

## Preface

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The understanding of how customers establish their relationship with brands has attracted much attention over the years and has become a topic of interest in social and economic discussions. The concept of Customer Brand Relationship has been considered an important concept due to its intangibility and complex in nature. Although this seems to be the case, there have been limited attempts to examine its formation and development as well as its application in the service setting particularly in the context of university. For instance, there are still very few books on Customer Brand Relationship that really emphasize on its origin and other important issues such as its context, theories, antecedents and consequences pertaining to its formation and development. Given this limitation, and the variety of issues pertaining to customer brand relationship quality and its antecedents and consequences that have yet to be fully addressed, there is therefore, a need for further works in this field of study.

This book is written with a two-pronged objective in mind: first to enhance the reader's understanding and appreciation of customer brand relationship quality and the factors that influence its formation: second, to examine the influence of customer brand relationship quality on brand resonance. The examination of these two aspects are done in the context of services particularly the services of public universities in Malaysia. More importantly, this book initiates an attempt to provide useful insights on customer brand relationship and its origin, context, theories, process model, antecedents and consequences, as well as its practical applications. Toward this end, this book is organized as follows.

Chapter one of this book helps to clarify the concept of customer brand relationship by describing its origin, historical development, and presenting some discussions on the emergence of customer brand relationship concept in the service domain, its description and criticisms. Following this, chapter two focuses on the underpinning theory and process model of customer brand relationship as well as brand resonance as the consequence of customer brand relationship. In this chapter, it specifically examines the antecedent-mediator-consequence of customer brand relationship. The