

factors influencing the formation of customer brand relationship such as customer value and the various types of customer value are also discussed.

Together, chapter three through five examines customer brand relationship process which looks into the antecedent-consequence linkage. Chapter three in particular, examines the relationships between Utility, Hedonic and Relational Values and Customer-Brand Relationship, as well as between Customer Brand-Relationship Quality and Brand Resonance. Chapter four analyses the mediating role of Customer Brand Relationship Quality in relation to predicting the relationship between Customer Value and Brand Resonance. And finally, chapter five discusses the implications of the study to the university in particular.

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