
CUSTOMER-BRAND RELATIONSHIP

What the Universities Should Know

The concept of Customer Brand Relationship has been considered an important concept in the recent service discussion due to its intangibility and complex nature. This makes the dependency on the proper treatment of relationship building between the customer and the brand crucial. However, the description of what constitutes the factors influencing the formation of customer brand relationship and its outcome pertaining to the customer brand relationship process model in the service context is relatively lacking, especially in the higher learning service such as universities. In response, the authors proposed a process model which comprises of (i) Customer Value, such as utility, hedonic and relational, as the factors influencing Customer Brand Relationship, (ii) Customer Brand Relationship Quality which is formed through commitment, yearning and liking, and (iii) Brand Resonance, which is reflected by loyalty, sense of community and active engagement towards the University Brand. The *Customer Brand Relationship: What The Universities Should Know* provides some insightful and enlightening explanation on customer brand relationship process that can guide the management and brand strategist of the universities in setting appropriate objectives and strategies in order to acquire a strong university brand to be more competitive in the local and global academic scene.

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