and Measure Loyalty Across Multiple Dimensions**

  To enhance and even maintain loyalty, brands must strive to evaluate loyalty levels through methods other than purchase measurement (these methods should incorporate measures for attitudinal and cognitive loyalty). This means lots of survey checks, sentiment analysis, and all sorts of behavioral information that put together give brands a full picture of loyalty. Therefore, continuous monitoring makes it possible for brands to detect a change in the drivers of customer loyalty and modify strategy accordingly. This comprehension isolates any area that threatens to disengage loyal customers while also identifying areas of opportunity to engage customers before they lose interest.

- **Promote Community Building and Peer Interaction**

  According to the findings, community-building opportunities greatly enhance loyalty. The brands should create and support the platforms where customers can meet and share their experiences with the brand, online or offline. Customers can meet in branded social media groups, forums, live events, or loyalty clubs. Peer interaction instills a sense of belonging and shared identity, which further strengthens emotional loyalty and motivates advocacy. By supporting social interaction, brands create an ecosystem that would ensure long-term loyalty.

- **Continuous Innovation Based on Customer Input**

  Involving customers in the innovation process helps the brands keep their noses pointed toward ever-changing consumer needs and preferences. Brands should create mechanisms to collect consumer ideas and feedback, including surveys, crowdsourcing platforms, and social media listening. Hence, innovation stemming from customer input sells itself, and it serves the dual purpose of enhancing customer perception of the brand with regard to listening to their ideas and, importantly, valuing them. This will encourage co-ownership feelings and pride in the consumers themselves, hence cementing loyalty and distinguishing the brands in contesting markets.

5.5 Conclusion

This chapter covers the results of the hypothesis testing in summary form using tables. Concerning customer interactions with the brand, this study, therefore, considers customer participation and brand engagement the critical drivers of brand loyalty in attitudinal, behavioral, and cognitive aspects. The findings show that active customer participation greatly enhances consumer loyalty when combined with serious brand engagement. Therefore, a strategy bringing together both and emphasizes customer participation and brand engagement is called for. On a more theoretical note, the study undertakes the multidimensional loyalty construct and the synergetic effect of participation and engagement. Managerially, the study stands to provide brands with recommendations regarding deepening the relationship with consumers, especially among the younger, digitally native customers. Firms can create a membership-like participatory occasion, harness digital channels for engagement, and have loyalty programs that speak to different facets of loyalty through great customer experience development for nurturing sustainable brand loyalty. Further, customer community-building and customer co-creation in the area of innovation stand out as major approaches in sustaining competitive advantage. All of these insights create a roadmap for companies intending to nurture long-lasting customer relationships in an ever-more dynamic and participatory marketplace.

APPENDIX A

SURVEY COVER LETTER

Dear Participant,

My name is Arushi Satija and I am a Doctor of Business Administration student at Swiss School of Business and Management. I am conducting a study on "The role of customer participation and brand engagement in enhancing brand loyalty in digital environments" as part of my thesis requirements. I am reaching out to invite you to participate in this research by completing a survey designed to gather insights on this topic.

The purpose of this study is to investigate the impact of antecedents of mental health on its consequences. Your responses will be valuable in identifying trends and patterns that can contribute to advancements in this field of study. The survey will take approximately 10-15 minutes to complete.

Please be assured that your responses will remain confidential and anonymous. All data collected will be used solely for academic purposes and will be reported in an aggregated form, ensuring that no personally identifiable information is included. Participation is entirely voluntary, and you may choose to skip any question or stop participating at any time without any consequence.

While there are no direct benefits for participating, your insights will contribute to a broader understanding in the field of employee mental health at the workplace which may support future improvements and research in this field. Thank you very much for considering this request.

Sincerely,
Arushi Satija

Doctor of Business Administration

Swiss School of Business and Management Geneva

APPENDIX B

QUESTIONNAIRE

Section – A: Demographic Details

Directions: *This section addresses demographic and background information of the respondents for statistical analysis. Fill up the blank or please tick (✓) whichever is the appropriate response. Your answers will be combined with other respondent's responses and will be kept confidential and strictly will be used for research purpose only.*

Name of the Respondent …………………………………………………..

1. What is your gender?

☐ Male

☐ Female

2. What is your current marital status?

☐ Unmarried

☐ Married

3. What is your age group?

☐ Less than 25 years

☐ 25-30 years

☐ 30-35 years

☐ 35-40 years

☐ 40 years and above

4. What is your educational qualification?

☐ Undergraduate degree

☐ Graduate degree

☐ Postgraduate degree

☐ Others

6. What is your work experience in years?

☐ 0-3 years

☐ 3-6 years

☐ 6-9 years

☐ 9-12 years

☐ More than 12 years

7. Frequency of brand interaction

☐ Daily

☐ Weekly

☐ Monthly

☐ Occasionally

☐ Rarely

8. Social media usage

 Less than 1 hour

 1-2 hours

 2-4 hours

 More than 4 hours

Section – B

Direction: *The following set of statement relates to your opinion based on your participation with selected online brand. Please give your response to show the extent in agreement/ disagreement with the statements by circling a number. Once again, circling a 5 means that you strongly agree with the statement, and circling a 1 means that you strongly disagree with the statement.*

S. No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I provide suggestions for new products or services to this brand online.	1	2	3	4	5
2	I offer feedback on this brand's products or	1	2	3	4	5

	services through online channels.					
3	I participate in this brand's online surveys or polls.	1	2	3	4	5
4	I engage in beta testing or trial programs for this brand's new offerings.	1	2	3	4	5
5	I contribute content (e.g., reviews, testimonials) about this brand online.	1	2	3	4	5
6	I collaborate with this brand in online forums or communities.	1	2	3	4	5
7	I feel that my online contributions influence this brand's decisions.	1	2	3	4	5
8	I am recognized by this brand for my online participation.	1	2	3	4	5

Section – C

Direction: *The following set of statement relates to your opinion based on your brand engagement with selected online brand. Please give your response to show the extent in agreement/ disagreement with the statements by circling a number. Once again, circling a*

5 means that you strongly agree with the statement, and circling a 1 means that you strongly disagree with the statement.

S. No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I actively search for information about this brand online.	1	2	3	4	5
2	I frequently check this brand's website or social media for updates.	1	2	3	4	5
3	I participate in discussions to learn more about this brand's offerings.	1	2	3	4	5
4	I provide feedback or suggestions for improving this brand's products or services online.	1	2	3	4	5
5	I contribute ideas or reviews about this brand on digital platforms.	1	2	3	4	5

6	I create and share brand-related content (e.g., posts, videos, blogs).	1	2	3	4	5
7	I participate in this brand's online community (e.g., forums, groups, social media pages).	1	2	3	4	5
8	I engage in conversations with other customers about this brand online.	1	2	3	4	5
9	I help other customers by answering questions about this brand in digital spaces.	1	2	3	4	5

Section D

Direction: *The following set of statement relates to your opinion based on your brand loyalty with selected online brand. Please give your response to show the extent in agreement/ disagreement with the statements by circling a number. Once again, circling a 5 means that you strongly agree with the statement, and circling a 1 means that you strongly disagree with the statement.*

S. No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I purchase this brand regularly.	1	2	3	4	5
2	I buy this brand more often than other brands in the same category.	1	2	3	4	5
3	This is my default brand for this type of product.	1	2	3	4	5
4	I rarely consider other brands when shopping for this product.	1	2	3	4	5
5	I continue buying this brand even if I don't think much about it.	1	2	3	4	5
6	I feel emotionally connected to this brand.	1	2	3	4	5
7	I trust this brand more than any other.	1	2	3	4	5
8	I would feel disappointed if I could no longer buy this brand.	1	2	3	4	5
9	This brand represents my values and identity.	1	2	3	4	5

10	I recommend this brand to my friends and family.	1	2	3	4	5
11	This brand provides better value for money than others.	1	2	3	4	5
12	I believe this brand is the best option available.	1	2	3	4	5
13	I am confident in my decision to choose this brand.	1	2	3	4	5
14	I trust the quality of this brand over competitors.	1	2	3	4	5
15	I stick to this brand because I believe it meets my needs best.	1	2	3	4	5

Any Suggestions ____

Thank You

REFERENCES

Aaker, D.A. (1991) *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free Press.

Achterberg, W., Pot, A.M., Scherder, E., Ribbe, M. and Visser, F.E. (2003) 'The effect of depression on social engagement in newly admitted Dutch nursing home residents', *The Gerontologist*, 43(2), p213-218.

Adhikari, K. and Panda, R.K. (2019) 'The role of consumer-brand engagement towards driving brand loyalty: Mediating effect of relationship quality', *Journal of Modelling in Management*, 14(4), p987-1005.

Ahmed, S., Sharif, T., Ting, D.H. and Sharif, S.J. (2024) 'Crafting emotional engagement and immersive experiences: Comprehensive scale development for and validation of hospitality marketing storytelling involvement', *Psychology & Marketing*, 41(7), p1514-1529.

Algarabat, R., Alalwan, A.A., Rana, N.P. and Dwivedi, Y.K. (2018) 'The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations', *Journal of Retailing and Consumer Services*, 40, p139-149.

Algesheimer, R., Dholakia, U.M. and Herrmann, A. (2005) 'The social influence of brand community: Evidence from European car clubs', *Journal of Marketing*, 69(3), p19-34.

Alghirabat, B.Y., Algharabat, R.S. and Dennis, C. (2018) 'The effect of involvement on customer engagement in online brand communities', *Journal of Retailing and Consumer Services*, 40, p355-363.

Al-Hawary, S.I.S. and Al-Fassed, K.J. (2022) 'The impact of social media marketing on building brand loyalty through customer engagement in Jordan', *International Journal of Business Innovation and Research*, 28(3), p365-387.

Anderson, E.W. and Sullivan, M.W. (1993) 'The antecedents and consequences of customer satisfaction for firms', *Marketing Science*, 12(2), p125-143.

Apenes Solem, B.A. (2016) 'Influences of customer participation and customer brand engagement on brand loyalty', *Journal of Consumer Marketing*, 33(5), p332-342.

Ashraf, S., Iftikhar, A., Yameen, A. and Younas, S. (2018) ‘Empirical relationship of customer brand engagement with satisfaction and loyalty through online brand experience’, *IUP Journal of Brand Management*, 15(3), p23-48.

Auh, S., Bell, S.J., McLeod, C.S. and Shih, E. (2007) ‘Co-production and customer loyalty in financial services’, *Journal of Retailing*, 83(3), p359-370.

Bansal, R. and Pruthi, N. (2021) ‘Role of customer engagement in building customer loyalty-A literature review’, *Samvakti Journal of Research in Business Management*, 2(2), p1-7.

Bazi, S., Filieri, R. and Gorton, M. (2023) ‘Social media content aesthetic quality and customer engagement: The mediating role of entertainment and impacts on brand love and loyalty’, *Journal of Business Research*, 160, e113778.

Bendapudi, N. and Leone, R.P. (2003) ‘Psychological implications of customer participation in co-production’, *Journal of Marketing*, 67(1), p14-28.

Bitner, M.J., Faranda, W.T., Hubbert, A.R. and Zeithaml, V.A. (1997) ‘Customer contributions and roles in service delivery’, *International Journal of Service Industry Management*, 8(3), p193-205.

Bloemer, J. and Kasper, H.D.P. (1993) ‘The complex relationship between consumer satisfaction and brand loyalty’, *Journal of Economic Psychology*, 14(2), p327-339.

Brodie, R.J., Hollebeek, L.D., Juric, B. and Ilic, A. (2011) ‘Customer engagement: Conceptual domain, fundamental propositions, and implications for research’, *Journal of Service Research*, 14(3), p252-271.

Brodie, R.J., Ilic, A., Juric, B. and Hollebeek, L. (2013) ‘Consumer engagement in a virtual brand community: An exploratory analysis’, *Journal of Business Research*, 66(1), p105-114.

Calder, B., Isaac, M. and Malthouse, E. (2016) ‘How to capture consumer experiences: A context-specific approach to measuring engagement – predicting consumer behavior across qualitatively different experiences’, *Journal of Advertising Research*, 56(1), p39-52.

Chaudhuri, A. and Holbrook, M.B. (2001) ‘The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty’, *Journal of Marketing*, 65(2), p81-93.

Cheung, M.L., Pires, G.D. and Rosenberger, P.J. III (2021) ‘Exploring consumer–brand engagement: A holistic framework’, *European Business Review*, 33(1), 1-23.

Cheung, M.L., Pires, G.D., Rosenberger, P.J., Leung, W.K. and Sharipudin, M.N.S. (2021) ‘The role of consumer–consumer interaction and consumer–brand interaction in driving consumer–brand engagement and behavioral intentions’, *Journal of Retailing and Consumer Services*, 61, e102574.

Chi, M., Harrigan, P. and Xu, Y. (2022) ‘Customer engagement in online service brand communities’, *Journal of Services Marketing*, 36(2), p201-216.

Coelho, P.S., Rita, P. and Santos, Z.R. (2018) ‘On the relationship between consumer–brand identification, brand community, and brand loyalty’, *Journal of Retailing and Consumer Services*, 43, p101-110.

Cronin, J.J. and Taylor, S.A. (1992) ‘Measuring service quality: A reexamination and extension’, *Journal of Marketing*, 56(3), p55-68.

Dabholkar, P.A. (1990) ‘How to improve perceived service quality by increasing customer participation’, in Dunlap, B.J. (ed.) *Developments in Marketing Science*. Vol. 13. Cullowhee, NC: Academy of Marketing Science, p483-487.

de Vries, L., Gensler, S. and Leeflang, P.S.H. (2012) ‘Social media and customer engagement: A review and research agenda’, *Journal of Service Research*, 15(3), p269-289.

Dessart, L., Veloutsou, C. and Morgan-Thomas, A. (2015) ‘Consumer engagement in online brand communities: A social media perspective’, *Journal of Product & Brand Management*, 24(1), p28-42.

Dick, A.S. and Basu, K. (1994) ‘Customer loyalty: Toward an integrated conceptual framework’, *Journal of the Academy of Marketing Science*, 22(2), p99-113.

Ennew, C.T. and Binks, M.R. (1999) ‘Impact of participative service relationships on quality, satisfaction and retention: An exploratory study’, *Journal of Business Research*, 46(2), p121-132.

Flores, L.G. and Vasquez-Parraga, A.Z. (2015) ‘The effects of value co-creation on customer loyalty: An empirical study of the mobile phone industry’, *Journal of Business Research*, 68(12), p2640-2646.

Füller, J. (2010) ‘Refining virtual co-creation from a consumer perspective’, *California Management Review*, 52(2), p98-122.

Gordon, M.E., McKeage, K. and Fox, M.A. (1998) ‘Relationship marketing effectiveness: The role of involvement’, *Psychology & Marketing*, 15(5), p443-459.

Greve, G. (2014) ‘The moderating effect of customer engagement on the brand image–brand loyalty relationship’, *Procedia – Social and Behavioral Sciences,* 148, p203-210.

Harrigan, P., Evers, U., Miles, M. and Daly, T. (2018) ‘Customer engagement and the relationship between involvement, engagement, and loyalty’, *Journal of Strategic Marketing,* 26(5), p385-399.

Hepola, J., Karjaluoto, H. and Hintikka, A. (2017) ‘The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement’, *Journal of Product & Brand Management,* 26(3), p282-293.

Hollebeek, L.D. (2011) ‘Exploring customer brand engagement: Definition and themes’, *Journal of Strategic Marketing,* 19(7), p555-573.

Hollebeek, L.D. and Chen, T. (2014) ‘Exploring positively versus negatively valenced brand engagement: A conceptual model’, *Journal of Product & Brand Management,* 23(1), p62-74.

Hollebeek, L.D., Glynn, M.S. and Brodie, R.J. (2014) ‘Consumer brand engagement in social media: Conceptualization, scale development and validation’, *Journal of Interactive Marketing*, 28(2), p149-165.

Huang, C.C. and Chen, S.E. (2022) ‘Establishing and deepening brand loyalty through brand experience and customer engagement: Evidence from Taiwan’s chain restaurants’, *Journal of Quality Assurance in Hospitality & Tourism*, 23(1), p217-239.

Huangfu, Z., Ruan, Y., Zhao, J., Wang, Q. and Zhou, L. (2022) ‘Accessing the influence of community experience on brand loyalty toward virtual brand community: Developing country perspective’, *Frontiers in Psychology,* 13, e865646.

Husain, R., Paul, J. and Koles, B. (2022) ‘The role of brand experience, brand resonance and brand trust in luxury consumption’, *Journal of Retailing and Consumer Services,* 66, e102895.

Ilić, A. (2008) The relevance of customer engagement behavior in the design of web-based self-services. *University of St. Gallen Discussion Papers,* p12-30.

Jacoby, J. and Chestnut, R.W. (1978) *Brand loyalty: Measurement and management*. New York: Wiley.

Jayasingh, S. (2019) ‘Consumer brand engagement in social networking sites and its effect on brand loyalty’, *Cogent Business & Management,* 6(1), e1698793.

Kaufmann, H.R., Loureiro, S.M.C. and Manarioti, A. (2016) 'Exploring behavioural branding, brand love and brand co-creation', *Journal of Product & Brand Management*, 25(6), p516-526.

Khan, I., Hollebeek, L.D., Fatma, M., Islam, J.U. and Rahman, Z. (2020) 'Brand engagement and experience in online services', *Journal of Services Marketing*, 34(2), p163-175.

Kotler, P. and Keller, K.L. (2016) *Marketing management.* 15th edn. Harlow: Pearson Education.

Kumar, V. and Reinartz, W. (2016) 'Creating enduring customer value', *Journal of Marketing*, 80(6), p36-68.

LaBarbera, P.A. and Mazursky, D. (1983) 'A longitudinal assessment of consumer satisfaction/dissatisfaction: The dynamic aspect of the cognitive process', *Journal of Marketing Research*, 20(4), p393-404.

Laroche, M., Habibi, M.R., Richard, M.O. and Sankaranarayanan, R. (2013) 'The effects of social media–based brand communities on brand community markers, value creation practices, brand trust and brand loyalty', *Computers in Human Behavior*, 28(5), p1755-1767.

Leckie, C., Nyadzayo, M.W. and Johnson, L.W. (2016) 'Antecedents of consumer brand engagement and brand loyalty', *Journal of Marketing Management*, 32(5–6), p558-578.

Lemon, K.N. and Verhoef, P.C. (2016) 'Understanding customer experience throughout the customer journey', *Journal of Marketing*, 80(6), p69-96.

Lengnick-Hall, C.A., Claycomb, V.C. and Inks, L.W. (2000) 'From recipient to contributor: Examining customer roles and experienced outcomes', *European Journal of Marketing*, 34(3/4), p359-383.

Little, M.M. and Little, B.L. (2006) 'Employee engagement: Conceptual issues', *Journal of Organizational Culture, Communications and Conflict*, 10(1), p111-120.

Lovelock, C. and Wirtz, J. (2011) *Services marketing: People, technology, strategy.* 7th edn. Upper Saddle River, NJ: Pearson Education.

Majeed, M., Asare, C., Fatawu, A. and Abubakari, A. (2022) 'An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry', *Cogent Business & Management*, 9(1), e2028331.

Maklan, S. and Klaus, P. (2011) 'Customer experience: Are we measuring the right things?', *International Journal of Market Research*, 53(6), p771-792.

McAlexander, J.H., Schouten, J.W. and Koenig, H.F. (2002) 'Building brand community', *Journal of Marketing*, 66(1), p38-54.

Mellens, M., DeKimpe, M.G. and Steenkamp, J.B.E.M. (1996) 'A review of brand-loyalty measures in marketing', *Tijdschrift voor Economie en Management*, 41(4), p507-533.

Meyer-Waarden, L., Bruwer, J. and Galan, J.P. (2023) 'Loyalty programs, loyalty engagement and customer engagement with the company brand: Consumer-centric behavioral psychology insights from three industries', *Journal of Retailing and Consumer Services*, 71, p103212.

Muñiz, A.M. and O'Guinn, T.C. (2001) 'Brand community', *Journal of Consumer Research*, 27(4), p412-432.

Nambisan, S. and Baron, R.A. (2007) 'Interactions in virtual customer environments: Implications for product support and customer relationship management', *Journal of Interactive Marketing*, 21(2), p42-62.

Nunnally, J.C. and Bernstein, I.H. (1994) *Psychometric theory*. 3rd ed. New York: McGraw-Hill.

Oliver, R.L. (1999) 'Whence consumer loyalty?', *Journal of Marketing*, 63(Special Issue), p33-44.

Ooi, S.K., Yeap, J.A. and Low, Z. (2022) 'Loyalty towards telco service providers: the fundamental role of consumer brand engagement', *European Business Review*, 34(1), p85-102.

Osei-Frimpong, K., McLean, G., Islam, N. and Otoo, B.A. (2022) 'What drives me there? The interplay of socio-psychological gratification and consumer values in social media brand engagement', *Journal of Business Research*, 146, p288-307.

Paruthi, M. and Kaur, H. (2017) 'Scale development and validation for measuring online engagement', *Journal of Internet Commerce*, 16(2), p127-147.

Paruthi, M., Kaur, H., Islam, J.U., Rasool, A. and Thomas, G. (2023) 'Engaging consumers via online brand communities to achieve brand love and positive recommendations', *Spanish Journal of Marketing - ESIC*, 27(2), p138-157.

Prahalad, C.K. and Ramaswamy, V. (2004) 'Co-creating unique value with customers', *Strategy & Leadership*, 32(3), p4-9.

Prahalad, C.K. and Ramaswamy, V. (2004) ‘Co-creation experiences: The next practice in value creation’, *Journal of Interactive Marketing*, 18(3), p5-14.

Ranjan, K.R. and Read, S. (2016) ‘Value co-creation: Concept and measurement’, *Journal of the Academy of Marketing Science*, 44(3), p290-315.

Rather, R.A., Tehseen, S. and Parrey, S.H. (2018) ‘Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity’, *Spanish Journal of Marketing - ESIC*, 22(3), p319-337.

Russell-Bennett, R., McColl-Kennedy, J.R. and Coote, L.V. (2007) ‘Involvement, satisfaction, and brand loyalty in a small business services setting’, *Journal of Business Research*, 60(12), p1253-1260.

Saks, A.M. (2006) ‘Antecedents and consequences of employee engagement’, *Journal of Managerial Psychology*, 21(7), p600-619.

Samarah, T., Al-Haddad, A.A. and Akhorshaideh, A. (2022) ‘The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: The mediating effect of brand trust’, *Journal of Research in Interactive Marketing*, 16(4), p648-664.

Samuelsen, B.M. and Sandvik, K. (1997) ‘The conceptualization of brand loyalty: A managerial perspective’, *Proceedings of the European Marketing Academy Conference (EMAC)*, 1, p1-12.

Schamari, J. and Schaefers, T. (2015) ‘Brand engagement in online brand communities: A motivational perspective’, *Journal of Marketing Management*, 31(9–10), p914-934.

Schau, H.J., Muñiz, A.M. and Arnould, E.J. (2009) ‘How brand community practices create value’, *Journal of Marketing*, 73(5), p30-51.

Schultz, D.E. (2013) ‘Getting to the heart of the customer’, *Marketing Management*, 22(1), p8-9.

Shang, R.A., Chen, Y.C. and Liao, H.J. (2006) ‘The value of participation in virtual consumer communities on brand loyalty’, *Internet Research*, 16(4), p398-418.

Shankar, V. and Batra, R. (2009) ‘Brand community: Insights and implications’, *Journal of Marketing*, 73(6), p4-10.

Skinner, E.A. and Belmont, M.J. (1993) 'Motivation in the classroom: Reciprocal effects of teacher behavior and student engagement across the school year', *Journal of Educational Psychology*, 85(4), p571-581.

So, K.K.F., King, C., Sparks, B.A. and Wang, Y. (2016) 'The role of customer engagement in building consumer loyalty to tourism brands', *Journal of Travel Research*, 55(1), p64-78.

Solem, B.A.A. (2016) 'Influences of customer participation and customer brand engagement on brand loyalty', *Journal of Consumer Marketing*, 33(5), p332-342.

Sprott, D., Czellar, S. and Spangenberg, E. (2009) 'The importance of a general measure of brand engagement on market behavior: Development and validation of a scale', *Journal of Marketing Research*, 46(1), p92-104.

Sullivan, L. (2009) 'The importance of emotional connection', *MediaPost Publications*, 20, p20.

Ting, D.H., Abbasi, A.Z. and Ahmed, S. (2021) 'Examining the mediating role of social interactivity between customer engagement and brand loyalty', *Asia Pacific Journal of Marketing and Logistics*, 33(5), p 1139-1158.

Tuti, M. and Sulistia, V. (2022) 'The customer engagement effect on customer satisfaction and brand trust and its impact on brand loyalty', *Jurnal Manajemen Bisnis*, 13(1), p1-15.

Tyebjee, T.T. (1977) 'Refinement of the involvement concept: An advertising planning point of view', in Greenberg, B.A. and Bellenger, D.N. (eds.) *Contemporary Marketing Thought.* Chicago: American Marketing Association, p193-195.

van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P. and Verhoef, P.C. (2010) 'Customer engagement behavior: Theoretical foundations and research directions', *Journal of Service Research*, 13(3), p253-266.

Vargo, S.L. and Lusch, R.F. (2004) 'Evolving to a new dominant logic for marketing', *Journal of Marketing*, 68(1), p1-17.

Vargo, S.L. and Lusch, R.F. (2008) 'Service-dominant logic: Continuing the evolution', *Journal of the Academy of Marketing Science*, 36(1), p1-10.

Verhoef, P.C., Reinartz, W.J. and Krafft, M. (2010) 'Customer engagement as a new perspective in customer management', *Journal of Service Research*, 13(3), p247-252.

Vivek, S.D., Beatty, S.E. and Morgan, R.M. (2012) 'Customer engagement: Exploring customer relationships beyond purchase', *Journal of Marketing Theory and Practice*, 20(2), p122-146.

Vo, T.H., Tan, G.W.-H., Pham, N.T., Truong, T.H.D. and Ooi, K.B. (2025) 'Promoting customer engagement and brand loyalty on social media: The role of virtual influencers', *International Journal of Consumer Studies*, 49(2), e70028.

Wirtz, J., den Ambtman, A., Bloemer, J., Horváth, C., Ramaseshan, B., van de Klundert, J., Canli, Z.G. and Kandampully, J. (2013) 'Managing brands and customer engagement in online brand communities', *Journal of Service Management*, 24(3), p223-244.

Zheng, X., Cheung, C.M.K., Lee, M.K.O. and Liang, L. (2015) 'Building brand loyalty through user engagement in online brand communities in social networking sites', *Information Technology & People*, 28(1), p90-106.