CUSTOMER BRAND ENGAGEMENT BEHAVIOR IN ONLINE BRAND COMMUNITIES

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Abstract

Customer and brand engagement has become increasingly important to cater online businesses today. To make this relationship affective need is derived to enhance understanding behavior between them. Online communities have shown great influence in pursuing online shopping, however there has been an even greater influence when businesses aimed for higher customer attraction. Our problem statement in extension to this research model was mediating satisfaction among brand customer engagement behavior and Brand Equity, Brand Attachment, Brand Loyalty and Brand Trust. Brand customer engagement behavior (BCEB) is an independent variable that had to be enlarged. Brand Equity, Brand Attachment, Brand Loyalty and Brand Trust were our dependent variables; moderated by Satisfaction. All the dependent variables added in this research were a result of higher customer satisfaction that was highly required to abridge customer brand relationship. The data we entered using software SPSS, AMOS, MS Words and Excel were found via online survey and questionnaires for all who had experienced online shopping. This research shall benefit businesses that are concerned about retaining and attracting customers by modifying company customer relationship. Future research scope may be conducted entirely on offline communities to understand why e-commerce cannot easily overcome traditional marketing. The researchers can extend another independent variable that may influence satisfaction.

Keywords: Customer behavior, customer retention, customer satisfaction, brand loyalty, online business.

Introduction

Overview and Background:

As per service-dominant logic (SDL) (Vargo & Lusch, 2004), consumers are not unwilling defendants however, they are dynamic value originators, work as reserve unified as well as donate the important conception via assimilating corporal, societal and artistic means. Your customer is your asset. He is not a passive target to be degraded, cherished companies are constantly alert, and how their assets are budding or dwindling, therefore, consider him as your empowered partner as your employer is not the one who pays you wages. It is the customer who pays you as employers handle money only. By appealing customers in value formation, convenience corporations can create a bearable viable lead. (Gong & Yi, 2013)Acknowledging Customer Brand Engagement Behavior has become vital from both party's perspectives. Nowadays these customers have become self-marketers as they are likely to exchange feedback more than they are provided of and this has gained several edges for positive or negative sources(Taeshik, 2017) Modern researchers have identified and focused on the firm, their employees as well as the customers (existing and potential) to develop cooperative behavior. (van Doorn & Mende, 2015) As the years have flown by, more researchers have developed essentials that carried forward and opened sources for new discoveries.

The paper is focused on Consumer purchasing behavior as it is not limited till buy and sells but goes beyond (Van Doorn, 2010)Satisfaction has played a major role in enhancing business's performance. Customer equity has been awarded through it as it has influenced purchasing power a great deal (Cronin & Taylor, 1992) more researches have proven highly satisfied consumers keep coming back and stay true to the company even at high prices. (Huber, Herrmann, & Wricke, 2001) Importance on satisfaction cannot be pressed enough; companies have spent ridiculous amounts to gain satisfaction. (Ravi & Pascale, 2016) Brand Equity is viewed from the consumer perspective and so is consumer loyalty as for satisfaction is concerned. Customers have more favorable perceptions and loyalty levels when they have been highly satisfied. (Ravi & Pascale, 2016) Brand trust is explained as the customer's capability to rely on the seller (DELGADO-BALLESTER, 2001) Successful customer brand relationships can vary as depending on his type of retailer (Ravi & Pascale, 2016)Scholars have advanced a context that fully studies CEB, which embraces customer devotion, sonant, consents and helping (Van Doorn, 2010). Preceding effort engrossed on hub of CEB that aim corporations, personnel, and patrons (van Doorn & Mende, 2015) and further newly, numerous scholars have additional inspected CEB to the product (Verleye, Gemmel, & Rangarajan, 2014).

Investigation of customer brand meeting comportment is imperative as customers might oblige as brand preachers, progress fewest possible to shift products and deliver comment for product supervision, generating a justifiable modest benefit. (Taeshik, 2017)Investigators are involved in considerate the suggestions of online brand communities (OBCs) (Wirtz, 2013). Equated to disconnected brand communities, OBCs empower clients to promote their product practices with others more solely and regularly owed to the small rate of interface with others (shang, chen, & liao, 2006). Hence, customer brand meeting comportment in OBCs has stayed well standard (teichmann, stokburger-saucer, plank, & strobl, 2015)for illustration, erstwhile lessons have sight saw the key extents of customer brand meeting comportment in OBCs (Hollebeek, 2011a)Moreover, numerous scholars have anticipated a theoretical outline which covers the considerations of abscond customer brand

meeting comportment (Brodie, IIic, Juric, & Hollebeek, 2013) and researchers have endeavored to advance a steadfast and legal ration of customer brand meeting comportment in OBCs (Baldus, Voorhees, & Calantone, 2015)Customer engagement (CE) refers to a broader "outmatch" interactive viewpoint (Vargo & Lusch, 2004) and is defined as a momentous tool for building and refining associations with customers, specifically service relationships (Brodie, IIic, Juric, & Hollebeek, 2013).

Engagement suggests a profound relational based level and, consequently, has a vital place in underwriting to the considerate of customer upshots, i.e. Loyalty-related consequences (Bowden, 2009).These bare the mutual drift in corporations trying to stimulate their customers to encompass in this category of non-comparable presentations which drive beyond purchasing purposes.(Taeshik, 2017)The learning inspects the mechanisms by which customers' participation in growth of product and awareness of product affect brand possession, that primes consumer product accountability and his independent enrichment, and eventually to customer product comportment behavior. Moreover, executive performances don't transmit transversely cultural limitations, and ethics have widespread sway on brand locating within a universal culture (Chan, 2010), this study also explores the controlling part of educational assessment configurations among these affairs. To be operative in dealing ethnically assorted consumers, vendors must recognize how exclusively detained cultural value configurations stimulate brand engagement behavior. Progressively, continuing, maintainable modest recompenses rely over the firm's capability to hold, nourish, and foster its consumer base (Anderson, 2004.0ctober)Customer associations developed one of the key subjects in advertising, through some authors stressing its position in corporate.(Van Doorn, 2010).

Problem Statement:

Ultimate aim of all commercial activities online is attracting customers and establishing the trend which aims to over throw conventional marketing. The research paper is based on analyzing customer attributes which continually secure them. Researcher (Van Doorn, 2010)provides the future possibility to extend hi work by adding more variables to customer brand engagement behavior. We added "satisfaction" as a mediator that will drive more attraction and retention for the brand. The mediator abridges "Brand Equity" "Brand Attachment", "Brand Loyalty" and "Brand Trust".

Brand engagement behavior of the customer is highly interlinked with their satisfaction and satisfaction is derived when there is brand equity. The source of satisfaction does raise levels of consumer equity and experiences; that created higher customer brand engagement. Customer brand behavior is linked positive when sense of attachment is more as resulted through consumer preference. This is proof that satisfaction exists between customers that attached themselves with it. The amount of brand engagement with customer is satisfying enough to retain loyalty. This key area is affecting behavior; as loyalty is generally mishandled (Reinartz, 2002).Among perceived value, attachment; the most important is brand loyalty as of satisfaction. Satisfaction is the mediator that brings brand trust between customer and company relationship. Brand customer behavior is foundation from trust and commitment between buyer and seller (SASHI, 2012).

Objectives and significance of study:

Customers are essential assets who have to be constantly looked after to retain them. They are not just end users of brands but they are the ones who are spreading awareness, word of mouth and creating value for the brand. Such customers who keep coming back constantly are brand loyal. For the brands, they necessitate activities and strategies that keep consumers persistently in touch with them. Having loyal customers is the requirement of today's extensively competitive market and retaining loyalty is the million-dollar answer to them. Brands want to keep alluring more and more customers periodically so they have discovered how to tap into their behavior and influence the way they shop or think. This research was carried out to understand what role satisfaction plays in the determining of Customer and brand's engagement when they are mediated by Brand satisfaction in link for trust, attachment and equity. This study measures the horizon; satisfaction has extended between the brands toward its customer. This research is pointed at brands who seek to construct then enhance their approaches to deliver maximum satisfaction from their end when they have been given the option to develop a trustful relationship. They have been given the option to establish strategies that are in the long-term favor to benefit the consumer with developing an attachment. Through these means we have concluded why the customer has developed brand equity. Some key objectives are:

- Prime focus on the art of customer persuasion.
- Customer brand engagement reason.
- Mediating role of satisfaction between customer and brand.
- The trust relationship between buyer and brand.
- Rising brand equity through satisfied customers.
- Customer attachment with brand and word of mouth.

Outline of study:

The need for building trust, developing attachment, creating value by equity and loyalty is growing rapidly. Examining new grounds in customer brand engagement is raising popularity because brands want to grab as much share as possible. The target audience we kept to achieve our objective are all those who have commenced in online shopping and received whatsoever experience good or bad both. We have also targeted those brands who have indulged in customer engagement activities recently. We carried out our research on crowed areas of Karachi and the city's center, namely Nazimabad, Gulshan, Bahdurabad and Defense. Reason being these area umbrella millions of culturally and economically diverse backgrounds and mindsets of people, we could achieve a great deal of information and collect several customer engagement techniques brands have already implied. Also we could come across many customer opinions that would help establish future research possibilities to our model. However, the online and traditional elements of customer brand engagement are vast and cannot be contained due to diverse backgrounds and mindsets of people.

Literature Review

Definition and explanation:

Customer brand engagement behavior:

Customer Brand Engagement is heavily dependent on quality interaction between the subject and its target (Hollebeek, Exploring customer brand engagement definition and themes, 2011b). Marketing is traditionally focused on the customer (Ilić, Brodie, Hollebeek, & Jurić, 2011) or the consumer (Chen & Hollebeek, 2014), whereas the material for interaction may differ for each particular target (Dwivedi, 2015), this purpose drives the term 'Customer Brand Engagement'. It has been referred in several studies in past (Chen & Hollebeek, 2014)and elaborated several prospects of CEB to boast holistic views in its favor (Vivek, Beatty, Dalela, & Morgan, 2014), CBE usually consists of connotation, emotional and behavioral attributes (Dwivedi, 2015) Weight age given to these attributes vary as per context it is used in (Ilić, Brodie, Hollebeek, & Jurić, 2011). CEB is still new to the marketer as is interpreted by many as in (Sprott, Czellar, & Spangenberg, 2009) the customer's self-inclination to perceive brands in their view, even though it has some limitations to it (Calder, Malthouse, & Schaedel, 2009) because it does not define all the experiences contained (Vernuccio, Pagani, Barbarossa, & Pastore, 2015). However, these interpretations were based on websites rather than the brand it's self-whereas, experience and engagement are two different things (Chen & Hollebeek, 2014).

Satisfaction:

Satisfaction has many dimensions when referred in the context of Marketing; Satisfaction has been said by some as a measure of the party's deal (Cronin & Taylor, Measuring service quality: a reexamination and extension, 1992). Some call satisfaction as customer's unspoken response to their experience and total rate by which they consumed it (Anderson, Fornell, & Lehmann, 1994). Traditionally, satisfaction is termed as the level by which consumer's expectations have been met (Zeithaml & Bitner, 2000). We have studied this paper to link satisfaction with escalating experience based on total response (Oliver, 1997).

Brand Equity:

Brand Equity is explained as the connection of perception, speech and step taken from the consumer (Keller, 1993) also linked to the customer's distinguishing nature of brand from others and the level they may differentiate it to. Though standalone products are valued less if separated from their brand name. Some authors termed BE as the variation between branded and unbranded perception(Ailawadi, Lehmann, & Neslin, 2003). This can be the will to choose brands over other undifferentiated but unbranded items (Yoo, Donthu, & Lee, 2000).

Brand Loyalty:

Oliver (1999) had specified Loyalty as the urge to prefer same brand again in the future followed because of a good experience, creating same brand's constant purchases while not entertaining other influences from the market. Carroll & Ahuvia (2006a) has termed this as the amount by which consumer sticks with the purchase from the same brand.

Traditionally, loyalty has been linked when dealing about services, as it is essential of extended ties (TSIOTSOU, 2016). After key marketing elements are catered i.e. quality, perception, satisfaction, and trust; loyalty is the most important factor to marketers (SO, KING, SPARKS, & WANG, 2016). Brand loyalty has been researched to positively decrease effects of increased prices on loyal customers (TSIOTSOU, 2016). The augmenting usage of preferred brands has major influence over their perception for that makes (SO, KING, SPARKS, & WANG, 2016). Previous data suggests when more than one consumer are referred about desired brand, they raise their connection level for that brand and like to associate themselves when in a grouped together. It is necessary to have some sort of likeness with the brand before consumers start associating themselves with other consumers (TSIOTSOU, 2016). It must not be ignored each consumer's preference and reason for likeness is differentiated (BAGOZZI & DHOLAKIA, 2006b). This need has derived especially by highly competitive industries when targeting consumers in groups to make association in raise their loyalty levels (SO, KING, SPARKS, & WANG, 2016). A few aspects such as consumer's appreciation, behavior and thinking is lead to Brand Loyalty ultimately (Sprott, Czellar, & Spangenberg, 2009). Other researches prove higher customer relationships have higher amounts of loyalty (Ilić, Brodie, Hollebeek, & Jurić, 2011).

Brand Trust:

Engaging customers is affiliated with their attitude that comprises of Trust, satisfaction level and devotion (Van Doorn, 2010). Customer engagement has high essentials with devotion and trust between the vendor and purchaser (SASHI, 2012). Optimistic and desirable outcomes are the bases of trust impacted by good vendor and vendee attitudes. In the long run only major factor underlay is trust for customer and brand engagement (MUNUERA-ALEMÁN & DELGADO-BALLESTER, 2001). Trust is the active member of for Brands and transcending feature between customers. The consumer would prefer to associate them with the brand later on. The brand for certain will meet their anticipation is the consumer's opinion greatly valued by brands (MUNUERA-ALEMÁN & DELGADO-BALLESTER, 2001). The necessary fact is that both parties consider each other sufficiently reliable for faith to exist (SASHI, 2012). In the scenario of insufficient trust, declining relationship is faced along with expectations. Note that trust is not the only pertaining factor that is enough to support this connection (SASHI, 2012).

Brand attachment:

Brand attachment is the self-implied connection between consumer with the brand (Park, MacInnis, Priester, Eisingerich, & Iaccobuchi, 2010). When the brand is successful in fulfilling buyer's requirement including what the buyer had perceived earlier, the brand has effectively developed an attachment with its customer (Thomson, Matthew, MacInnis, & Park, 2005). Some time is required to develop this bond as the customer begins achieving their personal aspirations through the brand, e.g. using a brand to correct, satisfy or pursue their personal targets (Gfk, 2011).

Relationship between CBEB and Satisfaction:

Mass level attention is required while maintaining and enhancing bond of Customer Engagement (CE) with satisfaction, while taking forward brand innovation; customer engagement is labeled needy for further research (Marketing Science Institute, 2010). Numerous researches have implied escalating role leading in satisfaction (Parasuraman,

Zeithaml, & Berry, 1985). The customer's choice to engage in another purchase with the brand is result of how well was their previous experience (Shankar & Lam, 2014)

H1: *There is a significant positive correlation between customer brand engagement behavior and satisfaction*

Relationship between Satisfaction and Brand equity:

Satisfaction has multiple effects on Brand Equity (BE) as it is capable to trigger customer think tank as well as brand's repute in the market (Ailawadi, Lehmann, & Neslin, 2003). Many researchers have given positive thoughts with brand equity along satisfaction (Keller, 1993). Many businesses have strong opinions to abridge value, loyalty and price taking ability with high satisfaction levels (i.e., customer equity, (JE, KN, & RT, 2002). When brand decisions are steered efficiently they not only satisfy stakeholder demands which in turn earn key to more available resources than before, they establish more favorable and optimistic mindset (Keller, 1993) this ultimately has gained to deliver more than before to the customer and finally earned more equity. Therefore, customers are another reinforcement of brand equity (M, 2000). Furthermore, intelligent advertisement, intensive R&D and CSR initiatives have resulted in strong investments in Equity (H, et al., 2006).

H2: *Relationship quality mediates the link among satisfaction and brand equity*

Relationship between Satisfaction and Brand Loyalty:

The market pressure is less likely to influence any company which is successful in collecting enough loyal customers for support, thus brand managers are more likely to adopt consumer favorable strategies (Anderson & Sullivan, The antecedents and consequences of customer satisfaction, 1993). Satisfaction is the direct connection following consumption depending on delivered and perceived service; has impacted loyalty (Culiberg, 2010). As customer's needs and desired value is met, they will increase loyalty due to higher satisfaction (Young, Lawrenc, & Lee, 1994).

Managers need to stress importance on strategies to up sell in return for satisfaction toward loyalty (Shankar & Lam, 2014). Customer Satisfaction is the base of constructing prolonged competitive edge in the brand's domain as they need to be tended more than often to maintain loyalty levels. This is attained by making certain expectation is exceeded by the real experience (Parasuraman, Zeithaml, & Berry, 1985) - The mediating role of customer satisfaction. Each customer has a different mindset because of their background; they may need to be tended with diverse strategies to satisfy ultimately attaining loyalty (Shankar & Lam, 2014).

H3: *Relationship quality mediates the link among satisfaction and brand loyalty*

Relationship between Satisfaction and Brand Attachment:

Customer's irrevocable satisfaction and brand's continues dedication can lead to attachment (Shankar & Lam, 2014). Numerous studies have proven the actuality; perception, trust and loyalty are the originators of brand attachment (Lam & Shankar, 2013). People carry their portable luggage with them and having the sense of brand provided security in their product or service will allow them to get personally attached to that product

or service. If the consumer is attached with the brand's commodity they are indirectly attached with the brand its self (Shankar & Lam, 2014). Intrinsic attachment with the brand is follower of customer's dedication with enables them to invest attention (Lam & Shankar, 2013)

H4: *Relationship quality mediates the link among satisfaction and brand attachment*

Relationship between Satisfactions and Brand trust:

The effect of ranging trust from satisfaction has greater weight via satisfaction when marketer targets youth rather than elder generations (Lam & Shankar, 2013). Trust is critical for establishing basic grounds with customer, as it minimizes stress and costs with result of greater approval. It also accomplishes intrinsic needs of the customer that relies upon trust (Thompson & Getty, 1994). The brand has offered higher prices still customers are not willing to experience other brands is the height of their trust (Reichheld & Sasser, 1993). Uncounted consumers have believed that feeling secure with their choice of brand about secrecy with having confidence level of privacy is groundwork in establishing trust initially (B, Iaccobuchi, Park, MacInnis, Priester, & Eisingerich, 2010).

H5: *Relationship quality mediates the link among satisfaction and brand trust*

Methodology

Data collecting method:

The paper based on Customer Brand Engagement behavior in online communities, by taking the example of J., we tried collecting as many responses possible from questionnaire circulated on Google docs. E-commerce websites are widely used by modern people as they are more technically aware than previous generations. We had targeted students and young adults more specifically because of their technological indulgence; students are more interested in keeping themselves aware and up to date of trends from their favorite brands (J.) whilst following fashion; they are more aware with customer brand engagement behavior and the affect of satisfaction for them. We sent questionnaires by using e-mail, messenger and various social media interaction websites with humble request to cooperate with our research data collection. A minor paragraph was added in the questionnaire that would help our audience in understanding our purpose better while keeping J. in mind as an example. We had to make sure that our audience had used e-commerce well this is why our focal point remained in collecting majority responses by means of online forms. The structure of questions was quite simple and was made so that they were easy to understand and would deliver clear and specific meanings of our purpose in research.
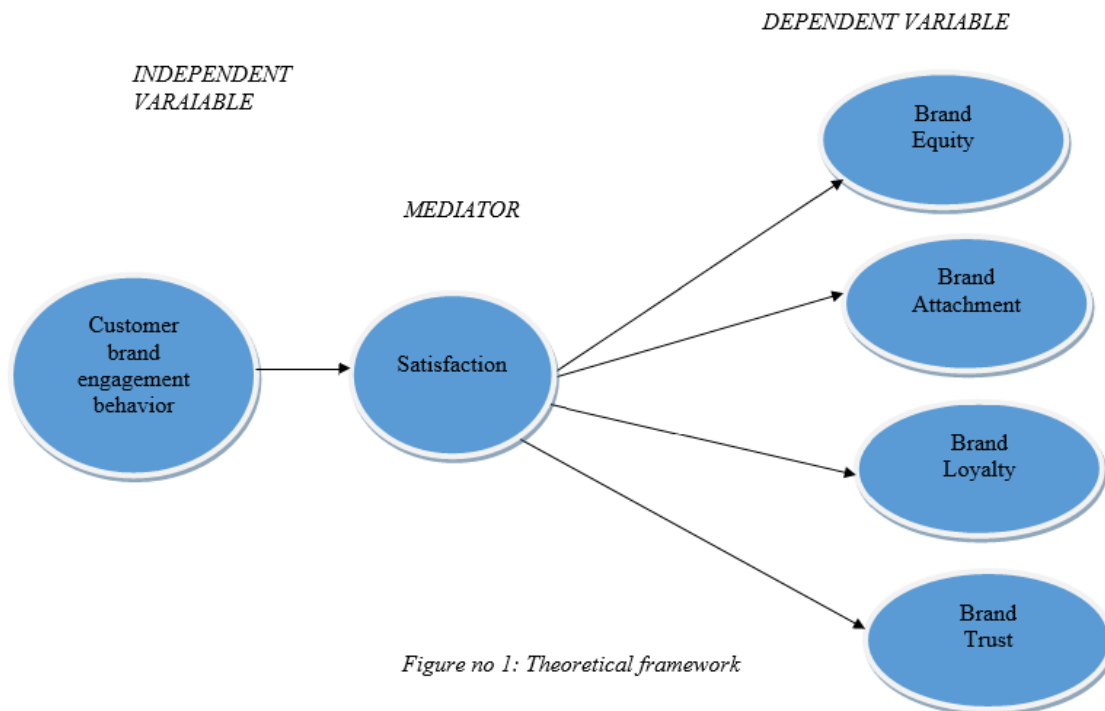
Sampling:

Data for this research paper was conducted through sources online. Sample size we had to acquire for fair results was 200-300. Initially we sent out 300 questionnaires out which 51 went to deletion. A certain group of people could not respond to us in time and some data had to be deleted as it was filled with utter non seriousness. Following, we targeted a number varying between the stated amounts i.e. 249. Our audience was computer literate and had somewhat experience with brands; we needed to find the role of satisfaction that would or would not alter their behavior toward each other. Many people had bought from online

sources themselves or from someone else. They turned out to be satisfied and dissatisfied with CEBs, the reasons and results have been discussed and reasoned as we progress along with this research. We sent questionnaires to approximately 300+ people, with a positive response from 249; this figure was benchmarked to receive a mature result. 73.4% people sampled were between 21-30 years because they have ample time and energy to socialize and participate in customer brand engagement. Students are found more active and interested in extra circular activities.

Research Model/ Theoretical Framework

Figure no 1: Theoretical framework

Statistical Techniques:

The approach used for Structural Equation Modeling (SEM) is a Two-Way approach which includes Measurement model and Structural model.

Measurement Model:

In measurement model, we performed construct reliability and validity test via Cronbach alpha (using SPSS) to check the reliability and validity of the variables for this research study.

Structural Model:

In structural model, model fitness test and hypothesis testing was performed. Hypotheses were analyzed via SEM, which has been proved to be an effective method to assess the data which has variety of variables. Also, the software used to test model fitness and CFA (confirmatory factor analysis) was AMOS and construct reliability & validity test

was conducted through the use of SPSS. Microsoft excel was also used in order to give AMOS and SPSS their base file and to compile the data with regard to the instrument.

Result Analysis

Table 1: Demographics Statistics:

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	153	61.4	61.4	61.4
Female	96	38.6	38.6	100.0
Total	249	100.0	100.0	

Focal point was males as we received data from 153 males and 96 from females which comprised of our 249 total. Online engagement is done by both males and females but we perceive males are busier during their day and have a higher need to go out of their homes for work as compared to females. Thus, males have higher exposure to the market and see what engagement activities are being held by brands. We were easier to approach males through emails and other social engagement websites.

Age group	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20 years	37	14.8	14.8	14.8
21 to 30	183	73.4	73.4	88.2
31 to 40	18	7.0	7.0	95.2
41 to 50	11	4.4	4.4	99.6
51 and above	1	0.4	0.4	100.0
Total	249	100.0	100.0	

Questionnaires were filled mostly by males who were between the age group 21-30 years old. This age bracket comprises of enthusiastic and energetic people who are keen about their brands and like to follow them. These young adults are sensible and mature enough to understand brand loyalty and adjust behaviour accordingly. Secondly below 20 years of age were 14.8%, these people have been brought up in the world of fast evolving e-commerce; is reason to believe they are too inclined towards online engagement than other ages.

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Below 30,000	46	18.5	18.5	18.5
31,000 - 35,000	35	14.0	14.0	32.5
36,000 - 40,000	26	10.5	10.5	43
41,000 - 45,000	38	15.3	15.3	58.3
Other	104	41.7	41.7	100.0
Total	249	100.0	100.0	

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Our research held 41.7% people who were uncomfortable disclosing their income. The second largest group we have of income level between 41000-45000 and thirdly 31000-35000. These income brackets are found to spend high amounts on online shopping whilst engaging with their favorite brands.

Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
Metric	19	7.6	7.6	7.6
Intermediate	83	33.5	33.5	41.1
Bachelors	101	40.5	40.5	81.6
Masters	30	12.0	12.0	93.6
Diploma Certificate	6	2.4	2.4	96
Other	10	4.0	4.0	100.0
Total	249	100.0	100.0	

Bachelor students have recently stepped into their professional lives and we believe they are a major target of brands to engage with, this group has highest number of respondents followed by intermediate students who comprise of 33.5%. As a whole, our overall audience was computer, technology and e-commerce literate who had at some indulged in ecommerce recently in their lives.

Work Experience	Frequency	Percent	Valid Percent	Cumulative Percent
Valid : Less than 1 year	123	49.4	49.4	49.4
1-3years	72	28.2	28.2	77.6
4-6years	24	9.6	9.6	87.2
7-10 years	16	6.4	6.4	93.6
Above 10 years	16	6.4	6.4	100.0
Total	249	100.0	100.0	

1-3 years of work experience are the suitable candidates because they are the young creed who is keen to follow trends of their favorite brands.

Table 2: Confirmatory Factor Analysis (CFA):

The results shown in the table below states that factor loading values are above 0.7 which is a sign that the questions of this research study were accurate. Cronbach's Alpha values appear to be more than 0.7 which shows that the questionnaires' internal consistency to predict the results is better. Whereas, AVE (Average Variance Extracted) values are above 0.50 and CR (Composite Reliability) values are also above 0.7 which shows accurateness of the data.

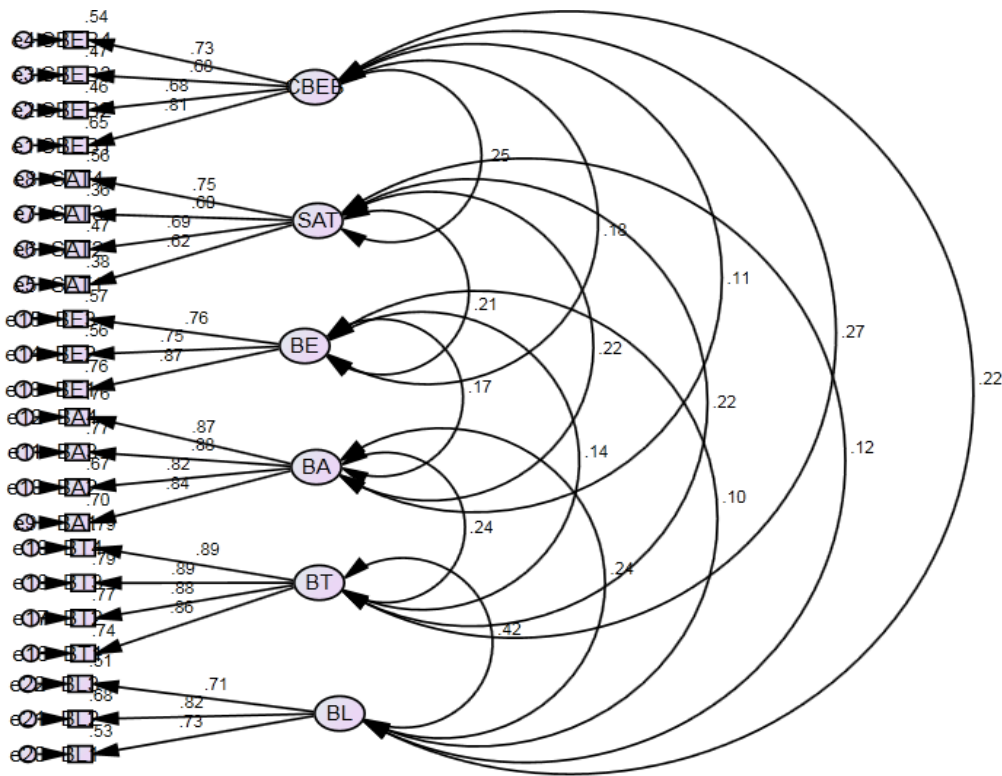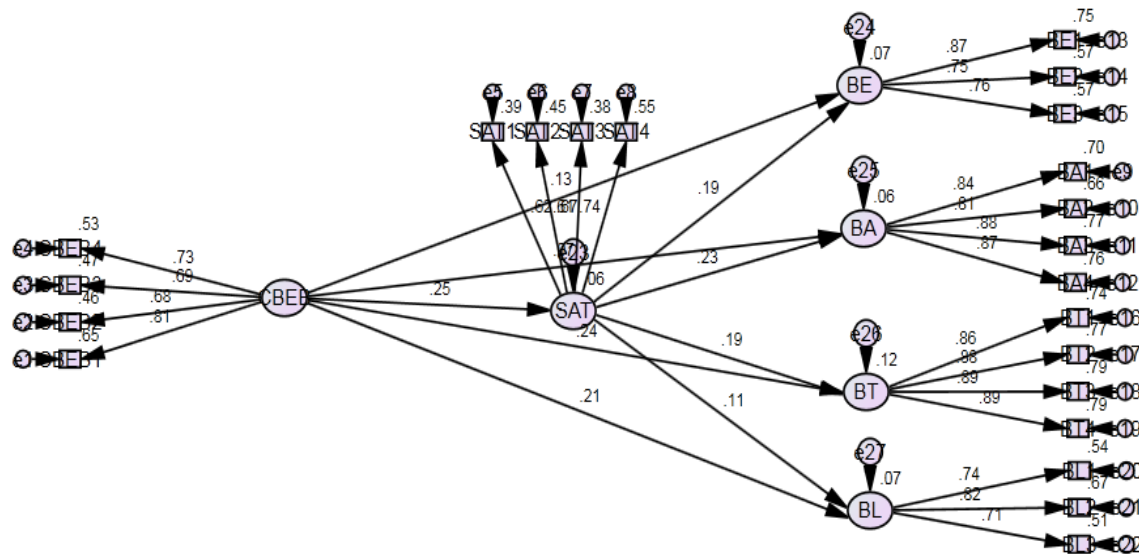| Construct/Indicators | Standardized Factor Loading (CFA-AMOS) | Construct Reliably | | Construct Validity | | |
| | | Cronbach's alpha | Composite Reliability (CR) | Convergent Validity — Average Variance Extracted (AVE) | Discriminant Validity | |
					Maximum Shared Variance (MSV)	Average Shared Variance (ASV)
Customer Brand Engagement Behavior						
CBEB 1	0.81					
CBEB 2	O.68	**0.816**	**0.817**	**0.528**	**0.0729**	**0.0456**
CBEB 3	O.68					
CBEB 4	0.73					
Satisfaction						
Sat 1	0.62					
Sat 2	0.69	**0.757**	**0.809**	**0.516**	**0.0625**	**0.04356**
Sat 3	0.80					
Sat 4	0.75					
Brand Equity						
BE 1	0.87					
BE 2	O.75	**0834**	**0.837**	**0.632**	**0.0441**	**0.027**
BE 3	0.76					
Brand Attachment						
BA 1	0.84	**0.912**				
BA 2	0.82		**0.901**	**0.694**	**0.0576**	**0.04092**
BA 3	0.80					
BA 4	0.87					
Brand Trust						
BT 1	0.86					
BT 2	0.88	**0.932**	**0.932**	**0.775**	**0.1764**	**0.07498**
BT 3	0.89					
BT 4	0.89					
Brand Loyalty						
BL 1	0.73					
BL 2	0.82	**0.799**	**0.798**	**0.570**	**0.I764**	**0.06136**
BL 3	0.71					
Reliability and Construct Validity Thresholds: [Suggested by Fornell and Larcker(1981)]		α > 0.70 (Nunnaly,1967)	CR > 0.70	i) AVE >0.50 ii)CR > AVE	MSV < AVE	ASV< AVE

Table 3: Model fit:

In order to measure the model there are some standards or mark set. This study has taken seven indices which are Chi-square/df, P. Value, Goodness-of-Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index, Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA). The value of all the indices except for P-Value did not match the threshold. After modification, values almost reached the threshold but the value of GFI and AGFI has improved but is still lower than the threshold.

Table 3: Model fit:

Chi-square/df	P-Value	GFI	AGFI	CFI	TLI	RMSEA
1.281	.004	0.887	0.860	0.972	0.968	0.058

The model is calculated fit because all the values are significant as per their criteria's respectively.

Hypothesis Testing Using Mediation Analysis:

Two Tailed Test: Indirect Effect:

Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

As the value came less than 0.05 Ha would be accepted rather than Ho.

		Hypothesis –Impact / No Impact
CBEB →SAT	0.000	Ha-Accept-Impact-Significant
CBEB →SAT→BL	0.300	Ho-Accept-No Impact - Insignificant
CBEB →SAT→BT	0.05	Ha-Accept-Impact-Significant
CBEB →SAT→BE	0.05	Ha-Accept-Impact-significant
CBEB →SAT→BA	0.009	Ha-Accept-Impact-Significant

For testing mediation, the Independent variable is (CBEB) Customer Brand Engagement Behavior. The mediator is (SAT) Satisfaction and the dependent variables are (BE) Brand Equity, (BA) Brand Attachment, (BT) Brand Trust and (BL) Brand loyalty.

The indirect relationship between CBEB and SAT is found significant so our hypothesis Ha is accepted. The indirect relationship between CBEB, SAT and BL is found insignificant so our hypothesis Ha rejected. The indirect relationship between CBEB, SAT and BT is found significant so our hypothesis Ha is accepted. The indirect relationship between CBEB, SAT and BE is found significant so our hypothesis Ha is accepted. The indirect relation between CBEB, SAT and BA is found significant so our hypothesis Ha accepted.

Two Tailed Test: Direct Effect:

Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

If the value came above 0.05 Ha would be accepted rather than Ho.

		Hypothesis –Significant/ Insignificant
SAT➔CBEB	0.010	Ho Accept-Significant-No Impact
BL➔CBEB	0.093	Ha-Accept-Insignificant-Impact
BT➔CBEB	0.028	Ho Accept-Significant-No impact
BE➔CBEB	0.155	Ha Accept-Insignificant-Impact
BA➔CBEB	0.480	Ha Accept-Insignificant-Impact

In the about table direct and indirect relationships are mentioned, the direct relationship between SAT and CBEBis found sufficient so our hypothesis Ho is accepted. The direct relationship between BL and CBEB is found insufficient so our hypothesis Ha is accepted. The direct relationship between BT and CBEB is found sufficient so our hypothesis Ho accepted. The direct relationship between BE and CBEB is found insufficient so our hypothesis Ha is accepted. The direct relationship between BA and CBEB is found insufficient so our hypothesis Ha is accepted.

		Hypothesis –Significant/ Insignificant
SAT ➔SAT	…….	Ho Accept-Significant-No Impact
BL➔SAT	0.485	Ha-Accept-Insignificant-Impact
BT➔SAT	0.119	Ha Accept-Insignificant-Impact
BE➔SAT	0.088	Ha Accept-Insignificant-Impact
BA➔SAT	0.009	Ho Accept-Significant-No Impact

In the about table direct and indirect relationships are mentioned, the direct relationship between SAT and SAT is found sufficient so our hypothesis Ho is accepted. The direct relationship between BL and SAT is found insufficient so our hypothesis Ha is accepted. The direct relationship between BT and SAT is found insufficient so our hypothesis Ha accepted. The direct relationship between BE and SAT is found insufficient so our hypothesis Ha is accepted. The direct relationship between BA and SAT is found sufficient so our hypothesis Ho is accepted.

Conclusion & discussion

The purpose of this research was to test the effect of satisfaction between customer brand engagement behavior and brand equity, loyalty, trust and attachment. We found a positive relationship of these variables and proved that satisfaction has and will keep on playing a huge role in altering brand customer behavior. Young people have a greater attachment to their brands because they are receiving whatever they had perceived about it. These customers are willing to stay loyal to their brands and have developed strong connection and maintain strong trust levels.

Limitation & Recommendation

This research was halted by some factors which could have been overcome with allotment of additional time. Limited time factor did become an obstacle else wise we could have accessed a larger audience and gained more responses that could have strengthened our model values. Furthermore, a larger sample size may have resulted to keep the question 'I

have great respect for my brand' from being discarded from our questionnaire. Some females were found non cooperative and became hard for us to reach, they were either dissatisfied with online commerce because of a bad experience or just trusted traditional market canters over virtual ones. A few group of our audience did not return our questionnaires in time to be added to this research and we thought it was too late to add them. Some of the audience was too busy to cooperative wisely and inattentively filled out the questionnaires we had sent them. It was better to also discard such non relevant and non-serious data out of our sample size.

Recommendation to future Researcher

This research was limited to a short frame of time and collection of data was online. Future research may contain a larger sample size and cover more areas of Karachi because each area has different views about online engagement behavior. Data collection was done solely online, if future research could also include real time questionnaires there can be more feedback   from brands and customers. This may result in discovering another unthought-of variable to this model which may mediate the effect of satisfaction to a greater level. Alteration of technological platforms to bring ease in communication between customer and brands may develop more satisfaction on online shopping sites and applications.

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