

Impact of Customerization and Customer Engagement on Brand Love with the Mediating role of Brand Performance: Evidence from Hotel Industry of Pakistan.

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Abstract

Attracting and retaining customers is considered essential for success of any business entity operating all across the globe. Therefore, customer needs and demands need to be emphasized in order to earn a profitable market share. The present study has focused on the independent role of customerization and customer engagement with the mediating effect of brand performance (brand awareness, brand image and brand satisfaction) on brand love. The study has been conducted in a cross-sectional and causal manner. Data was collected through convenience sampling technique from 230 respondents, out of which 183 questionnaires were fully attempted, with a response rate of 79. 5%. Responses were analyzed through frequency distribution, correlation, simple linear regression and structural equational modelling analysis. The findings of the study have indicated positively significant relationships of customerization and customer engagement with brand performance and brand love.

Keywords: *Customerization, customer engagement, brand performance, brand awareness, brand image, brand satisfaction, brand love, Pakistan.*

JEL-Classification: M31

1. Introduction

Customer's relationship with a brand is considered as a successful mantra for understanding brand equity. It is also considered vital for long-lasting association and holds affectionate emotional attachment towards any brand (Zablocki et al., 2017). Customer and brand relationships have been studied in several contexts including brand image (Anselmsson et al., 2014; Nyadzayo & Khajezadeh, 2016; Zhang, 2015), brand satisfaction (Lin, 2015; Wilson & Persson, 2017), brand awareness (Huang & Sarigöllü, 2014; Barreda et al., 2015) and brand love (Wallace et al., 2014; Drennan et al., 2015). Contemporary literature has discovered that customers can develop a deep

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emotional attitude towards any specific brand (Juanjuan et al., 2018). Shimp and Madden (1988) and Carroll and Ahuvia (2006) have illustrated that brand love is keener towards perception and analysis (Liu et al., 2018). Although, brand love is often perceived as a vital customer-brand association concept, yet very little is known about the relationships and emphasis of some important factors such as brand awareness, brand image and brand satisfaction on brand love. For instance, brand love might be affected by brand or product characteristics including the product itself and quality (Bagozzi et al., 2017). Limited studies have inspected the concept of brand love under the influence of customer relationship building as the effectiveness of the measure and concept of brand love has been challenged by some researchers (Fetscherin et al., 2015), exclusively due to the lack of academic support of associations between brand performance dimensions. Hence, the present study intends to determine the significance of measurement of brand love considering the influence of customerization and customer engagement and three dimensions of brand performance i.e. brand awareness, brand image, and brand satisfaction. Customers getting deeply involved with a brand is probably their strongest feeling towards a brand and this should be a prime consideration for organizations (Pawle & Cooper, 2006). Previous studies have revealed a great deal of emotional attachment with various brands and products in diversified contexts (Batra et al., 2012; Albert & Merunka, 2013; Huber et al., 2015; Langner et al., 2015).

Brand love holds a decisive position in the prosperity or failure of a brand which can either result in a positive or negative manner. A large number of consumers, all across the globe, uses internet for information search and alternatives evaluation before making purchase decisions about brands for everyday use as well as luxurious brands. Global firms are rigorously accommodating and embracing developments in order to expand growth and market share. Considering these circumstances, hoteling industry in particular is expected to increase in the near future and the interest in dining out might increase significantly. The essential matter for the current study is the importance and existence of customerization and customer engagement with brand love under the influence of brand performance i.e. brand awareness, brand image and brand satisfaction. Additionally, this study has concentrated on the independent roles of customerization and customer engagement with brand performance as a mediator along with brand performance's impact on the dependent variable i.e. brand love in the hoteling industry of Islamabad and Rawalpindi. For this purpose, consumers from two major cities of Pakistan (Islamabad and Rawalpindi) were selected as a sample to analyze brand love that is influenced by customerization, customer engagement and brand performance.

The present study has focused on an exploratory nature in the aspect of customerization to develop love for brands from the perspective of restaurants in Pakistan. Furthermore, the study intends to highlight the mediating role of brand awareness, brand image and brand satisfaction as well. The current study aims to contribute towards existing body of knowledge by developing an understanding about customer's needs and expectations from a brand. Inadequate work, in marketing

context, has been brought forward by any previous study related to the needs of customers in specific hotel brands in developing countries, therefore the present study serves as a reference and correspondence for upcoming studies. The study also intends to provide in depth knowledge regarding the hotel industry trends in Pakistan.

2. Literature Review

The phenomenon of brand love finds its roots from the concepts of interpersonal relationship and love (Batra et al., 2012; Langner et al., 2015). Fournier (1998) was one of the foremost researchers to elaborate on customers getting emotionally attached with brands. Few recent studies have also depicted that customer's engaged in brand modifications develop a deep emotional attachment with the brand (Aro et al., 2018; Hsu & Chen, 2018). Desires for a brand have been acknowledged to play a vital role in order to maintain strong relationships with the customers (Kudeshia et al., 2016). In order to increase brand love, customers should have a positive attitude towards a brand and past experiences, along with emotional proximity towards the brand (Alex & Joseph, 2012). Generally, a brand which is loved becomes an integral part of a customer's identity (Albert et al., 2008; Wallace et al., 2014; Huber et al., 2015). Additionally, brand awareness (Otero & Wilson, 2018), brand image (Aro et al., 2018) and brand satisfaction (Aro et al., 2018) have also been recognized as the predictors of brand love.

2.1. Customerization, Brand Awareness, Image, Satisfaction and Love

For past few years, the concept of mass customization is being reconsidered in the marketing literature and business paradigm. Organizations today, ranging from fast moving consumer goods to luxury items, are offering highly modified products with a wide range of classes, sub classes and categories. Companies such as priceline and dealtime deal in modified prices due to which they let customers to specify their prices and discover such providers that are interested to sell items at those prices. Dell has established customized websites commonly known as premier pages for business customers where the employees of a specific organization can order parts as per specified requirements. This phenomenon is commonly known as customerization which is largely attributed to redesigning of marketing strategies from the perspective of customer. Such organizations are ahead of just catering new markets. They intend to deliver modified products at a minimal price while executing marketing practices from buyers-perspective rather than merely focusing on selling perspective. With the passage of time, mass customization has gained popularity to a great extent, organizations are more intended to provide customized and modified products and services in order to satisfy individual customer needs (Pine, 1993). Despite that, customized or modified products or services does not guarantee sustainability because competitive edge arrives by continuously upgrading quality for products, required by every individual customer, throughout the value chain (Pine, 1993). Competition today is mostly based on communication with customers in order to create value

(Kwak et al., 2018). Furthermore, the interaction between a customer and the organization itself is not limited to services sector or marketing practices only. Present organizations are co-designing value with their prospective customers along the customer participative chain (Bel, 2018), from the co-creation of new products and services (Ramaswamy & Ozcan, 2018), to production, distribution, assembly, after sales services till usage (Bettiga & Ciccullo, 2018; Saeed et al., 2018).

Generally, the customer is the value co-creator which results in a continuous process of value co-development. In this sense, a general awareness for the brand is created to purchase more and refer to peers and friends. The image of the brand improves to an extent and the needs and demands of the customers are fulfilled which can satisfy a customer. In such sense for customerization a deep affection or emotional attachment with the brand is created. Thus, it is hypothesized that:

H₁: Customerization has a positive impact on brand awareness.

H₂: Customerization has a positive impact on brand image.

H₃: Customerization has a positive impact on brand satisfaction.

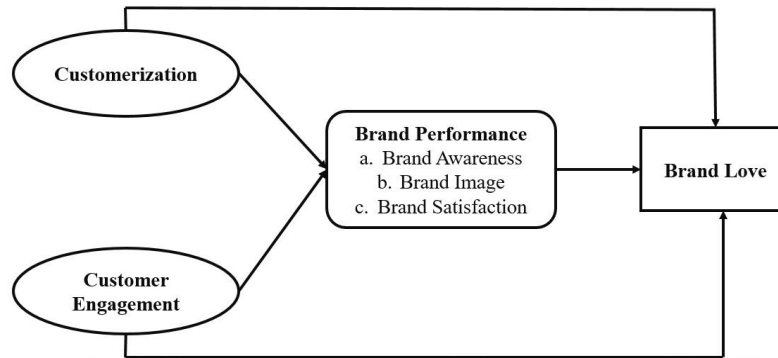
H₄: Customerization has a positive impact on brand love.

2.2. Customer Engagement, Brand Awareness, Image, Satisfaction and Love

The concept of engagement was first introduced by Kahn (1990) while elaborating its psychological prerequisites. Recent studies suggest that companies have been commencing programs in order to engage prospective customers and measuring levels of customer engagement as an outcome (Bagozzi & Dholakia, 2006). Since 2005, the concept of customer engagement has been widely used in the marketing literature (Fernandes & Esteves, 2016). Customer engagement is a highly used psychological perspective, defined by a particular emphasis which plays a crucial role in the mechanism of relational exchange (Fernandes & Esteves, 2016). Furthermore, various relational exchange act as an antecedent or the consequences in the processes of customer engagement. Customer engagement is defined as a complex phenomenon that is comprised of emotional, behavioral and cognitive aspects (Brodie et al., 2011). Patterson et al. (2006) described customer engagement as the degree of a customer's emotional, cognitive and physical presence in association with a service organization. Customer engagement is referred to as an immense context-particular construct that effects customer choices in relation to organizations, brands, products and services (Patterson et al., 2006). Bowden (2009) has described customer engagement as a psychological procedure. Customer engagement is additionally distinguished by altering levels i.e. context or individual specific (Bowden, 2009; Spratt et al., 2009). Generally, whenever customers are involved in the process of value creation for any specific brand, the awareness will increase. Value creation generally impacts brand image in a positive manner, therefore increasing the satisfaction from a brand which eventually results in increased brand love. Thus, it is hypothesized that:

- H₅: Customer engagement has a positive impact on brand awareness.*
- H₆: Customer engagement has a positive impact on brand image.*
- H₇: Customer engagement has a positive impact on brand satisfaction.*
- H₈: Customer engagement has a positive impact on brand love.*

3. Theoretical Model



4. Methodology

The present study has opted for positivist research paradigm, deductive approach and quantitative data analysis techniques. As the data was collected at one point in time, the time horizon for this study was cross sectional. In order to analyse the impact of customerization and customer engagement on brand love with the mediating role of brand performance in the hotel industry of Pakistan, all the primary information was collected through a self-administered questionnaire distributed through convenience sampling technique. Items for measuring variables of the study were adapted from reliable and generalized sources. The number of items and their respective sources have been summarized in Table 1. The final questionnaire had 6 demographic questions and 48 items for measuring variables. All the items measuring variables were accounted for on a 5-point Likert scale with options ranging from Strongly Disagree = 1 to Strongly Agree = 5. A total of 230 questionnaires were distributed among consumers of famous hotels and restaurants out of which 183 were fully filled with a response rate of 79.5%. Data was analysed through reliability, correlation, simple linear regression, and structural equational modelling technique for mediation analysis. The data was analyzed in SPSS version 20 and AMOS version 18 for structural equational modelling.

5. Data Analysis and Results

5.1. Demographics

Demographic statistics indicate that the total sample was comprised of 76.5% male and 23.5% female respondents. Respondents belonging to age group of 21-25 years

comprised highest percentage of the sample i.e. 34.4%. Those belonging to age group of 16-20 years comprised 15.3%, 26-30 years comprised 32.8%, 31-35 years comprised 9.8%, 36-40 years comprised 6.6% and 41 and more years comprised 1.1% of the total sample. When it comes to highest level of education, most number of respondents were MS/M.Phil. degree holders comprising 36.6% of the total sample. Intermediate degree holders comprised 15.8%, Bachelor's degree holders comprised 24%, Master's degree holders comprised 23% and Doctorate degree holders comprised 0.5% of the total sample. 53% of the respondents were full time employed, 30.6% were studying on full time basis, 8.2% were self-employed, 5.5% were part-time employed and 2.7% of the respondents were unemployed. Analysing the income level, 43.2% of respondents were earning less than 25,000 PKR, 38.8% were earning 26,000-50,000 PKR, 11.5% were earning 51,000-75,000 PKR, 3.8% were earning 76,000-100,000 and 2.7% of the respondents were earning more than 100,000 PKR per month. 65% of the respondents were unmarried, 34.4% were married and 0.5% were separated. 92.3% of respondents preferred famous restaurants in the twin cities such as Monal while 7.7% consumers depicted interest in less known restaurants.

Table I: Reliability of Variables, Number of Items, and Sources

Variables	No. of Items	Cronbach's Alpha	Items Source
Customerization	4	.791	Zhang et al., 2007
Customer Engagement	3	.801	Fernandes & Esteves, 2016
Brand Awareness	5	.812	Yoo & Donthu, 2001
Brand Image	14	.866	Kariuki, 2015
Brand Satisfaction	6	.835	Oliver, 1980
Brand Love	16	.880	Sternberg, 1997

The default value for reliability should be above 0.5 which indicates an average reliability, 0.6 indicates better reliability, 0.7 indicates good reliability, 0.8 indicates best reliability and 0.9 or above indicates excellent reliability respectively. The value of reliability should be above -1 and below 1 (Gliem & Gleim 2003; Alexander et al., 2018). Table 1 indicates the reliability analysis for customerization, customer engagement, brand awareness, brand image, brand satisfaction and brand love. The reliability for customerization is .791 with 4 items, for customer engagement is .801 with 3 items, for brand awareness is .812 with 5 items, for brand image is .866 with 14 items, for brand satisfaction is .835 with 6 items and .880 for brand love with 16 items respectively.

Table II: Correlation

Variables	BL	CE	BA	BS	BI	CUSTOM
BL	1	-	-	-	-	-
CE	.746**	1	-	-	-	-
BA	.723**	.748**	1	-	-	-
BS	.890**	.778**	.732**	1	-	-
BI	.982**	.764**	.711**	.825**	1	-
CUSTOM	.725**	.891**	.851**	.785**	.713**	1

** Correlation is significant at 0.01 level

Table 2 indicates that a significant relationship exists between customer engagement and brand love possessing a significant positive correlation of .746 at 0.000 level, a positively significant correlation of .723 at .000 level exists between brand awareness and brand love while a positive correlation of .748 exists between brand awareness with customer engagement statistically significant at .000 level respectively. A positively significant correlation of .890 at .000 level exists between brand satisfaction and brand love, a positively significant correlation of .778 at .000 exists with customer engagement and .732 positively and statistically significant at .000 correlation exists with brand awareness respectively. Positive and significant relationship of .982 at .000 level occurs between brand image and brand love, .764 significant at .000 level occurs with customer engagement, .711 significant at .000 level occurs with brand awareness and .825 significant at .000 level occurs with brand satisfaction respectively. At last, customerization has a positively significant association of .725 with brand love, .891 significant at .000, .891 with customer engagement, .851 with brand awareness, .785 with brand satisfaction and .713 with brand image respectively.

Table III: Regression for Impact of Customerization on Brand Love

Variables	DV	B	R ²	ΔR ²	Sig.
CUSTOM	BL	.573	.525	.522	.000

Table 3 indicates the effect of independent variable i.e. customerization on the dependent variable i.e. brand love. Customerization has an effect of .573 on brand love that is statistically significant at .000 level respectively. The results and significance specify a clear effect of the independent variable on dependent variable. Significant value that exceeds 0.05 indicates insignificance while below 0.05 indicates significance (Bolin, 2014).

Table IV: Regression for Impact of Customer Engagement on Brand Love

Variables	DV	β	R ²	ΔR ²	Sig.
CE	BL	.545	.557	.555	.000

Table 4 indicates the effect of independent variable i.e. customer engagement on the dependent variable i.e. brand love. Customer engagement has an effect of .545 on brand love which is statistically significant at .000 level respectively. The results and significance depict definite effect of the independent variable on dependent variable.

Table V: Regression for Impact of Customerization on Brand Awareness

Variables	DV	β	R ²	ΔR^2	Sig.
CUSTOM	BA	.846	.724	.723	.000

Table 5 indicates the effect of independent variable i.e. customerization on the dependent variable i.e. brand awareness. Customerization has an effect of .846 on brand awareness which is statistically significant at .000 level respectively. The results and significance show certain effect of the independent variable on dependent variable.

Table VI: Regression for Impact of Customerization on Brand Image

Variables	DV	β	R ²	ΔR^2	Sig.
CUSTOM	BI	.577	.508	.505	.000

Table 6 indicates the effect of independent variable i.e. customerization on the dependent variable i.e. brand image. Customerization has an effect of .577 on brand image which is statistically significant at .000 level respectively. The results and significance signposts assured effect of the independent variable on dependent variable.

Table VII: Regression for Impact of Customerization on Brand Satisfaction

Variables	DV	β	R ²	ΔR^2	Sig.
CUSTOM	BS	.739	.616	.614	.000

Table 7 indicates the effect of independent variable i.e. customerization on the dependent variable i.e. brand satisfaction. Customerization has an effect of .739 on brand satisfaction which is statistically significant at .000 level respectively. The results and significance specify assured effect of the independent variable on dependent variable.

Table VIII: Regression for Impact of Customer Engagement on Brand Awareness

Variables	DV	β	R ²	ΔR^2	Sig.
CE	BA	.686	.559	.557	.000

Table 8 indicates the effect of independent variable i.e. customer engagement on the dependent variable i.e. brand awareness. Customer engagement has an effect of .686

on brand awareness which is statistically significant at .000 level respectively. The results and significance identify a sound effect of the independent variable on dependent variable.

Table IX: Regression for Impact of Customer Engagement on Brand Image

Variables	DV	β	R ²	ΔR^2	Sig.
CE	BI	.571	.584	.582	.000

Table 9 indicates the effect of independent variable i.e. customer engagement on the dependent variable i.e. brand image. Customer engagement has an effect of .571 on brand image which is statistically significant at .000 level respectively. The results and significance report a vibrant effect of the independent variable on dependent variable.

Table X: Regression for Impact of Customer Engagement on Brand Satisfaction

Variables	DV	β	R ²	ΔR^2	Sig.
CE	BS	.677	.606	.603	.000

Table 10 indicates the effect of independent variable i.e. customer engagement on the dependent variable i.e. brand satisfaction. Customer engagement has an effect of .677 on brand satisfaction which is statistically significant at .000 level respectively. The results and significance refer to vital effect of the independent variable on dependent variable.

Table XI: Regression for Impact of Brand Awareness on Brand Love

Variables	DV	β	R ²	ΔR^2	Sig.
BA	BL	.575	.522	.519	.000

Table 11 indicates the effect of independent variable i.e. brand awareness on the dependent variable i.e. brand love. Brand awareness has an effect of .575 on brand love which is statistically significant at .000 level respectively. The results and significance illustrate a definite effect of the independent variable on dependent variable.

Table XII: Regression for Impact of Brand Image on Brand Love

Variables	DV	β	R ²	ΔR^2	Sig.
BI	BL	.959	.965	.964	.000

Table 12 indicates the effect of independent variable i.e. brand image on the dependent variable i.e. brand love. Brand image has an effect of .959 on brand love

which is statistically significant at .000 level respectively. The results and significance specify a clear effect of the independent variable on dependent variable.

Table XIII: Regression for Impact of Brand Satisfaction on Brand Love

Variables	DV	β	R ²	ΔR^2	Sig.
BS	BL	.747	.791	.70	.000

Table 13 indicates the effect of independent variable i.e. brand satisfaction on the dependent variable i.e. brand love. Brand satisfaction has an effect of .747 on brand love which is statistically significant at .000 level respectively. The results and significance show a wholesome effect of the independent variable on dependent variable.

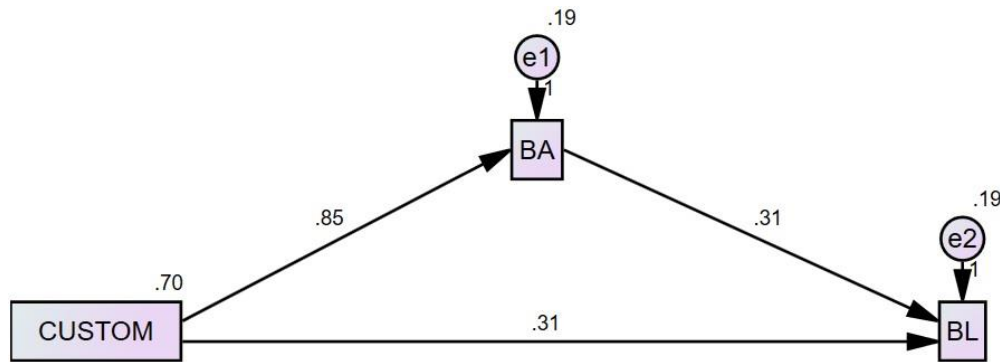


Figure 2: Path diagram through SEM (Impact of electronic word of mouth on customer purchase intention with the mediating role of in-person word of mouth)

Table XIV: Analysis of path diagram through SEM

Variables	β	R ²	Sig.
*CUSTOM => BL	.573	.328	.010
**CUSTOM => BL	.315	.099	.005
***CUSTOM => BA => BL	.259	.067	.011

*Total Effect

**Direct Effect

***Indirect Effect

Table 14 illustrates that customerization has a positively significant total, direct and indirect effect on brand love with the mediating role of brand awareness. The total effect between customerization and brand love is .573 with an R2 value of .328 statistically significant at .010 respectively. The direct effect between customerization and brand love is .315 with an R2 value of .099 statistically significant at .005 respectively. The indirect effect between customerization, brand awareness and brand love are .259 with an R2 value of .067 statistically significant at .011 respectively.

The value of R2 indicates the effectiveness of the model, thus accepting the proposed hypothesis. The analysis proves a partial mediation.

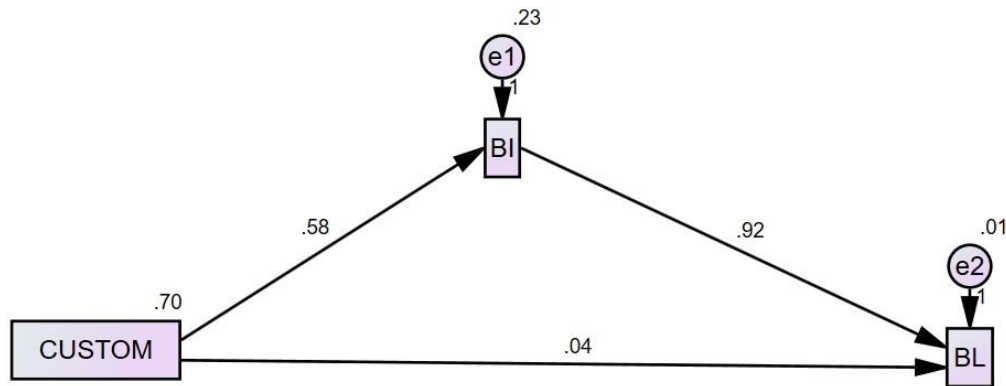


Figure 3: Path diagram through SEM (Impact of online media use on customer purchase intention with the mediating role of in-person word of mouth)

Table XV: Analysis of path diagram through SEM

Variables	β	R ²	Sig.
*CUSTOM => BL	.573	.328	.010
**CUSTOM => BL	.040	.001	.011
***CUSTOM => BI => BL	.534	.285	.011

*Total Effect

**Direct Effect

***Indirect Effect

Table 15 illustrates that customerization has a positively significant total, direct and indirect effect on brand love with the mediating role of brand image. The total effect between customerization and brand love is .573 with an R2 value of .328 statistically significant at .010 respectively. The direct effect between customerization and brand love is .040 with an R2 value of .001 statistically significant at .011 respectively. The indirect effect between customerization, brand image and brand love is .534 with an R2 value of .285 statistically significant at .011 respectively. The value of R2 indicates the effectiveness of the model, thus accepting the proposed hypothesis respectively. Therefore, the analysis proves a partial mediation.

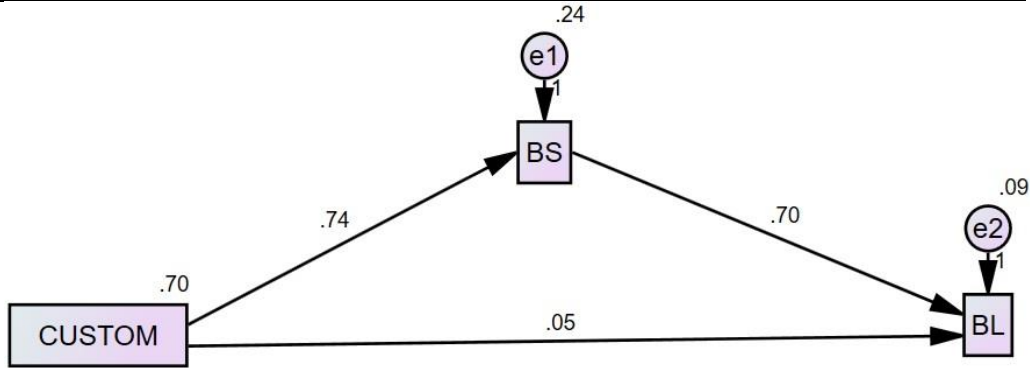


Figure 4: Path diagram through SEM (Impact of self-brand connection on customer purchase intention with the mediating role of in-person word of mouth)

Table XVI: Analysis of path diagram through SEM

Variables	β	R ²	Sig.
*CUSTOM => BL	.573	.328	.010
**CUSTOM => BL	.055	.003	.196
***CUSTOM => BS => BL	.519	.269	.010

*Total Effect

**Direct Effect

***Indirect Effect

Table 16 illustrates that customerization has a positively significant total, direct and indirect effect on brand love with the mediating role of brand satisfaction. The total effect between customerization and brand love is .573 with an R2 value of .328 statistically significant at .010 respectively. The direct effect between customerization and brand love is .055 with an R2 value of .003 statistically insignificant at .196 respectively. The indirect effect between customerization, brand satisfaction and brand love are .519 with an R2 value of .269 statistically significant at .010 respectively. The value of R2 indicates the effectiveness of the model, thus accepting the proposed hypothesis respectively. Thus, the analysis proves a partial mediation.

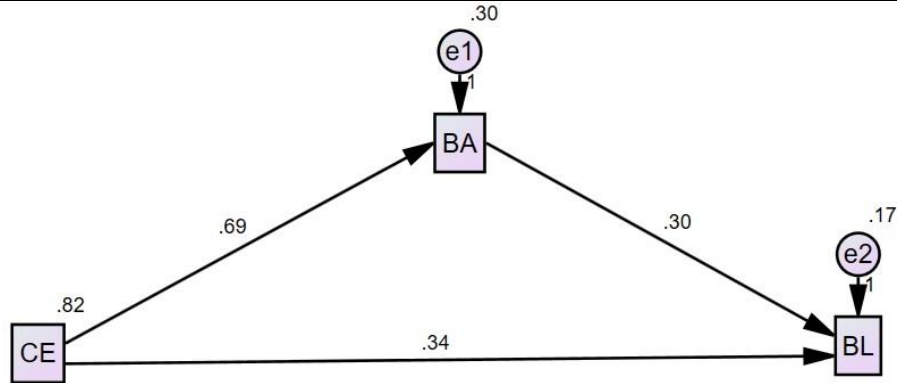


Figure 5: Path diagram through SEM (Impact of self-brand connection on customer purchase intention with the mediating role of in-person word of mouth)

Table XVII: Analysis of path diagram through SEM

Variables	β	R ²	Sig.
*CE => BL	.545	.297	.011
**CE => BL	.341	.116	.008
***CE => BA => BL	.204	.041	.014
*Total Effect			
**Direct Effect			
***Indirect Effect			

Table 17 illustrates that customer engagement has a positively significant total, direct and indirect effect on brand love with the mediating role of brand awareness. The total effect between customer engagement and brand love is .545 with an R2 value of .297 statistically significant at .011 respectively. The direct effect between customer engagement and brand love is .341 with an R2 value of .116 statistically significant at .008 respectively. The indirect effect between customer engagement, brand awareness and brand love is .204 with an R2 value of .041 statistically significant at .014 respectively. The value of R2 indicates the effectiveness of the model, thus accepting the proposed hypothesis respectively. Thus, the analysis proves a partial mediation.

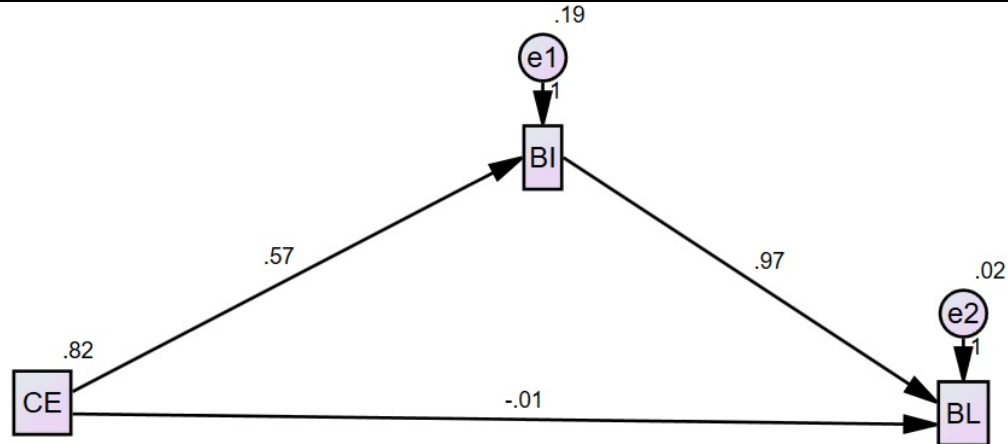


Figure 6: Path diagram through SEM (Impact of self-brand connection on customer purchase intention with the mediating role of in-person word of mouth)

Table XVIII: Analysis of path diagram through SEM

Variables	β	R ²	Sig.
*CE => BL	.545	.297	.011
**CE => BL	-.007	.000	.773
***CE => BI => BL	.552	.304	.010

*Total Effect
 **Direct Effect
 ***Indirect Effect

Table 18 illustrates that customer engagement has a positively significant total, direct and indirect effect on brand love with the mediating role of brand image. The total effect between customer engagement and brand love is .545 with an R2 value of .297 statistically significant at .011 respectively. The direct effect between customer engagement and brand love is -.007 with an R2 value of .000 statistically insignificant at .773 respectively. The indirect effect between customer engagement, brand image and brand love are .552 with an R2 value of .304 statistically significant at .010 respectively. The value of R2 indicates the effectiveness of the model, thus accepting the proposed hypothesis respectively. The analysis proves a partial mediation.

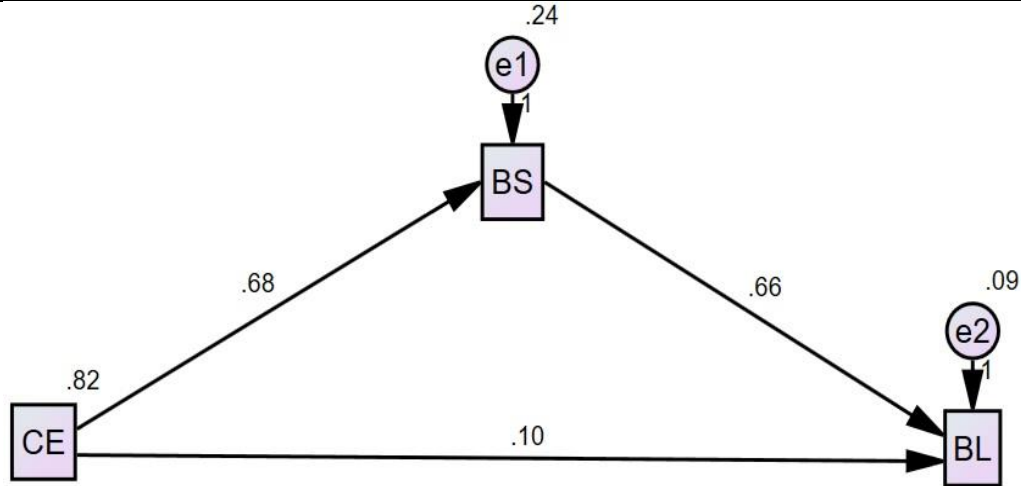


Figure 7: Path diagram through SEM (Impact of self-brand connection on customer purchase intention with the mediating role of in-person word of mouth)

Table XIX: Analysis of path diagram through SEM

Variables	β	R ²	Sig.
*CE => BL	.545	.297	.011
**CE => BL	.100	.010	.018
***CE => BS => BL	.445	.198	.008

*Total Effect

**Direct Effect

***Indirect Effect

Table 19 illustrates that customer engagement has a positively significant total, direct and indirect effect on brand love with the mediating role of brand satisfaction. The total effect between customer engagement and brand love is .545 with an R2 value of .297 statistically significant at .011 respectively. The direct effect between customer engagement and brand love is .100 with an R2 value of .010 statistically insignificant at .018 respectively. The indirect effect between customer engagement, brand satisfaction and brand love is .445 with an R2 value of .198 statistically significant at .008 respectively. The value of R2 indicates the effectiveness of the model, thus accepting the proposed hypothesis respectively. The analysis proves a partial mediation.

6. Discussion

The findings have confirmed that customerization and customer engagement extraordinarily influence brand love that is of great attention for marketers. The present study analyzes customerization and customer engagement in the hotel industry in the formation or incompetency of brand love. The analysis illustrates that customerization and customer engagement has appreciable impact on brand love while results indicate that customerization insignificantly effects brand love in the presence of brand satisfaction and customer engagement insignificantly effects brand love in the presence of brand image, respectively. In general, when restaurants are not operational i.e. closed during certain occasions, the love for a brand still stands in place.

Previous studies propose the importance of brand love in the marketing literature, while new phenomenon and theories are under research phase that can lead towards effectively in increasing brand love and new customer relationship building techniques (Grace et al., 2018). Physically, a great demand for the importance of customerization and customer engagement on the generation of brand love (Shin & Back, 2018). The present study to some degree attempts to fill this gap. Additionally, there is a need to develop measurement scales for customerization (Thiruvattal, 2017; Raatikainen, 2018) while the generalized scales for customer engagement, brand love, brand image, brand awareness and brand satisfaction are available in the literature. Current study has utilized all these scales and stands close to the reliabilities with the previous studies (Oliver, 1980; Sternberg, 1997; Yoo & Donthu, 2001; Zhang et al., 2007; Kariuki, 2015; Fernandes & Esteves, 2016).

The present study has identified that customerization and customer engagement has a positively statistically significant effect on brand love. If the product or service is as per the demand and needs of the customer, the customer will feel emotionally and psychologically attached with that specific brand and vice versa. Furthermore, customerization and customer engagement effects brand love insignificantly under the influence of brand image and brand satisfaction insignificantly. Alternatively, customerization and customer engagement have positively significant associations with brand love under the influence of brand awareness respectively.

7. Conclusion and Managerial Implications

The present study demonstrated the role of customerization and customer engagement in the creation of brand love. The study used one indicator as a mediator i.e. brand performance with further three dimensions i.e. brand awareness, brand image and brand satisfaction to determine whether in any manner it impacts the relationship of customerization and customer engagement with brand love. It is evident from the analysis that customerization, customer engagement, brand awareness, brand image and brand satisfaction have a positive and significant effect on brand love, while brand image insignificantly mediates between customer engagement and brand love and brand satisfaction insignificantly mediates between customerization and brand love.

It is estimated from the analysis that customerization effects brand love as customers can get custom-made and modified products or services at a reasonable price which can significantly impact brand love. Customerization has a significant impact on a product and service firm capabilities. Therefore, the focus on value creation for customer has gained a new competitive edge, hence getting more competitive and providing experimental indication to the encouragement of value-creation for customers.

Customerization is a basic part of the emerging new marketing trends, which has tremendous implications for a company's promotional activities, whole business methodology and tasks of the firm. On a very basic level, customerization requires a compelling mix of marketing, operational activities, finance, information and research and development. It additionally requires a reevaluation of the organizations' procedures and orientation, particularly as they affect with research and development, finance and marketing and changes to the organizational design required to help this combination.

A noteworthy opportunity for organizations is the likelihood that they could assume a focal part in carefully centering the powers of free market activity to make a new exchange for customers. To be really fruitful at customerization, an organization must unite the value chains of the demand and supply sides of market. It unites the shifted capacities performed by the distinctive players in the automobile business and conveys an entire shopping/acquiring experiences for the customer. Such online mediators can likewise encourage the positioning of institutionalized branded items by cost, price and quality or other desired characteristics. To the degree that the mediators are customer-driven and enable the customer to customize the products and services, loyalty of the customer may change from the producer to the electronic mediator.

As a consequence, the new idea of customerization depicted in this study, together with considerable trend, for example, the developing impact of the globalization and web, have better effects for the business methodologies of all organizations. Business techniques that overlook the opportunities related with customerization are probably not going to be adjusted well to the demands of the marketplaces of future. The present turmoil in the PC business industry, where Dell is setting new measures and standards for customerization, recommends that organizations that don't embrace this idea are highly at a competitive risk. Expected that numerous organizations will gain from customerization which is a win-win strategy for both the organizations and customers as well.

8. Limitations and Directions for Future Research

The scheme applied in the present study was evaluated through a self-administered questionnaire. Responses that are biased in nature might have been recorded by few respondents (Tax et al., 1998). As a matter of fact, additional evaluations should be carried out in order to overcome unfairness or biasness. The sampling frame applied

to the study involved customers regularly dining out in the vicinity of Islamabad and Rawalpindi, Pakistan. The results of this study cannot be generalized to other sectors or other products, services and brands. Convenience data collection technique was used rather than probability sampling. The sampling frame indicates dining customers in Pakistan. Although this limits the authors to simplify their findings, it is highly recommended to carry out probability sampling technique in order to improve the validity of the present research findings.

Nevertheless, the role of brand performance as a mediator between the independent and dependent variables which with online media use proved significant except customerization and brand love under the presence of brand satisfaction and customer engagement and brand love insignificant in the presence of brand image as insignificant in nature. Therefore, certain other predictors of customerization, customer engagement and brand love i.e. customer loyalty, customer delight and familiarity can be used in future studies. As in the case of present study, most of the hypothesis generated were accepted while only two were rejected but may vary in other sectors depending on the nature of the study. It is believed that future studies which address these limitations can easily develop more insight of customerization, customer engagement and brand love and other determinants as very limited studies are available in this context.

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