Abstract

Brand Identification, Symbolism, and Evangelism: Evidence from PICK and Pinkberry in Kuwait †

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1. Objectives

The objectives of this study are to investigate brand identification, brand symbolism, and brand evangelism, examining their interplay among the consumers of two frozen yogurt brands in Kuwait (PICK and Pinkberry) [1,2]. This study aims to understand how consumers relate to these brands on a personal level and explore the meanings associated with the brands, while also delving into the factors driving brand evangelism [3,4]. Additionally, it seeks to analyze demographic factors and generational cohorts to assess their influence on these relationships. This study strives to provide insights for marketers, contribute to marketing and consumer behavior research, and identify limitations while suggesting directions for future studies, aiming to enhance our understanding of brand–consumer dynamics in the specific context of these brands [5–7].

2. Methodology

This study utilized a two-pronged methodology: first, it employed descriptive statistics to analyze demographic data on consumers of the PICK and Pinkberry frozen yogurt brands in Kuwait, focusing on variables such as age, gender, and brand preference. Second, it applied Partial Least Squares Path Modeling (PLS-PM) to examine latent variables representing brand symbolism, customer brand identification, and brand evangelism, evaluating the model’s effectiveness in elucidating their relationships. This study’s data collection centered on survey responses, and it acknowledged methodological limitations, including the cross-sectional nature of the data and potential biases. It also offered recommendations for future research, emphasizing the need for larger and more diverse samples, longitudinal studies, and the exploration of additional variables affecting these relationships [8,9].

3. Results

The results of this study include descriptive statistics that provide insights into the demographic characteristics of the surveyed population. These include information about the distribution of gender, age, marital status, education level, employment status, monthly income, preferred brand, and frequency of visiting or ordering from PICK Kuwait and Pinkberry. Additionally, this study employed Partial Least Squares Path Modeling (PLS-PM) to assess latent variables such as BS, CBI, PI, PBR, and OBR. The results indicated that these latent variables accurately described the data. Internal consistency, convergent validity, and discriminant validity were evaluated, demonstrating that the measurement model was suitable for the data. The structural model’s R2 values were examined, with
some variables falling below the recommended threshold of 0.20. The model’s goodness of fit (GoF) index indicated a weak fit with low predictive power. Finally, regression analyses showed significant relationships between different latent variables, both directly and through mediation effects [10–12].

4. Implications

This study’s implications point to the significance of effective branding strategies in influencing consumer behavior and brand evangelism. Marketers can leverage these insights to create compelling brand identities that resonate with consumers, foster engagement, and build passionate customer communities [13,14]. The findings underscore the role of demographics and generational marketing in tailoring strategies to specific consumer segments. Additionally, this study’s recommendations for future research highlight the need for ongoing exploration of brand–consumer relationships, emphasizing the long-term impact of brand identification and symbolism on consumer behavior and loyalty [15,16].

5. Originality Value

This research offers original insights by investigating the interplay between brand identification, symbolism, and evangelism, with a specific focus on two frozen yogurt brands in Kuwait. It further explores how different generational cohorts influence these relationships, providing a unique perspective on consumer–brand dynamics. Additionally, this study takes a multidimensional approach to brand evangelism, considering dimensions such as intention to buy, word-of-mouth, and negative reviews. The recommendations for future research underscore a commitment to advancing the field and addressing this study’s limitations, enhancing the breadth of knowledge in this area.

6. Contributions

This research makes significant contributions by deepening our understanding of brand dynamics, particularly in the context of two Kuwaiti frozen yogurt brands. It offers valuable market-specific insights and a generational perspective, enhancing knowledge about how different generations interact with brands. Additionally, this study takes a comprehensive approach to brand evangelism, looking beyond traditional measures, and provides guidance for future research, underlining its commitment to advancing the field of consumer behavior and branding.

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References


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