

# Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity

Customer brand engagement and brand loyalty

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## Creación de la conexión emocional y lealtad con la marca a través de la Identificación marca-consumidor y congruencia de valores

Raouf Ahmad Rather

*The Business School, University of Jammu, Jammu, India*

Shehnaz Tehseen

*Sunway University, Bandar Sunway, Malaysia, and*

Shakir Hussain Parrey

*University of Kashmir, Srinagar, India*

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### Abstract

**Purpose** – On the basis of the social identity and congruity theories, the present research aims to propose that value congruity directly affects customer–brand identification (CBI), affective brand commitment and customer–brand engagement (CBE), which, in turn, paves the way for advancing consumer relationships with hospitality brands, as measured through brand loyalty. As such, this study serves to enhance existing insight into customer relationship management dynamics, with a particular focus on hospitality brands.

**Design/methodology/approach** – The present study develops a theoretical framework that is empirically investigated by using confirmatory factor analysis and structural equation modelling analyses. Data were collected by using a self-administered questionnaire of 340 customers of four- and five-star hotel brands in India.

**Findings** – The results suggest value congruity as an important driver of CBI, affective commitment and CBE within hospitality brands. The results also reveal CBI to act as a significant predictor of affective

