

Effect of costumer-brand identification on brand fidelity : The mediating role of brand love An Applied study of smartphone brands In Iraq

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Abstract: *The aim of this study is to investigate of customer-brand identification on brand fidelity of (brand evangelism, sacrifice for brand) through the mediating role of brand love (brand passion, brand intimacy, brand commitment) for some brands of smartphones, as the sample study consisted of (296) customers, The problem of the study was therefore formulated with regard to the relationship between the variables involved in the study, which, consequently, defined the objectives of the study, which were represented in the hypodic scheme. The formulation of the special hypotheses measured in the statistical package to model structural equations in the least squares method (AMOS.V.25) and to analyze what the study administration has provided, a set of statistical methods were used, such as the deterministic factor analysis, the alpha-chrombach coefficient, the determinant (R2), and the normal distribution of data. The results of the study showed a clear and important perception of the relationship between customer-brand identification, brand fidelity, brand love, and perhaps the most important findings of the study are reflected in the existence of a positive statistically significant correlation and impact between customer-brand identification and brand fidelity. Brand love, and customer intimacy with their brand means a repeat purchase and a pride in keeping with it despite other brands.*

Keywords- Customer-brand identification, brand fidelity, brand love .

I.INTRODUCTION

Today, in the business world, where there are many rapid fluctuations as a result of the development of communications technology and the intense competition that has affected production processes, many organizations have looked for modern practices and methods that suit customers' requirements, so the brand is the only salvation to overcome rapid environmental changes. Many of these organizations have adopted the concept of client-to-brand similarity because of its benefits and advantages in providing and supporting customer acumen to brand affection, which in turn contributes to loyalty to the brand of the organization. Customer parity toward the brand has become a must as a marketing approach that helps increase customer attention to different requirements, thereby achieving customer satisfaction and loyalty.

Customer- brand identification contributes to strengthening the organization's ability to invest the relationship with customers in order to achieve investments that benefit the customer, which will encourage the customer to be identical with the brand and to love the mark and be fidelity to it. Building the brand's similarity contributes to the improvement of the organization's performance through developing its ability to satisfy their needs and desires, which forces the customer to sacrifice for the sake of the brand, which in turn leads to loyalty toward it. This is why the current study highlights the importance of studying the impact of Customer- brand identification in Brand fidelity as the mediating role of brand love.

II.Study Methodology

First: study problem

Brand fidelity is a key indicator of brand sustainability, and fidelity customers are unlikely to turn to competitive brands, generating stable revenue that is not affected by negative advertising. The cost of maintaining is much lower than the cost of attracting new customers and they are more willing to pay higher prices and make more frequent purchases than infidelity customers. Fidelity customers also claim that they frequently buy other services and products from signs they feel fidelity to compared to those to which they have little fidelity," (Mitchell&Debra, 2019:130).

In order for organizations to build a lasting relationship with the customer, they seek higher levels of satisfaction through the creation of psychological, emotional or emotional bonds that bring the customer to match the character of the brand, which makes them willing to show fidelity to it by using their discretionary resources (such as money, time and energy). To the brand, and to convince others to buy it or use it. When a customer is similar to a brand, they will build a psychological relationship with it, by showing their brand preference, encouraging the brand to look for and benefit from it, and engaging in a higher level of management information sharing such as recommendations, suggestions and verbal communication words.

However, although there is a theoretical agreement among researchers that perceived quality, value, and satisfaction give the best assessment of Brand fidelity (Debra&KIN, 2019), the limitations of these dimensions in interpreting and anticipating Brand fidelity are widely recognized in marketing thought.

However, while researchers have made great efforts to enhance our understanding of the role of brands in the mobile industry by studying issues such as brand personality, co-brand, online brand communities, and extensions of brand ownership, Little attention has been paid to explicitly investigating the role of brand-related variables in determining Brand fidelity in the mobile phone industry.

Because individuals have a strong desire to maintain the relationship with the sign when they like it (Ahearne &gruen, 2005:577). Applying love to the brand context can make a meaningful contribution to our understanding of the marketing relationship and how loyalty and fidelity to brand can be achieved. It is striking that the concept of love is not receiving more attention than marketing academics (Albert,2008:1078).

Therefore, the current study seeks to verify a major question: " Can the relationship between Customer-brand identification and Brand Brand fidelity be reinforced by mediating role of brand love?" This question can be elaborated into sub-questions as follows:

- a. How is level Customer- brand identification for the mobile phones they consume?
- b. How much do level Brand Love of mobile phones they consume?
- c. How fidelity is the customer to the mobile brand they consume?
- d. Is there any effect of Customer- brand identification on brand love?
- e. Is there any effect of Customer- brand identification on Brand fidelity?
- f. Is there any effect of brand love on Brand fidelity?

Second: The importance of study

The current study stems from its attempts to introduce a new conceptual model in marketing thinking by reviewing the applications of social identity theory to the nature of the customer's relationship with brands. In light of this, it can be said that the importance of the study is based on the following:

- a. To respond to the call of marketing researchers to check the best evaluation of brand fiance away from perceived quality, value, and satisfaction with knowing the emotional elements and dimensions of customers and predicting how they will affect the strength and consistency of the customer's relationship with the brand they consume and hold to it to the state of passion. Intimacy and willingness to sacrifice for the sign.
- b. However, although the above-mentioned variables are very important, they are still largely unexplored in the mobile phone industry, and investigating these installations is extremely important. Looking at the relationships between these structures and how they drive brand redemption in the mobile industry will be very useful for brands as it can help them develop more convenient and competitive marketing strategies to attract new customers and retain existing ones.
- c. To fill this gap, the current study is trying to identify and define the role of Customer- brand identification in promoting Brand fidelity to the brand by mediating brand affections as a critical variable in contemporary marketing thinking related to customer relations, by applying modern theories such as social exchange theory, social identity theory, in interpreting the relationship between these variables.

Third: Objectives of the study

The main purpose of the current study is to try to verify the impact of Customer- brand identification on Brand fidelity to the brand in light of the mediating role that brand love can bring to mobile phone brand customers in Iraq. A set of sub-objectives follows from the above purpose:

1. Evaluate the level of customer similarity with the brand for the mobile phones they consume.

2. Learn how customers love the mobile phone brand they consume.
3. Determine the level of Brand fidelity to the brand of mobile phones they consume.
4. Diagnosis of correlation effect of client-grade symmetry on brand love.
5. To recognize the nature of the relationships and influence customer-brand affiliation to the brand it consumes.
6. Identify the relationship of engagement and influence of brand love on the customer's Brand fidelity.
7. To provide a practical model that draws the basic features of direct and indirect influence relationships between study variables in order to prepare for further studies in determining the extent to which this model is applicable in other sectors.

It is not a question of the same

Marketing research and studies in the context of a brand call for making sure that brands can overcome their satisfaction, which has a certain relationship age that drives the customer to turn into another brand, whatever the satisfaction, to determine the psychological and emotional path of the customer to explain the state of attachment and association with the brand away from false loyalty. The best evaluation of brand redemption and the extent of its impact on the strength of the emotional and emotional elements of the customer's relationship with the brand. Therefore, the current study attempts to model those relationships by creating a hypothonal diagram according to the researcher's perceptions in light of the problem and objectives of the research and as shown in Figure 1

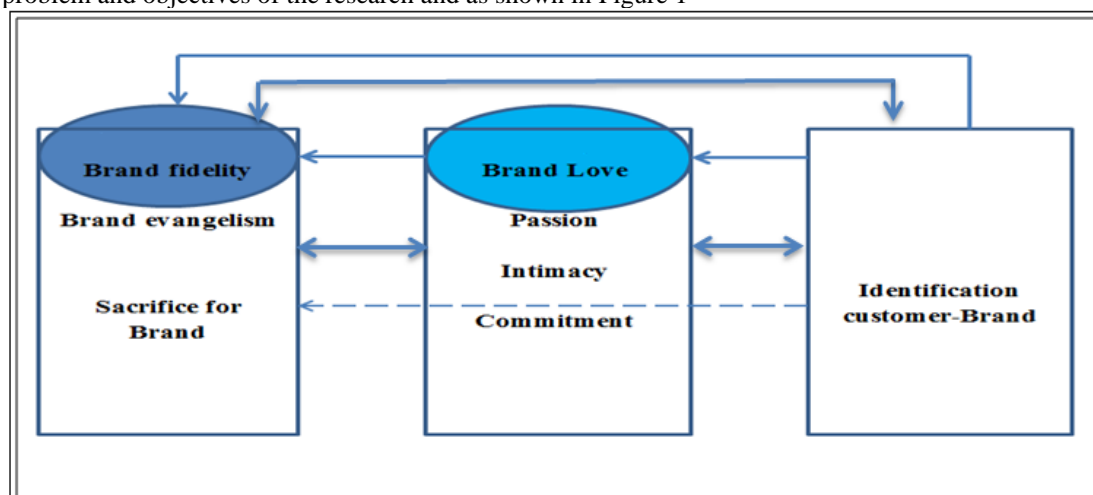


Figure 1 Study hypothesis Chart

Source: Prepared by the researcher

Therefore, the current study, in light of the previous hypothesis scheme, tries to verify the main hypotheses, which are as follows:

a. Hypothesis of correlation between study variables

1. There is a significant direct correlation between (Customer- brand identification) and Brand fidelity.
2. There is a direct relationship of moral significance between the love of the mark and its dimensions (Brand fidelity) and a variable (Brand fidelity) from which the following sub-assumptions emerge:
 - There is a positive and moral correlation between the dimension of passion for the sign and the variable of loyalty to the sign
 - There is a positive and moral association between the anticity of the mark and the loyalty variable of the mark.
 - There is a positive and moral correlation between the adherence dimension of the mark and the loyalty variable of the mark
3. There is a significant direct correlation between Customer- brand identification and brand love.

b. Effect Path hypotheses

1. There is a significant direct effect of Customer- brand identification in Brand fidelity.
2. There is a significant of Customer- brand identification in Brand fidelity.
 - There is a significant direct effect of Brand passion for Brand fidelity.
 - There is a significant direct effect of Brand intimacy of Brand fidelity.
 - There is a significant direct effect of Brand commitment dimension of Brand fidelity.
3. There is a significant direct effect between Customer- brand identification in brand love.

4. There is a statistically significant indirect influence relationship between customer-mark similarity and Brand fidelity through brand love.

Methods for collecting data and information

This paragraph focuses on the tools that have been placed on the field side to collect the specific data in the sample studied, in addition to this, the current study used the resolution measurement tool to reveal the considered sample's views and collect the necessary data and information. The resolution included three axes that can be explained in Table 1, which presents the components of the measurement tool, the number of paragraphs of each variable and the sources quoted from them as mentioned in the resolution, after amending some paragraphs and reformulating them according to the opinions of the arbitrators in a way that suits the purpose of the study, the culture and the particular of the study community. The resolution was finalized before distribution. The five-way Likert has been adopted and is one of the most widely used methods in administrative and social sciences.

Table (1) Main variables and sub-dimensions contained in resolution

Source	Number of paragraphs	Sub-dimensions	Key variables
(Alnawas & Altarifi,2016)	10	One dimensional	Customer- brand identification
(Akin, 2017)	8	Brand passion	Brand Love
(Albert et al.,2009)	6	Brand intimacy	
(Chen & Quester,2015)	7	Brand commitment	
(Riorini&Widayati,2015)	9	Brand evangelism	Brand fidelity
(Loureiro & Demetris,2012 ; Gremler,1995)	6	Sacrifice for brand	

III. Part Two: Theoretical background and hypothesis development

First: Customer- brand identification

1. Concept Of Customer- brand identification

Markees have identified the importance of developing a long-term, highly profitable and sustainable relationship, based on the similarity between the customer's identity and the brand's identity through the customer's knowledge of the overlap between their self-image and the brand image (Ashforth&Mael, 1989:26;Ahearne et al., 2005:579). In addition, the study has been conducted by the University of the United States, which has been working on the development of the University of Washington, where the University of Washington has been working on the development of the University of Washington, where the University of Washington has been working on the development of the University of Washington. Not only does it have a high commitment to the mark, but it becomes supportive of, defends, and defends the mark with which it is similar in several situations (Bhathacharya&Sen, 2003:84).

There is a common definition of brand-symmetry as the feeling of a customer's brand. In addition, some modern concepts of symmetry are becoming the theory of social identity. In particular, Mael&Ashforth, 1992:115) focuses on exclusive cognitive elements, but (Tajfel, 1979:13) refers to the emotional value and importance of belonging to social identity. This is likely to be characterized by cognitive and emotional components, cognitive symmetry refers to the extent to which people see themselves as belonging to an organization, emotional symmetry is instead the extent to which people have positive feelings about being part of an organization, where cognitive symmetry precedes emotional symmetry (Piehler et al.,2016: 5-6).

2. The importance of Customer- brand identification

Customers choose products and brands not only for their utilitarian values but also for their symbolic benefits, because brands have deep meaning and build the self-perception or customer identities, customers use trademarks to build themselves, introduce themselves to others or achieve their identity goals. Therefore, the concept of brand parity is based on the theory of social identity, which has been widely applied in other disciplines, where similarity based on the theory of social identity is in fact the conception of belonging to a group of people. So marketing researchers argue that brand similarity meets the need for social identity and self-definition (SALAM,2015:44). As a result of the decline in traditional media promotion activities and severe economic crises around the world, customer-to-brand similarity has become more important than ever in terms of brand management. Also, this

structure allows a long-term relationship between business and consumer/client. Because for customers, there are many brands that offer symbolic, functional and experimental advantages that meet their requirements and needs, and that establishing strong brand parity can generate high income as a result of a long-term relationship. A high level of customer similarity with the brand is useful in creating and maintaining long-term sustainable customer behavior büyükdağ & Kitapci, 2021:1).

Second: Brand fidelity

1. The concept of Brand fidelity

Brand fidelity is one of the contemporary and modern concepts associated with brand theory, developed by Grace,2018 (as a key indicator of brand strength, consistency and customer adherence. The concept refers to the customer's feelings toward the brand and their continued desire to do business with the brand. On this basis, the concept has been formulated as a multidimensional cognitive and behavior framework, and it expresses what customers do when they have a high commitment to the brand and love it (Grace et al.,2020:1).

This concept also reflects the customer's intentions toward a specific mark, their level of loyalty to it, and even their willingness to purchase other products or services of the same brand.(Joschi and GARG,2022:808-809) and Naushad,2021:15) Faridi stresses that this concept is in the stage of thought and urgently needs research, investigation and knowledge of the new knowledge structure.

Loyalty to the brand by the customer carries with it honesty and joy in the brand, and it also includes honesty and trust, so fidelity results in ethical practices on the part of the organization. Brands that care about their customers' sincerity are required to adopt transparent consumer policies to avoid being mis-or-cheating by building good customer relationships and supporting the physical and social environment in the delivery of the service. It tries as much as possible to show the rights and characteristics of the service as it is and in a transparent manner, away from social controversy or any suspicious consumer behavior that may discredit the brand (Abdulkarim, 48:2021).

2. Dimensions of Brand fidelity

The fidelity of the sign can be measured by the following dimensions:

- **Brand evangelization:** Since the early 1990s, studies have begun focusing on the role of customers as missionaries and a pro-unpaid sales force. These studies confirmed the role of customers through spoken word of mouth and collective customer research as a key aspect of a particular brand, and argued that the proselytizing role of customers should be understood on all levels, thanks to organizations such as Apple), Amazon, Krispy Kreme, Harley-Davidson and (The Grateful Dead in creating and promoting proselytizing customers as a marketing concept based on religious metaphor for this phenomenon in business, Collins et al.,2015:176-177).
- **Sacrifice for brand:** The concept of "sacrifice" is less clear in the current literature and has two main uses, one of them, in anthropological and religious studies. Such as blood sacrifice or other collective rituals in the religious practice of some historical or pre-modern peoples, other use as an economic strategy whereby future rewards are increased by patience with current work, as in the case of companies sacrificing products or individuals for greater profits (Bahr&Bahr, 2001:1234). Obtaining and delivering the perceived benefits that customers have gained from products or services is the perceived sacrifice that customers will bear from using these products or services (Zahid &Ahmed,2017:47). There are also wide differences in how researchers define and measure sacrifice. In marketing, sacrifice is often portrayed on purely rational, cost-based terms. (Zeithamel et al.,1988:14) defines sacrifice as the cost to an individual in obtaining a product or service, while (Matear,2014:16) believes that the definition of sacrifice is viewed from the perspective of customer-aware gaps in expectations between mass-produced and privatizable consumer goods.

Third: Brand love

1. concept of Brand Love

Since its introduction by Shimp & Madden, 1988, brand love has gained increasing attention among brand researchers, and according to this view, customers can see the brand as an individual, so they can love it as they love someone (Sallam, 2015:44).

(Albert et al., 2009:300) and Ahuvia,2006:81)) defined brand love as the degree of deep emotional engagement of a customer who is very well-off with a particular brand name. (Malik and Gupta, 2013:7) Brand love is defined as "the sense of community as a race for brand love". Brand love (AKIN,2017:363) was defined as a "strong emotional relationship between brand and customer".

Batra et al.,2012))) explicitly introduced brand love as a kind of customer-generated relationship with brands, which includes "multiple, interconnected cognitive, emotional and behavioral elements, rather than a specific and fleeting love passion," with the following characteristics (Bairrada et al., 2018: 658):

2. Dimensions of brand love

Brand love can be measured in the following dimensions:

- **Brand passion:** Passion has long been a subject of debate among philosophers, and in line with the origin of the word passion, which comes from the Latin word "Passio", a group of philosophers among them (Kant and Hume) suggest that will is inevitably determined by passion, as Kant defined passion as "a desire that has become a familiar trend, and as the tradition destroys freedom, Passion causes loss of freedom," he said. While Kant and Hume provide opposite answers to the question of whether a mind can overcome passion, both share a conceptual duality and see that mind and passion form exclusive categories (Swimberghe et al., 2014:2). Although the term "passion" was drafted in the 17th century, it did not appear in the literature until long after (Astakhova et al., 2017:3).
- **Brand intimacy:** The word affinity is derived from the Latin term *intimus*, which means inner or deep, so the revelation or sharing of the special deep parts of the soul appears to be a decisive factor. (Baumeister & Bratslavsky, 1999:49-50) intimacy is a psychological "convergence" toward another party, and the profound intimacy includes reaching the essence of the other party, and thus, It has a stronger and deeper knowledge structure, where the relationship is reinforced by these rich and acquired connections through the brand experience, where familiarity is the rich depth of knowledge and understanding of a particular brand, the motivating factor for processing information and determines whether an individual is being treated in an exploratory or systematic manner. Based on a motivation to promote the social identity of the individual. A low-profile individual can gain a more prestigious brand relationship, because such a relationship provides immediate respect, when someone has a low Brand intimacy, it is likely to rely on any available guideposts, such as status, To issue a judgment (Donavan et al., 2015:614).
- **Brand commitment:** Brand commitment is the strength of the customer-brand relationship, and commitment is defined as a "constant desire to maintain a valued relationship". Commitment is at the heart of brand relationships with the customer, and it is based on similarity, association and shared values, and it stems from a broad judgment and does not directly rely on brand valuations (Albert et al., 2013:2).

IV. Results

First: The stability of the measuring tool

We note from Table 2 that the values of the alpha chromabach coefficient of the main study variables and their sub-dimensions ranged from (0.83-0.95). The results of the study were the most accurate, stable, and highly accurate, the study tool and its measures were valid for final application.

Table (2) the structural truthfulness and stability parameters of the study variables and dimensions

The structural validity coefficient	Alpha cronnbach coefficient	Variables and dimensions	The structural validity coefficient	Alpha Kronnbach coefficient	Variable
One dimensional			0.91	0.83	Customer- brand identification
0.93	0.87	Brand passion	0.97	0.95	Brand Love
0.95	0.91	Brand intimacy			
0.94	0.89	Brand commitment			
0.94	0.90	Brand evangelism	0.96	0.94	Brand fidelity
0.95	0.91	Sacrifice for brand			

Second: Description of the sample study

1. Describe and diagnose the customer-sign parity variable

The description and diagnosis of the customer parity variable—the marker and the description of the paragraphs of this variable are detailed as the results of the descriptive statistical analysis of the customer parity variable—the marker measured in ten paragraphs (*ID1-ID10*), where the total arithmetic mean of this dimension (**3.6005**), the standard deviation (**1.8953**), and the relative significance (72%); This indicates that the sample members agreed on the sections of this dimension, which confirms that there is a good similarity between customers and their brands, as they care about what others see toward their brands, and the fourth paragraph of its content has been obtained (I always feel that the successes of my favorite marks are a success of my choices.) at the top of my score, at (**3.9**), at a standard deviation of

(0.86), and with relative importance (79%), this indicates that the level of answers was high on this paragraph, while the third paragraph that contained it was (When I talk about my favorite tag, I usually say we rather than saying it.) At least the mean of the calculation was 3.1 with a standard deviation of 1.07 and a relative significance of 64%, this indicates that the level of answers was also moderate for this paragraph.

Table (3): Descriptive statistics for study variables

Order of paragraphs	%	Answer level	Standard deviation	mean	No.
7	0.64	Moderate	1.07	3.1	When I talk about my favorite tag, I usually say we instead of saying it.
1	0.79	High	0.86	3.9	I always feel that the successes of my favorite tag are a success of my choice.
4	0.73	High	0.87	3.6	I think my favorite tag matches my own characteristics.
3	0.75	High	0.84	3.7	There is something "lovely" that governs my relationship with my favorite brand.
6	0.67	Moderate	0.97	3.3	I always feel that I have an emotional relationship with my favorite tag.
2	0.76	High	0.81	3.7	I am very happy with my favorite brand.
5	0.70	High	0.81	3.5	I feel giving for my favorite badge.
	0.72	High	1.89	3.6	The rate of the variable

2. Description and diagnosis of the tag's love variable

Table 4 shows the results of the descriptive statistics of the love of the mark variable, which is measured in three field dimensions, with the total arithmetic mean of this variable reaching 3.4, the standard deviation (1.27), and the relative importance (69%). These statistical results indicate that the brand love variable has been highly significant according to the responses of the researches. In the same way, the number of sub-brand names in the field is as follows (Brand intimacy, brand commitment, brand passion), according to the responses of the sample respondents.

Table (4): Descriptive statistics for the character love variable with its dimensions

Order of paragraphs	%	Answer level	Standard deviation	mean	No.
3	0.68	Moderate	1.95	3.3	Brand passion
1	0.70	High	0.89	3.5	Brand intimacy
2	0.70	High	0.96	3.4	Brand commitment
-	0.69	High	1.27	3.4	The general average of the tag's love variable

3. Describe and diagnose the loyalty variable of the tag

Table 5 shows the results of the descriptive statistics of the sign fidelity variable, which is measured in two major field dimensions, with the total arithmetic mean of this variable (3.3), the standard deviation (0.99), and the relative significance (67%). These statistical findings indicate that the loyalty variable of the mark has been moderately significant according to the responses of the individuals researched. In the field order of the submark's fidelity dimensions, they were ranked as follows (Sacrifice for brand, proselytizing the mark), respectively, according to the responses of the members of the sample surveyed.

Table 5: Descriptive statistics for the faithful variable of the mark in its dimensions

Order of paragraphs	%	Answer level	Standard deviation	mean	No.
2	0.68	Moderate	0.92	3.5	Brand evangelism

1	0.63	Moderate	1.06	3.1	Sacrifice for brand
-	0.67	Moderate	0.99	3.3	The general rate of the loyalty variable of the mark

Third: Test study hypotheses

1. Main correlation hypothesis 1:

The first major correlation hypothesis is determined by exploring the level of correlation between the client-sign variable and the loyalty variable of the tag and its content (there is a significant direct correlation between (customer-sign parity) and a variable (loyalty to the tag)).

Based on the above rule, Table 6 shows that the parameters set out in the table provide preliminary evidence to support the main and sub-correlation hypotheses, as Table 6 shows that there is a strong direct correlation between the availability of (customer-sign parity) and the adopted variable (loyalty to the label). The link strength was (0.660**), a direct and significant link relationship based on the index (.SIG). The result was at a level of morale (1%), i.e. a level of confidence in the result (99%). This result explains that customers have loyalty and affection for the brand they own, as they cannot hear negative talk about their device brand and point out its advantages in the forums they meet, which reinforces their Brand fidelity. Based on the above findings, support the acceptance of the first tested main hypothesis that contains it (there is a significant correlation between (Customer- brand identification) and a variable (loyalty to the label)).

Table (6) Matrix of coefficients of the Customer-Mark similarity to the mark

Correlations			
		Customer- brand identification	Brand fidelity
Customer- brand identification	Pearson Correlation	1	0.660**
	Sig. (2-tailed)		0.000
	N	296	296
Brand fidelity	Pearson Correlation	0.660**	1
	Sig. (2-tailed)	0.000	
	N	296	296
**. Correlation is significant at the 0.01 level (2-tailed).			

2. Second Main hypothesis:

The second main correlation hypothesis is determined by exploring the level of direct correlation between the variable of mark love and the variable of Brand fidelity and its content (there is a significant direct correlation between the love of the mark and its dimensions and a variable (Brand fidelity)).

The Pearson correlation coefficient was used to determine if the above hypothesis was met (checking the nature of the evacable correlation between the variable (brand love) represented by its dimensions (brand passion, Brand intimacy, brand commitment) and the variable (Brand fidelity)). Table 7 shows the matrix of correlation between the love variable and dimensions of the mark and the loyalty variable of the mark. For the details of the table, the letter N shows the sample size tested, and the abbreviated "TALIED - 2" Shows that the test was two-way while the test's morale can be determined by an acronym (.SIG), which is the result of the comparison of the t-programs with those that are calculated in statistical tables without showing the value of the output but rather the significance of the test by using a sign (**) and based on the link-strength level rule showing a table (30) The coefficients in the table provide preliminary evidence to support the main and sub-link hypotheses, as Table 7 shows that there is a strong direct correlation between the variable (the acne) with its dimensions and the supported variable (loyalty to the label), the link strength was 0.851**, which is a direct and significant association based on the index (SIG.). This result explains that the commitment of customers to love the mark will have a direct effect that reinforces Brand fidelity, but with a strong percentage.

Table (7) the matrix of factors for the connection between the love of the mark by its dimensions and the Brand fidelity

Correlations						
		Brand passion	Brand intimacy	Brand commitment	Brand Love	Brand fidelity
Brand passion	Pearson Correlation	1	0.796**	0.713**	0.907**	.764**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	296	296	296	296	296
Brand intimacy	Pearson Correlation	0.796**	1	0.779**	0.937**	0.810**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000

	N	296	296	296	296	296
Brand commitment	Pearson Correlation	0.713**	0.779**	1	0.909**	0.768**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	296	296	296	296	296
Brand Love	Pearson Correlation	0.907**	0.937**	0.909**	1	0.851**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	296	296	296	296	296
Brand fidelity	Pearson Correlation	0.764**	0.810**	0.768**	0.851**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	296	296	296	296	296

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

3. The third main correlation hypothesis:

The third major correlation hypothesis is determined by exploring the level of correlation between the client-mark variable and the love-mark variable and its content (there is a significant direct correlation relationship between (customer-mark parity) and a variable (mark-like).

Table 8 shows that the parameters shown in the table provide a preliminary guide to support the main and sub-link claims, as Table 8 shows that there is a strong direct correlation between the availability of customer-mark similarity and the adopted variable (mark-love). The link strength was (0.732**), a direct and significant link relationship based on the index (.SIG). This result explains that a high proportion of the customers' desires and convictions are strongly related to the appearance of loyalty to that mark. As a result, the above results provide support for acceptance of the realization of the third tested key hypothesis that contains it (there is a significant correlation between (Customer- brand identification) and a variant (brand love).

Table (8) matrix of the coefficients of the relationship between client-mark similarity with its dimensions of mark love

Correlations			
		Customer- brand identification	Brand Love
Customer- brand identification	Pearson Correlation	1	.732**
	Sig. (2-tailed)		0.000
	N	296	296
Brand Love	Pearson Correlation	0.732**	1
	Sig. (2-tailed)	0.000	
	N	296	296

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

1. Test the Path to effect for Main hypothesis 4:

In this hypothesis, the amount of influence of the independent variable on the supported variable and its content (there is a significant direct effect between Customer- brand identification in loyalty to the tag) will be verified by relying on the structural modeling approach, which is a better alternative to route analysis, and multiple regression. The analysis of the time series because it extracts not only the magnitude of the statistical impact and the moral nature of the data, but also the suitability of the data for the proposed model of the study in the light of a number of statistical indicators.

Table (9) and Figure (2) show the set of results relating to the direct effect test between Customer- brand identification and Brand fidelity. The value of the determination (interpretation) coefficient (R²) (0.44), This indicates that Customer- brand identification explains (44%) of changes in the level of Brand fidelity and the remaining percentage (56%) is due to the effect of other variables not considered in the study's statistical model, whereas the value of the tested effect (= 0.660, p<.01) βA value that indicates that the threshold slope coefficient indicates a positive direct relationship between the client-sign variable and the loyalty variable of the mark, and these values are significant because (the critical value C.R.) I obtained a greater amount of (1.96) which is the intangible value at (P<.001) and the content of this result indicates a good level of Customer- brand identification that will positively reflect in increasing loyalty to the brand they own.

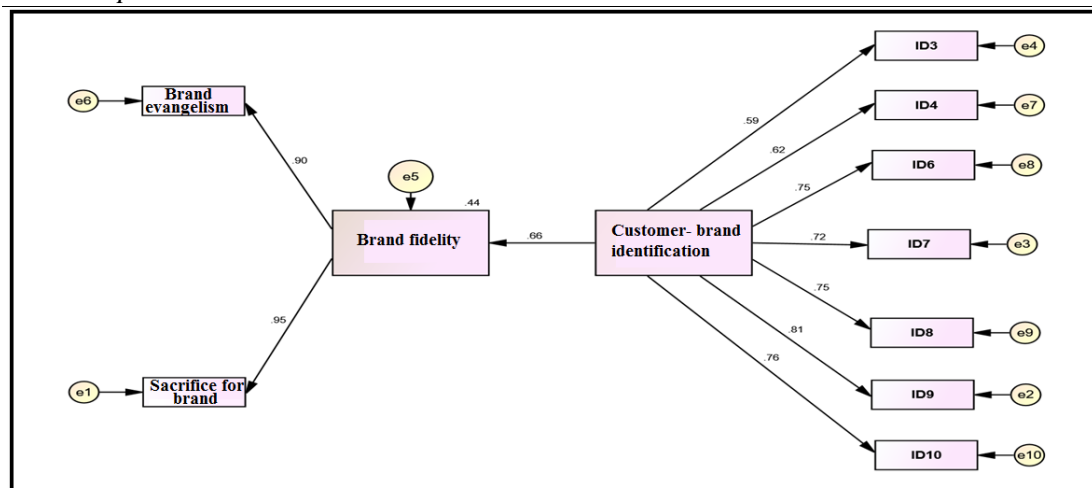


Figure (2) Test the direct effect of the first Main effect hypothesis

Table (9) downward weights to test direct effect hypotheses between Customer- brand identification and Brand fidelity

P	C.R.	S.E.	Estimate	S.R.W	Variables	Path	Variable and Dimensions
***	9.098	0.082	0.748	0.660	Customer-brand identification	<--	Brand fidelity

2. Test the Path to effect for Main hypothesis 5:

Table (10) and Figure (3) show the set of results relating to the test of the direct effect of the mark's love on the fidelity of the mark. This indicates that acne explains (72%) changes in the level of Brand fidelity and the remaining percentage of 28% is due to the effect of other variables not studied in the statistical model of the study, whereas the value of the tested effect is beta standardized ($= 0.851$, $p < 0.01$) β A value that indicates that the threshold slope coefficient indicates a positive direct relationship between the mark's love variable and the Brand fidelity, and these values are significant because (the critical value C.R.) I received more than (1.96) which is a moral value at ($P < .001$) and the content of this result indicates that when customers feel a love toward the mark, they will increase the level of Brand fidelity. This indicates acceptance of the hypothesis suggesting that there is a meaningful direct influence relationship between the love of the mark and the Brand fidelity. Based on the above results, support is provided for the acceptance of the second effect hypothesis path between the independent variable and the dependent variable, which corresponds to the study's expectations in its intellectual framework, which confirms that the customer's sense of mania, their interest in their preferred mark, and their satisfaction with the acquisition of this mark can make it maintain a relationship with and trust in the products that they have Bears this mark.

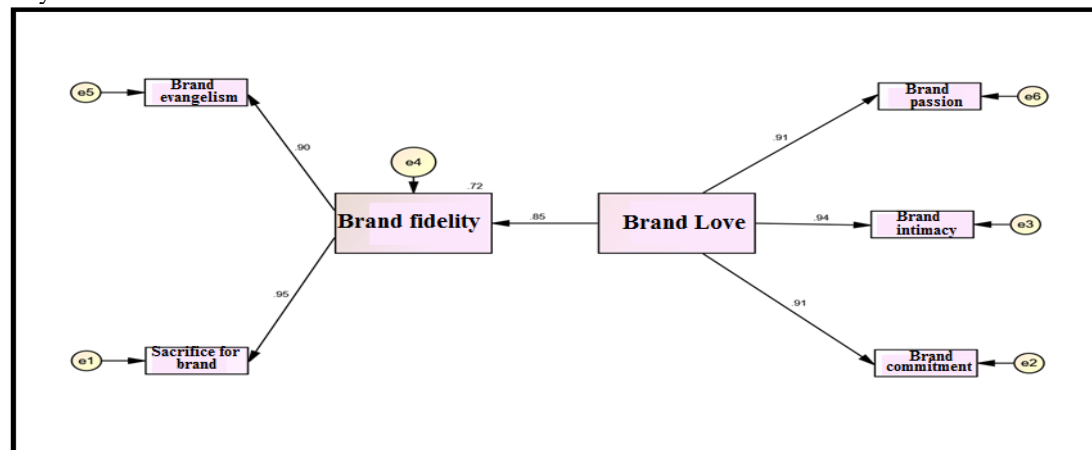


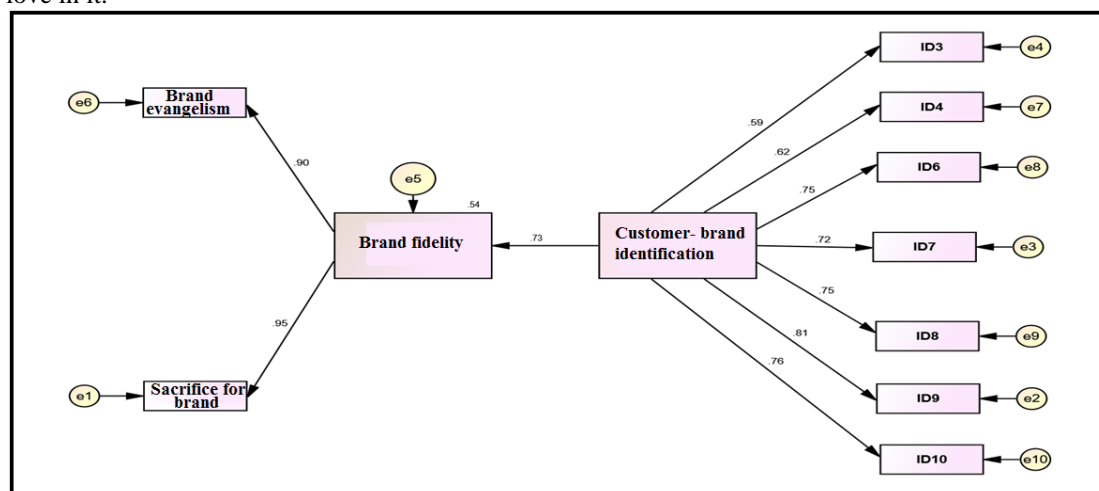
Figure (3) Test the direct effect of the second Main effect hypothesis

Table (10) downward weights to test hypotheses for the direct effect of Brand fidelity in the love of the mark

P	C.R.	S.E.	Estimate	S.R.W	Variables	Path	Variable and Dimensions
***	16.756	0.054	0.913	0.851	Brand Love	<--	Brand fidelity

3. Test the Path to effect for Main hypothesis 3:

Table (11) and Figure (4) show the set of results relating to the direct effect test between Customer- brand identification and brand love. This indicates that Customer- brand identification explains (56%) of changes to mark acne level and the remaining percentage (44%) is due to the effect of other variables not studied in the study statistical model, whereas the tested effect was ($= 0.732, p < .01$) β A value that indicates that the threshold slope coefficient indicates a positive direct relationship between the client-mark variable and the acolytic variable, and these values are significant because (the critical value C.R.) I got more than (1.96) which is a significant value at ($P < .001$) and the content of this result indicates that the customer-brand is becoming more symmetrical and will be positively reflected in improving brand love in it.

**Figure 4 Test the direct effect of the third main effect hypothesis****Table (11) downward weights to test direct effect hypotheses between Customer- brand identification and mark love**

P	C.R.	S.E.	Estimate	S.R.W	Variables	Path	Variable and Dimensions
***	16.756	0.054	0.913	0.851	Brand Love	<--	Brand fidelity

4. Key hypothesis 5:

This hypothesis verifies the mediating role of mark love in the relationship between the client-mark variable and Brand fidelity, as the hypothesis states **(there is a statistically significant indirect effect relationship between customer-mark similarity and Brand fidelity through trademark love)**

A direct effect of the client-sign parity variable and Brand fidelity is found not to be achieved in mediating model test in modeling the structural equation, as shown in Figure 5 and Table 12 ($B=0.08, p > 0.05$), and this value is considered intangible because the critical ratio value (C.R.). The phenomenon in the table (37) (1.090) is intangible neither at a significant level ($P\text{-value}=0.05$) nor at ($P\text{-value}=0.01$) as shown in the table itself, indicating that there is no direct effect between the independent variable and the dependent variable within the median model, and the indirect effect size of the median of mediating variable, including the table (0.58). This shows the indirect effect of the client-mark variable in Brand fidelity through mark love as shown in Table (12).

Thus, a 1-unit change in client-mark symmetry indirectly affects the Brand fidelity when the mark's love variable enters (%), within a morale level (1%) as shown in the table (12), as well as the coefficient (C.R.). The value of the test was greater than the value of (1.96), which indicates the test's morale. The

value of the interpretation coefficient (R^2) was 0.73, which means that client-mark similarity and brand love account for 73% of the changes that occur in Brand fidelity, and the remaining 27% is due to other variables not included in the research. These findings confirm that the mediation process is holistic rather than partial in the current model.

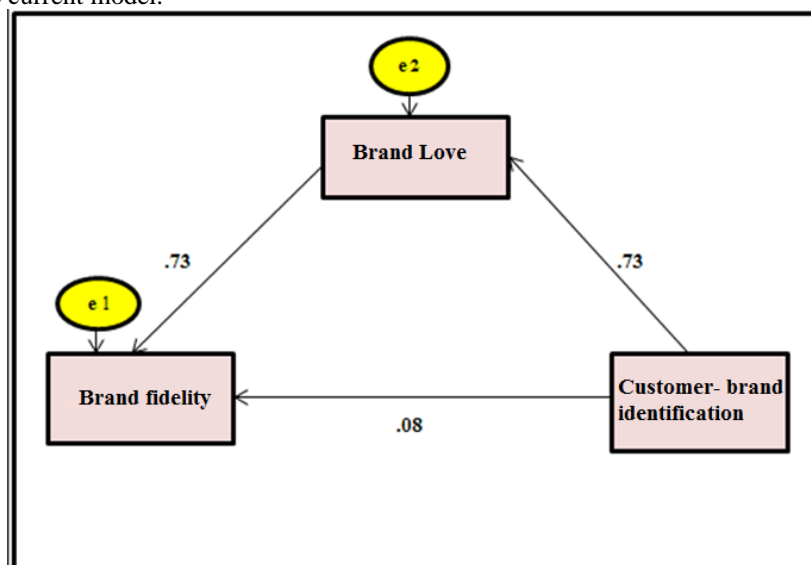


Figure 4 the direct and indirect influence paths of the test for the fourth Main hypothesis

Table (12) Test routes and parameters for the fourth Main hypothesis

R ²	Indirect Effect	P	C.R.	S.E.	Estimate	S.R. W	Variables	Path	Variables
		***	11.116	0.070	0.773	0.732	Brand Love	<--	Customer-brand identification
		0.276	1.090	0.084	0.091	0.081	Brand fidelity	<--	Customer-brand identification
		***	10.680	0.080	0.850	0.792	Brand fidelity	<--	Brand Love
Intermediate phantom test path									
0.33	0.580	Customer- brand identification <--- Brand love<--- loyalty to the label							

V.RESULTS DISCUSS

a. Conclusions

1- The fact that the sample has a high awareness of the fact that the marks belong to and are similar to the marks as a result of self-attachment, and that their identity matches the brand identity and its consumer perspective, so that they perceive themselves as intertwined with other customers for the same brand as a result of their happiness with the brand.

2- The sample expressed its emotional sense of brand love through their positive feelings, attachment to the brand, passion and positive evaluation of the brand through their direct statement of brand love, which was reflected in the following image:-

- They are passionate about the sign in light of their strong tendency to the sign, their enthusiasm for it, their strong positive feelings and their desire to deal with the sign with great yearning.
- They express psychological closeness to the marker in light of the depth of knowledge, psychological understanding of the marker, and interactions with the marker by sharing physical and non-physical experiences with the marker and deep awareness of the self-feeling when dealing with the marker.

The sample expressed its commitment to the brand by wanting to maintain the relationship with it permanently in the light of the shared values that are supported by the emotional and psychological association with the brand.

3- The sample expressed the feelings of love for the brands you deal with through their passion for the brand, their affection to it and their commitment to that brand, which carries with it honesty, joy, confidence in the brand and their suitability for the customer's emotional needs, which confirms the fulfillment of the sample in light of the following:-

- a. It is also a conscious decision to engage in a conscious partnership with the brand and a strong tendency to invest time and effort in it based on trust and belief in the brand.
- b. A feeling of psychological closeness toward the sign in light of the depth of knowledge and awareness of the mark, creating familiarity and affection with the sign, and the presence of behaviors and feelings that express trust, commitment and commitment to the mark.

b. Recommendations

1- It is important that the market activities that we have created should achieve harmony between what customers see as their favorite and that they feel that they are in contact with it to achieve their self-perception and achieve the psychological and emotional intermeshing between the characteristics of the mark and their own characteristics, to the point of continuous and high-level similarity of the mark.

2- Strengthen the relationship between preferred brands and their customers by ensuring that the relationship between them is strong and stable in the light of ongoing marketing research, as this requires:-

- a. The allocation of special relationship programs through which the benefits of a relationship can be invested in more value than the value of time interaction or extensive consumption.
 - b. Ensure continuous suitability between brand and its customers to achieve complete, dependable and competent satisfaction.
 - c. Build on the results of a continuous assessment of the customer's mental state around the brand image, based on specific procedures to gain loyalty in light of an innovative marketing mix that targets the positive orientation of the customer's behavioral intentions toward the brand offering to achieve a continuous and lasting relationship.
 - d. Brands must achieve relationship credibility and maintain a sense of uniformity and loyalty by making constant efforts to meet the biased or unique needs of customers.
- 3- Take advantage of the brand's customers' positive feelings, mental affection and strong relationship to communicate positive and emotional ideas to other customers by influencing their consumption pattern over time to achieve addiction and prevent brand conversion.

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