

ship such as
so discussed.
omer brand
consequence
ips between
Relationship
and Brand
omer Brand
ip between
e discusses

iduals who
expressed to
School of
e staff and
er initiative
hanks goes
amal Halili
the Chief
ject. This
Malaysia
9/16/20.

Chapter 1

The Concept of Customer-Brand Relationship

Introduction

Recently, there has been some general discussion on an emerging brand concept called “customer brand relationship.” The concept of Customer Brand Relationship has been considered an important concept 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 antecedents, mediators and consequence constructs of the customer brand relationship process model in the service context is relatively lacking, especially in higher learning service.

The Origin of Customer-Brand Relationship

Over the last few decades, the understanding of how customers establish their relationship in the market, products and services as an ‘exchange’ has become an important topic of discussion. The first concept of ‘exchange’ is the transactional exchange in which the main focus is mainly on the economic gains that are able to create value for the customers. The next concept that emerged is the relational exchange that emphasizes the social interaction between the customer and the market. In relational exchange, benefits are given with the expectation of receiving a comparable benefit. One of the popular concepts in the marketing discipline that exists based on relational exchange is relationship marketing. This concept is concerned about the establishment of the relationship between the company and its customers. Relationship marketing provides better value to the organization and improves its capability to compete in the market.