

**BRAND EQUITY AND CUSTOMER CITIZENSHIP BEHAVIOR
AMONG STUDENTS OF SELECTED UNIVERSITIES WITHIN
MOUNT KENYA REGION**

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DECLARATION

I hereby declare that this is my original work and has not been presented to any other institution.

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DEDICATION

I sincerely dedicate this project to my loving family for the financial and moral support they granted me throughout the time of my thesis writing as well as giving me the gift of dreams and the ability to realize them.

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ABSTRACT

The growing number of higher learning institutions in Kenya and around the world has emphasized the importance of brand equity in customer decision-making. Despite the role of brand equity, enrollment in public universities has been declining in the past three years. KNBS report recorded that the country's total university enrollment declines by 1.9% to 509,473 in the academic year (2019-2020), from 519,462 in the previous academic year, with enrollment in public universities decreasing by 4.7%, from 433,245 in 2018-19 to 412,845 before the end of the academic year (2019-2020). The aim of the study was to assess the brand equity and Customer citizenship behavior among students of selected universities within Mount Kenya region. The specific objectives included to: find out the effect of brand image, brand loyalty, brand awareness, and perceived quality on customer citizenship behavior. Keller brand theory and Aaker Brand Equity theory anchors the study. The study adopted a descriptive research survey. The accessible target population was 3000 4th year undergraduate students of selected universities within Mount Kenya region. The study used sampling formula proposed by Israel (2009) to obtain the required sample size of 254 respondents from the study. Primary data was collected using both closed and open-ended questionnaires. The questionnaires were carefully structured and pre-tested and adjusted to meet the demands of the study. The researcher administered the questionnaires personally to create a personal link with the respondents. The researcher acquired research permit from necessary institutions for use in the field. Data was analyzed using descriptive and inferential statistics. The findings showed that brand image, brand loyalty, brand awareness, perceived quality had a positive and significant effect on customer citizenship behavior. The study concluded that brand equity contributes significantly to enhanced customer citizenship behavior. The study recommends that Universities should ensure brand image that evokes cleanliness. Policy makers in the government and ministry of education should make policies that are favorable towards brand equity in Kenyan Universities. Marketers at the universities in Kenya should utilize strong advertising and marketing campaigns to create more brand awareness and hence build customer citizenship behavior.

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ABBREVIATIONS AND ACRONYMS

BE	Brand Equity
CBBE	Customer Based Brand Equity
CCB	Customer Citizenship Behavior
NACOSTI	National Commission for Science, Technology and Innovation
NPD	New Product Development
SDGs	Sustainable Development Goals
SPSS	Statistical Package for Social Sciences

DEFINITION OF OPERATIONAL TERMS

- Brand Equity** refers to the value that customers associate with a brand; thus the power of a brand lies in what customers have learnt, felt, heard and responded to regarding the brand over time. In this study brand equity means the way students at university associate themselves with the institution (Greene, 2017).
- Brand Loyalty** refers to value and offers that a service has to customers which offer protection when it identifies the seller. In this study brand loyalty means the way students at institution repeatedly take the services of the university (Shira, 2012).
- Brand Equity** refers to any paid form of non-personal communication about an organization, good, service or idea by an identified sponsor. In this study brand equity means the way students understand the services the institution offers (Levin, 2012).
- Customer Behavior** refers to the acts, process and social relationships, exhibited by individuals, groups and organizations in the attachment usage of and consequent experience with products, services and other resources. In this study customer behavior means customer frequency on consumption of services of the university (Bonoma, 2018).
- Customer Citizenship** refers to the focus on the Consumption ritual and the frequency at which customers consume organization services. In this study

customer citizenship refers to how students often use the university's services (Shira, 2012).

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Brand equity is made up of three primary components: consumer perceptions, negative or positive effect, and the value that results (Yan, 2019). To begin with, a brand asset is consumer perception, which encompasses knowledge and experience of the brand and its products. The good or negative consequences of a brand are directly proportional to the consumer segment's perception of it. Positive brand equity benefits the business, its products, and its financial performance. When brand equity is low, the opposite occurs.

According to Groth (2015), brand equity is far less clear, complex, and obscure in countries like the United States, necessitating a more thorough, nuanced, and tribal approach to brand design and communication. Simple fixes are no longer sufficient. To develop relevance and encourage bottom-up relevance, simplicity must be implemented at a complicated level. To establish a strong cultural footprint in markets around the world, brands must assume local relevance. Local brands help organizations stay still when the marketing environment changes. To stay agile and active and continue to create value, brands must now do the opposite.

The countries in the Asia region are facing the same challenges. Indonesia is one of the top emerging countries in Asia. It has worked a lot in its education sector. But still, Indonesia is also facing several challenges in the sector of education (Karim, 2021). More than 4.46 million students are enrolled in higher education in Indonesia. Nonetheless, Indonesia has substantial obstacles in the realm of higher education. Therefore, Indonesia must improve the academic performance of its institutions of higher education (Sukmayadi & Yahya, 2020).

In Australia, Kotler (2012) shows that the traditional marketing mix approach used in the marketing of goods is not sufficient for effective marketing and management of services due to the specificity of services. The service marketing strategy then needs to be supplemented with brand equity. People tend to understand an organization through its branding, which influences the perceptions of buyers who are institutional customers and other customers in the service environment. Processes include the actual procedures, mechanisms and flow of activities through which services are delivered. It is the provision of services and operating systems (Thu, 2014).

Brands are currently in a profound ideological crisis in nations like South Africa, and traditional communication forms are getting increasingly stale and out of date. The major global brands' universal principles and homogeneous messaging have worn thin, and they are no longer relevant for an increasingly demanding client seeking authenticity at any costs. This is especially true for the younger generation and customers in huge growing countries like Nigeria or Egypt, where underlying cultural values are significantly different (Bove, 2016).

In Tanzania, brand equity refers to the financial value gained from a customer's impression of a product or service's brand name, rather than the product or service itself. It is the premium value that educational institutions take from the product or service resulting in a recognizable name versus the same equivalent. Customers are willing to pay a greater price for a product or service when they can receive the same product or service for a lower price from competitors with favorable brand equity. Simply described, a brand asset is a product or service's added value. The power of a successful brand to capture client preferences and experiences is its ultimate value. In fact, for universities and other higher education

organizations, branding is increasingly becoming a strategic priority. to create significantly distinct brands that effectively express their advantages (Jevens, 2012).

Customer Citizenship Behavior (CCB) is an activity of customer choice versus the regular needs for exchange across different institutions in Kenya, according to Christian Gllide, Stefano Pace, Simon, Pervan, and Carolyne Strong (2011). The results of their study, "Exploring the Limits of Customer Behavior: Managers should grasp the time, location, and practice in which their brand might play a role, according to "A Focus on Consumer Rituals." This will enable colleges to position their brands to benefit from and participate in CCB initiatives. Yildiz and Amin (2020) indicated that another behavior related to the client's citizenship comes from the basic behavior of the client's citizenship.

In service institution CCB is important for the service delivery. In addition, CCB pays a very important role in portraying relevance of a product or service towards a customer, building positive perceptions on customers, and giving an opportunity to customers to carefully assess the quality of a product or service. Customer citizen behavior assists customers in making decisions about a brand and consequently benefits an organization in terms of good reputation (Balaji, 2014).

The concept of customer citizenship behavior is useful in this study as it will show the extent to which customers rely on the perception of various brands in the higher institute of educations in Kenya. CCB will help in the understanding on why students who are the main customers in the Higher institute of educations to prefer one university over the other (Bonoma, 2018). Any business or public entity involved in higher education is referred to as a Higher Institute of Education (HIE). It is any post-secondary education that provides education. Higher institute of education in Kenya are face with a lot of challenges such as

competition, inadequate government funding, inadequate infrastructure, lack of research development and, over crowded libraries. In the recent past there had been mushrooming of public universities as a result of upgrading technical colleges. Thus, there is need for them to position their brands in such a way of attracting both the direct entry and mature entry students. In order for Kenya to attain the Sustainable Development Goals (SDGs) and accelerate its development, the government would need to allocate more funds to universities for science and technology, which will necessitate careful resource management. Many colleges' financial health has been significantly impacted by the current economic climate, thus universities and colleges are learning that the relatively simple advertising strategies of the past are no longer viable. As a result, to grow and, in some cases, survive in today's higher education market, they are turning to branding.

Universities in Kenya's mountains can be too complex and fragmented to be understood and expressed as institutions with a singular identity according to Waerraas and Soibakk (2018). A school's brand can be attributed to a variety of people, including students, graduates, parents, local community members, workers of the institution, organizations that depend on specialized academic knowledge and research, and sports team supporters. Due to globalization and fiercer competition, branding and brand equity have received a lot of attention lately.

Building strong brand equity is the ultimate objective of all branding operations. Keller (2013) defines Customer-Based Brand Equity (CBBE) as the discrepancy between customer response to brand marketing and brand knowledge. Brand equity, according to Keller (2013), is the value customers associate with a brand. So, what people have learned, felt, heard, and responded to about a brand over time is what gives it power.

According to Keller (2013), CBBE occurs when clients have a high level of brand knowledge and familiarity, as well as certain promising and unique brand associations. When a university wishes to grow its product line, brand equity is a classic example of a situation when it is vital. Universities can boost the possibility that customers will consume their new product by linking it with a current and successful brand if brand equity is good. If Meru University of Science and Technology develops a new course of study, it is likely that the university will keep it under the same name rather than creating a new one. Customers' good associations with a new product make it more appealing than if it were branded with an unfamiliar name. Under the 2012 institutions Act, which regulates the development, establishment, accreditation, and administration of higher education, Kenyan institutions were founded by an institutional act of Parliament. A 2014 evaluation of Kenya's higher education reform states that the nation's rapid growth was an unplanned reaction to the country's expanding need for higher education brought on by an ever-increasing outflow of students from schools.

The Mount Kenya region, located in central Kenya, is a diverse area encompassing the second-highest mountain in Africa, Mount Kenya, and the surrounding forest reserve, which is a UNESCO World Heritage Site. The counties located in the Mount Kenya region, formerly part of the Central and Eastern Provinces, include Laikipia, Nyeri, Kirinyaga, Nyandarua, Murang'a, Embu, Tharaka Nithi, and Meru. The study focused on six public and private universities in Mount Kenya Region. These included Chuka University, Dedan Kimathi University of Technology, Karatina University, Meru University of Science & Technology , Kenya Methodist University, and University of Embu.

1.2 Statement of the Problem

The growing number of higher learning institutions in Kenya and around the world has emphasized the importance of brand equity in customer decision-making. Kohonor (2012) studied the role of brand equity on the number of different learning institutions. His study established that 85% of customers who want to join higher learning institutions always look at the branding of the university. This was because the dimensions of brand equity often affect preferences and intentions of customers to consume the institutions services.

Despite the role of brand equity, enrollment in public universities has been declining in the past three years (Kenya National Bureau of Statistics [KNBS], 2020). KNBS report recorded that the country's total university enrollment declines by 1.9% to 509,473 in the academic year (2019-2020), from 519,462 in the previous academic year, with enrollment in public universities decreasing by 4.7%, from 433,245 in 2018-19 to 412,845 before the end of the academic year (2019-2020). In 2024, Kenya experienced a decline in university enrollment, with fewer students placed in public universities compared to the previous year. In Mount Kenya region, the enrolment of undergraduate students declined by 7.1% in 2024 from the previous year. The decline in university enrollment points out to poor customer citizenship behavior, which results to decline in demand for university services (Ndung'u, Vertinsky, & Onyango, 2023).

Miller (2014) studied the emergences of many universities in Kenya which has increased competition amongst themselves. His study further looked into the need for career enrichment of the citizens which has prompted the expansion of, and competition of higher learning institutions. The study established that the Higher institute of educations should leverage their brands by enhancing marketing strategies and providing a variety of programmes in order to

attract and retain more students because there is a steady increase of the learners and the stiff competition among the Higher institute of educations. However, the study failed to focus on brand equity, and citizenship behavior constructs.

Okonkwo (2017) investigated how branding affects customer satisfaction in Higher institute of educations. The study indicated that exerting pressure among higher learning institutions and how they offer their services to their customers influence customer satisfaction. According to his study, higher learning institutions employ sales promotion and personal selling to enhance in customer citizenship behavior and customer satisfaction. The study, however, highlighted a conceptual gap because it did not focus on crucial qualities of brand equity, such as brand image, brand loyalty, brand awareness, and perceived quality. The current study focused on these four dimensions.

In the financial sector, Rambocas, Kirpalani and Simms (2018) explored the relationship between brand equity and client behavioral intentions. The finding showed that customer happiness partially mediates the relationship between brand equity and customer behavioral intentions, according to the findings. However, the research was conducted in the financial sector, which is different from the education sector. The contextual differences make it impractical to generalize the findings to explain the situation in the education sector. In light of the research dilemma, this study attempted to close the knowledge gap by establishing the effect of brand equity on customer citizenship behavior among students of selected universities within Mount Kenya region.

1.3 Purpose of the Study

The purpose of the study was to determine the effect of the brand equity on customer citizenship behavior though its dimensions of brand image, brand loyalty, brand awareness

and perceived quality. The sought to understand how strong branding can foster students' positive behavior and advocacy in universities.

1.4 Objectives of the Study

This section involves specific goal that outline what the study intends to achieve.

1.4.1 General objective

The main objective of the research was to determine the effect of brand equity on customer citizenship behavior among students of selected universities within Mount Kenya region.

1.4.2 Specific objectives

- i. To establish the effect of brand image on customer citizenship behavior among students of selected universities within Mount Kenya region.
- ii. To determine the effect of brand loyalty on customer citizenship behavior among students of selected universities within Mount Kenya region.
- iii. To examine the effect of brand awareness on customer citizenship behavior among students of selected universities within Mount Kenya region.
- iv. To assess the effect of perceived quality on customer citizenship behavior among students of selected universities within Mount Kenya region.

1.5 Research Hypotheses

The study was guided by the following hypotheses;

H₀₁: There is no significant effect of brand image on customer citizenship behavior among students of selected universities within Mount Kenya region.

H₀₂: There is no significant effect of brand loyalty on customer citizenship behavior among students of selected universities within Mount Kenya region.

H₀₃: There is no significant effect of brand awareness on customer citizenship behavior among students of selected universities within Mount Kenya region.

H₀₄: There is no significant effect of perceived quality on customer citizenship behavior among students of selected universities within Mount Kenya region.

1.6 Justification of the Study

In the recent years, there has been a declining student enrollment in Kenyan public and private universities. Additionally, there has been emergence of many universities resulting into a lot of competition. The purpose of the study therefore sought to establish how strong brands could positively influence the citizenship behavior among students of selected university students within Mount Kenya region.

1.7 Significance of the Study

This section shows the impact of the study and outlines the people and institutions that will benefit from it.

1.7.1 Higher institute of educations

The study may benefit greatly the Higher institute of educations in building and maintaining higher level brands that might both attract and retain more customers. In Kenya many universities and colleges have emerged and this study may enable them to come up with strong brands for positive brand equity.

1.7.2 Scholars

The study may add to the body of knowledge about brand equity and how it affects customer citizenship behavior in Kenyan Higher institute of educations.

1.7.3 Regulators

The findings of the study can be used as a reference for policy guidelines on higher education management and control by regulators and policymakers. They may be able to use the study's findings to create workable policy documents that successfully address issues facing Kenya's Higher institute of educations.

1.8 Limitations and Delimitations of the Study

This section outlines the limitations and delimitations of the study.

1.8.1 Limitations of the Study

The main limitation was the unwillingness by some respondents to participate in the study. However, the researcher assured them of confidentiality. The researcher also informed them that the information sought was for academic purposes only. Given the different locations of the universities, the researcher faced logistic challenges. However, the challenge was addressed by contracting research assistants in respective locations. In certain situations, the surveys had partial or missing data. To manage this, the researcher did data cleaning before the final analysis to guarantee that the information obtained via the questionnaires was complete.

1.8.2 Delimitations of the Study

The study was limited to selected Universities within Mount Kenya region. It focused on public universities excluding Kirinyaga University and Tharaka University as well as private university excluding Mount Kenya University, Presbyterian University of East Africa and St. Paul University. Hence, the results were not generalizable to other Universities in the country due to differences in sizes, geographical location, institutional set up, operation specifications among others. To overcome this constraint, the researcher suggested that more research be

done on the topic, incorporating different universities around the country, so that the study findings may be compared and generalized.

1.9 Assumptions of the Study

This study was conducted under several assumptions. It was assumed that the four identified factors are the main factors that are likely to affect brand equity on customer citizenship. The researcher also assumed that the Mount Kenya Universities setup is similar to other universities environment setups and therefore guarantees generalization of the results.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter provides an overview of the theoretical, empirical review and summary of the literature reviewed, research gaps and conceptual framework.

2.2 Theoretical Literature Review

The section provides the relevant existing theories, concepts and frameworks that support the study.

2.2.1 Keller's brand theory

Keller established his brand philosophy in 1993. Starting from brand knowledge represented as an associative network in which associations are nodes, the theory is defined by customer-based brand equity at the individual level. Keller defined brand equity as the variation in customer response to marketing in 2012. The idea behind brand equity is to use pleasant experiences to influence how people perceive a product or service. A company must establish an environment in which customers have pleasant sentiments, thoughts, and perceptions about the brand. Brand expression, brand representation, brand equity, brand feeling, brand valuation, and brand relationship are among the 6 characteristics identified by Keller's thesis (Keller, 2016).

Brand highlighting is used as a metric of brand awareness in this theory, which is about brand loyalty (Keller, 2014). According to Keller's theory, ensuring adequate brand loyalty is the first step in building a successful brand; the goal is to create brand recognition and mental associations with a specific product class or customer need. Kerri-Ann et al. (2014) used the Keller theory when he looked at the effects of promotional techniques on organizational performance. His research proved that brand had meaning in product promotion by connecting

tangible and intangible brand associations. The study further found out that brand as suggested by Keller's theory was meant to characterize brand performance through product promotions. Asop (2017) investigated the impact of product branding on manufacturing company sales performance. Keller's brand theory is used in this study to identify brand responses to current brand perceptions and judgments based on the combination of linkages established in brand meaning. Branding ratings have been found to include overall quality, reliability, attention, and excellence. He discovered that customers' attitudes toward brands are emotional responses to brands, of which Keller (2012) named six types: warmth, pleasure, excitement, security, social approbation, and self-esteem.

Keller's brand theory relates brand justice to civic behavior of customers in higher education because it talks about brands and studies focus on brand assets. The answer to the brand is the relationship with the brand in theory and research, which is meant to generate an intense and active bond between the customer and the brand. The summit of the pyramid is resonance, which refers to the nature of the customer-brand relationship. It consists of four components: behavioral loyalty, commitment to relationships, a sense of community, and active participation (Keller, 2011). Ovidiu (2015) highlights how brand value is tied to patents, brands, and channels, which can create a significant competitive advantage on which Higher institute of educations are built, based on Aaker's idea. Brand assets in schools are protected by trademarks from competitors that try to deceive customers by utilizing identical names, emblems, or packaging.

Keller's Brand Equity Theory is greatly related to brand equity on customer citizenship behavior which is one of the variables under study. The theory promotes strategic brand management in institutions. The notion of brand equity theory is simple: to develop a powerful

brand, you must mold customers' perceptions and feelings about institutional products. Higher learning institutions like University of Science and Technology rely much in brand equity to pool on its customers (Kalampokis, Karamanou, Tambouris, & Tarabanis, 2016).

Keller's model has advantages since it focuses on how consumers perceive and respond to a brand. However, the theory has limitations. Keller's model, focuses on consumer perceptions and attitudes, might not fully capture the dynamics of brand equity in business-to-business (B2B) contexts, where relationships with sales representatives and corporate brands are often more important than individual product brands. In addition, the model emphasizes consumer perceptions, potentially overlooking the importance of tangible assets, trademarks, and other business-related factors that can be crucial for market expansion and brand strength (Cherenkov, & Vereteno, 2019).

The main purpose of Keller's Brand Theory is to promote brand equity which affects customer citizenship behavior. Keller's Brand Theory is linked to objective one which talks of effect of brand image on customer citizenship behavior where brand identity as one of the variables in this study. Branding has greatly promoted by Keller's Brand Theory. The ultimate goal of the University of Kenya's branding team is to raise awareness of the institution's brand loyalty. This can be done in several ways, but one way is to use Keller's theory of brand equity. With the advancement of marketing, the customer has become the main focus of higher education. HLI should learn on how to keep their customers happy hence get the benefits of brand loyalty.

2.2.2 Aaker brand equity theory

Professor David Aaker of the University of California created Aaker's Brand Theory in 1987. According to the notion, brand equity is made up of brand image, brand loyalty, and brand association, which are then integrated to give the value that the product or service offers.

Brand management, according to Aaker, starts with brand loyalty, which is a diverse set of brand affiliations that discloses what the brand is and gives consumers the ideal brand image. As a result, Aaker's theory provides a comprehensive look at the concept of brand equity and how to assess it. This notion can be applied at various levels of the marketing process to enhance product productivity and increase customer loyalty to a brand (Aaker, & Biel, 2013). The most thorough theory of brand equity is provided by Aaker (1992), which consists of five unique assets that are sources of value generation. Brand loyalty, brand awareness, perceived brand quality, brand associations other than customer happiness, and other proprietary brand assets like patents, trademarks, and channel links are all examples of these assets.

Customer satisfaction increases value by providing a cause to buy, differentiating brands, engaging channel members, laying the groundwork for assortment development, and maintaining higher prices (Aaker, 1992). In other terms, customer satisfaction is the consumer's opinion of the product's overall perfection or superiority (Zeithaml, 2012). Customer satisfaction is included as an unbranded asset. This has become a key business policy for many companies and can be a motivator for brand equity enhancement programs. Customer satisfaction is a strategic aspect that is quite important and accepted (Aaker, 1992). Aaker's brand theory is concerned with the study of the influence of brand equity on consumer civic behavior in the marketing arena, which indicates the value of brands. The concept of brand value is fascinating and goes far further than it appears. Brand owners generally believe that well-known brands will generate more sales and reputation in the market than lesser-known brands. Many methodologies and studies have been used to understand the concept of brand equity at Aaker's Brand Equity. Customers and brands have presented a variety of criteria and methods for determining brand equity. According to cognitive psychology, brand

equity is determined by customer awareness and their relationship with the brand; nevertheless, the information economy demonstrates that the monetary value it can provide is an asset, since a strong brand name is a quality product identifier and a brand parameter (Fox, 2011).

Ovidiu (2015) studied the effects of marketing management on organizations performance which used Aaker Brand Equity theory to base on his study. Brand loyalty increases value by lowering marketing expenses and encouraging trade, according to the report. Furthermore, committed customers expect the brand to be available at all times and to attract others by recommending it, making marketing management in manufacturing companies a simple task. Solom (2015) used Aaker's brand theory to investigate the impact of sales management systems on the performance of Kenyan Higher institute of educations. The study discovered that using a sales management system to maintain existing clients is substantially less expensive than recruiting new consumers. Even with low replacement costs, there is significant momentum among customers when colleges go online. The study also found that competitors find it challenging to interact with satisfied brand customers because they have little incentive to look into other issues that the marketing approach has resolved. Consequently, rivals would be discouraged from devoting resources to gaining devoted and content customers—a process that requires time.

Aaker (1992), in Aaker Brand Equity Theory, believes that a focus on brand loyalty is often an effective way to manage equity related to customer satisfaction and brand equity as a central and essential element of the brand is one of the variables examined. At the recognition level, it can create a sense of brand familiarity as well as signify identity, engagement, and awareness, and at the recall level, it can further affect choice by influencing which brands are

considered and chosen. Customer satisfaction and brand capital are essential moderators for many colleges, and they are at the heart of a strong brand's strength. Most conceptual conceptions of brand equity emphasize the importance of experience. Because customers prefer to buy brands they recognize, the limiting impact of customer satisfaction and brand equity results in high purchase rates, which boosts the company's profitability and sales (Baldauf et al., 2012).

The strength of this model is that it focuses on brand strength based on brand differentiation, relevance, esteem, and knowledge, can be a more suitable framework for evaluating brand equity from both consumer and business asset perspectives, especially for brands with diverse product lines and valuable proprietary assets. However, one of the aspects in this study is the limiting influence of customer pleasure, and it is related to the Aaker Brand Equity theory. Aaker's brand equity hypothesis serves as an illustration for the third objective, showing how customer satisfaction has a negligible effect on the relationship between brand equity and consumer citizenship activity. In fact, everything that happens through communication is tied to the brand in the mind of the customer.

Customer satisfaction includes product or service characteristics, customer benefits, usability, consumers, lifestyle, product/service class, rivals and country (Aaker, & Biel, 2013). Customers can use associations to assist them comprehend or extract information, serve as a basis for distinction and augmentation, provide them reasons to buy, and produce favorable sentiments that draw attention. Based on Aaker's brand theory, customers utilize customer satisfaction to arrange, evaluate, and recall information to help them make judgments about what to buy. Building a strong brand equity in the market requires an understanding of the significance of customer satisfaction, which is the brand personality (Lee et al., 2012). Many

different types of brand equity study suggest that a higher institute of education's brand is one of its most valuable assets, as it can greatly improve the institution's financial success. Aaker's stock theory is one of the various types of brand equity research, methods, and concepts.

2.3 Empirical Literature Review

This section provides previous studies and their findings so as to identify the gaps which can be filled by the study.

2.3.1 Brand image on customer citizenship behavior

According to Kotler and Armstrong (2015), brand equity is made up of short-term incentives that drive people to buy or sell a product or service. Brand capital is also used in advertising, personal selling, and promotional things supplied to intermediates and end customers, according to Kotler. His research shows that coupons, discounts, samples, and lotteries are some examples of brand equity. The advantage of brand equity is that the short-term nature of the program (eg coupons or lottery with expiration) often drives sales over its duration. Customers are enticed to buy when they are offered incentives such as cent certificates or discounts. Because profits are typically ephemeral and sales fall after a transaction is closed, brand equity cannot be the main basis for a campaign (Berkowitz et al., 2013).

In Lawrence, Erlbaum Associates, Mahwah, Owaga (2011) did a study on the differences between brand equity and personal selling which implied that the different is impersonal. According to his research, brand equity sends a strong message to the audience from a known source. Furthermore, the study discovered that the function of brand equity, which is employed in advertising in higher education for both personal and business markets, has grown considerably in recent years, and the institution is now a portion of advertising revenue.

Higher institute of educations must first ensure that their brand equity plan is in line with their entire marketing strategy (Channon, 2015).

In his study of the impact of branded capital on university performance in United States, Channon (2015) discovered that branded capital is increasingly being used to provide incentives for improved performance. Many institutions now give bonuses for meeting sales goals, as well as additional incentives like sweepstakes, freebies, and vacations, all of which help to build brand equity. His research also discovered that transactional clients are more inclined to switch universities than new long-term accounts when it comes to brand equity (Channon, 2015). Brand assets build good relationships with diverse audiences of educational institutions by receiving favorable publicity, building good company equity, and confronting or rejecting unfavorable rumors, stories, and events (Kotler & Armstrong, 2015). Furthermore, In Kenya, Thuo (2014) points out that the main purpose of brand equity is to increase awareness and gain editorial coverage, as opposed to paid media space as seen by the desired consumer base of Higher institute of educations.

Brand assets are more of a core business and are intended to enhance the position of Higher institute of educations with specially targeted audiences (Channon, 2015). Brand capital is defined as the presentation and promotion of items and services, according to study. Customers and the institution's sales personnel have direct interaction (Thuo, 2014). Although the concept of marketing Higher institute of educations was quite outdated until recently, brand ownership has long been the most essential communication channel in Higher institute of educations.

Brand equity is discussed by Kotler (2012). His research shows that building direct ties with carefully chosen individual clients elicits an immediate response and fosters long-term

customer relationships (Kotler and Armstrong, 2015). It is the use of direct channels to reach and deliver goods and services to customers without the need of marketing intermediaries. Direct mail, catalog, telemarketing, interactive television, website, and mobile equity are some of these channels. It's one of the most popular methods of customer service.

Furthermore, viral marketing based on brand equity has become a common strategy in modern marketing. This term refers to a wide range of aggressive marketing tactics. This includes paying people to spread positive word of mouth for institutional products via email, blogs, and cell phones. It also entails establishing a multi-level sales system in which customers receive commissions for introducing friends by describing a company's brand equity (Thujo, 2014).

Any compensated form of impersonal communication about an organization, product, service, or idea from an identified sponsor is known as brand equity (Berkowitz et al., 2013). Ownership of a brand is a highly prevalent mode of communication. It is a persuasive environment that allows the seller to repeat the message over and over again. It offers the opportunity to showcase educational institutions and their products through the skillful use of prints, tones and colors.

In China, Xie, Poon, and Zhang (2017) investigated the connection between consumer behavior and brand experience. In China, two research were carried out. A questionnaire survey was utilized to gather data. Data analysis was done using the bootstrap method and structural equation modeling. The findings indicate that in order to improve consumer civic behavior through memorable and pleasurable brand experiences, marketing or service managers must cultivate strong customer-brand ties. In China, Huang and Chen (2018) tested empirically the precursor variables of consumer behavior. This study found that the self-brand

relationship acts as a mediator between consumer self-concept alignment and consumer brand image and civic behavior. In particular, neither self-understanding nor consumer brand image has a direct influence on their civic behavior, but are influenced by the mediating role of self-brand loyalty.

In order to determine the implications of corporate social responsibility (CSR), Ahn and Park (2019) looked at the effects of CSR on customer satisfaction, corporate image, and customer behavior in Japan. The study employed structural equation model analysis for 294 questions in a questionnaire survey we administered to students who owned cell phones from Kyocera, Sony, Apple, and Sharp in order to evaluate the hypothesis. Thus, corporate social responsibility gives rise to four factors: economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility. Research indicates that all of these factors—aside from the ethical responsibility factor—have a favorable effect on a company's reputation. Additionally, community behavior and customer happiness are positively impacted by a company's image.

In their study, Forudy, Gupta, and Forudy (2019) investigate how student behavior that creates value affects the image and reputation of the university, how university websites embed student behavior that creates value, and how crucial it is to recognize various forms of behavior that work together to co-create customer value (such as civic engagement and behavior). Using partial least squares structural equation modeling and a sample of 285 students from a university in London, the findings demonstrate the critical role that university websites play in fostering students' co-creative behavior. The study's findings support the beneficial effects of website features on users' civic and engagement behavior. Nevertheless, the behavioral component of user co-value generation is affected differently by various

website features and applications. For instance, community involvement and consumer behavior. This study demonstrates how crucial student co-creation activities are to building and preserving the reputation and brand of universities.

In the aviation sector, Hwang and Lyu (2020) investigated the connections between customer attitudes, civic engagement, green image, and customer willingness. A theoretical model was created based on the suggested theories, and it was assessed using empirical data from 320 passengers who took flights in Korea six months prior. Twelve questions that are taken from Yi and Gong (2013) are used to measure consumer civic behavior, which is divided into four sub-dimensions: Feedback, Advocacy, Help, and Tolerance. A seven-point grading system based on "strongly disagree (1)" and "strongly agree (7)" was used to assess each of these metrics. The results demonstrate that consumer views toward and willingness to fly with green airlines are significantly predicted by green image, and that these factors both positively influence consumers' civic engagement.

Research on the effect of company image on consumer civic behavior was done by Kim, Yin, and Lee (2020). A review of customer citizenship behavior (CCB) and business image serves as the foundation for the survey measurement tool. Customers of South Korean food service companies are the research's target population. To choose the subjects, the convenience sampling method was applied. The data was analyzed using a two-step procedure that included measurement model analysis, structural model analysis, and structural equation modeling (SEM). The study's findings indicate that the way in which customers view the firm positively affects CCB, which is made up of three sub-constructions: making suggestions, lending support to other customers, and offering feedback to the business. In Qatar, empirical investigation was carried out by Naheen and Elsharnouby (2021) to determine the impact of

student-university identification and university brand personality on civic behavior and involvement inside the university setting. Data from 433 students were gathered for this study using a self-administered questionnaire. A structural equation model was used to examine the data. According to the findings, college students who thought their university had a more honest brand were more likely to act civically. Students who identified with their university also demonstrated a variety of participation and civic conduct, according to the survey.

Le et al. (2021) demonstrate how young consumers' impressions of the environmentally friendly image of contemporary coffee shops affect their attitudes about the environment and products, and therefore their conduct in society, using the stimulus-organization-response (S-O-R) model. Additionally, the mediating role of customer citizenship behavior (CCB) was assessed. The device was created by modifying measurements from earlier research projects. Online information was gathered from 207 young Malaysian customers who frequently visit coffee shops using a targeted sampling strategy. Path modeling and mediation analysis were conducted using partial structural equation modeling using the least squares method (PLS-SEM). The findings indicate that a green image encourages customers to act civilly and have positive sentiments toward the environment.

Moipone Matli, Tlapana, and Hawkins-Mofokeng (2021) studied how brand image affected the preferences and choices of engineering universities. This study's primary goals were to determine the qualities KwaZulu-Natal students value most when selecting a University of Technology (UoT) and to investigate the most significant variables influencing students' brand selections. Additionally, this research aims to make recommendations on ways to enhance the quality of service provided in technical colleges. 500 first-year DUT and MUT students at KwaZulu-Natal University of Technology were given questionnaires as part of an exploratory

study employing a quantitative research approach. The data was analyzed using the Statistical Package for the Social Sciences (SPSS). The study discovered that participants' decisions and willingness to suggest their facilities to potential students were influenced by elements like investing in brand image.

In the context of restaurants, Deng and Yang (2022) investigate the variables that affect patrons' green citizenship behavior. The authors employ a structural equation model for analysis, utilizing information from 312 Taiwanese customers. The findings demonstrate that green customer behavior is influenced by green brand image and green trust, both of which are significantly influenced by the transparency of green features.

In the context of customer service, Ali, Song, and Zhang (2022) sought to investigate the influence of customer-perceived support (CPS) on goal-based customer citizenship (CCB) behavior (customer- and firm-centric CCB) as well as the mediating function of two significant relationship factors (brand reputation-based; CBR) and customer satisfaction (CS). The idea was empirically tested through the use of structural equation modeling using AMOS and survey data from 368 Chinese smartphone users. The findings demonstrated that whereas CBR mediates the relationship between CPS and CCB, CPS had a favorable impact on CCB business-oriented.

Customers' civic behavior and sales intents were studied in relation to their brand identification and corporate social responsibility by Seifollahi and Hamidzadeh Arbabi (2022). It also looks at social capital's mediating function. This study employs a deliberate and descriptive methodology. The study's statistical population is made up of Tehran-based Bank Sepah clients. After dividing the city of Tehran into four parts (North, South, East, and West), branches were randomly selected from each of these regions. The sample size was

determined from 384 people using the Cochran formula for an infinite population. Using SPSS and Smart PLS software, the necessary data was gathered via a questionnaire and examined using the structural equation model approach. Based on the data, it was not confirmed that consumer brand identification had a beneficial impact on customer citizenship behavior.

In Italy, De Nicola Arrigo and Anes (2023) investigated the moderating effects of gender differences and personality traits (extroversion and neuroticism) on the links between three distinct characteristics of consumer behavior and the direct impact of business reputation. In this study, 278 Italian fashion retail consumers served as the sample for structural equation modeling. The findings demonstrated that the three aspects of consumer behavior taken into consideration are positively impacted by a company's reputation.

Rahman, Islam, and Chowdhury (2023) looked at how brand perception affects consumer loyalty, particularly in relation to Bangladeshi banks. A company's brand image is represented by two sub-constructs: brand satisfaction and brand awareness. A systematic questionnaire was employed in the study to gather information from 363 customers of ten Bangladeshi commercial banks. This study was able to ascertain the considerable impact of brand awareness and brand satisfaction on customer loyalty of the surveyed banks with the use of SEM (Structural Equation Modeling) with SmartPLS.

2.3.2 Brand loyalty on customer citizenship behavior

Nashua (2010) studied on the history of the start of brand loyalty. According to his research, the first evidence of branding dates back to 1777, when artisans were forced by medieval guilds to affix trademarks to their creations in order to preserve them as works of high art. The study also proved that signing artwork was the first step towards branding for artists. Many organizations that provide free samples of their goods and services will use brand loyalty to

identify and set themselves apart from their competitors. This is known as branding, and as a result, institutions are using specific branding behaviors to define themselves.

According to a follow-up study by Nashua (2012), institutions need to brand themselves because marketers are working to weaken rather than strengthen brands. Higher education institutions can establish their marketing identity through branding. The study goes on to say that creating a brand name through trust is facilitated by brand loyalty, which also acts to differentiate offerings. According to the results of his research, the goal of brand loyalty is to help target consumers recognize and get familiar with branded products so they will be more likely to accept them.

Valarie (2018) did a study on the advantages of brand loyalty on value performance of organizations. His study established that brand loyalty has value and offers many advantages to customers which among them it offers protection when it identifies the seller. It also enables a customer to make repeat purchase of branded items found satisfying. It makes it easier for the seller to process orders and track down problems. It enables the manufacturer to differentiate their products from those of competitors. Furthermore, branding may add to the customer's psychological satisfaction and sense of security.

Moreover, Raja (2010) in her study suggests that branding identity of a learning institution's helps it to be successful. Successful brand helps an organization to have a sustainable differential advantage. Differential advantage simply means that consumers have a motive to choose that brand over rivals' brands, which contributes to the phenomenon of brand loyalty in the marketplace. A key concern in the institution strategy is the importance of brand loyalty. A significant amount of long-term investment is needed to develop a branded institution, particularly for packaging, sales promotion, and advertising.

Furthermore, the name of brand loyalty still commands the client experience. "Branding is the art and cornerstone of marketing," according to marketers. Through branding, a company can set itself apart from its rivals in the marketplace with its services. Brands that are well-known and successful develop a personality that is a combination of human traits connected to a brand name. A good brand name should be straightforward and emotive, unrestricted by the law, memorable, align with the image of the learning institution or service, and hint at the benefits of the offering. The concept of brand equity—the added value a brand name adds to a product beyond its technical benefits—was born out of the significance of a strong brand loyalty name. In New York, according to Aaker (2013), a brand's core indicator is its level of brand loyalty. Raising brand recognition and promoting communication activities are based on the brand's loyal following. Additionally, it might lead to associations that help define the brand. A choice that increases brand recognition and fosters brand loyalty is crucial because, on occasion, it succinctly and rationally conveys the main idea or important associations of a product. Brand identities may be incredibly effective communication tools.

Furthermore, a brand-aware consumer can tell a product apart from its rival, and brand loyalty demonstrates the source of the service or good. Customers who have a strong brand loyalty may even be willing to spend more since they have more faith in the brand. Brand loyalty sets one seller's goods and services apart from another. It aids clients in locating goods that could be advantageous to them. Along with this, it conveys information regarding the caliber of the commodity or service. It is these many benefits that make brands popular among customers brand generate or create brand assets that enable products to be superior to others. Those brand benefits or assets are called brand equity. According to Kevin and Keller (2015), brand equity dimensions can be achieved through brand loyalty management.

Awareness of brand loyalty doesn't happen by accident. Marketing initiatives that establish robust, pleasant, and distinctive client associations and experiences with a brand are responsible for its meticulous cultivation. Customers have an understanding of a brand's loyalty because of the things they have heard, seen, felt, and learned about it over time. Marketers understand that building brand equity takes time and effort. Instead, it results from a two-step sequential development process that aims to create positive brand loyalty awareness and link the brand to a certain product category or need to give the brand a distinct identity in the minds of consumers.

A marketer also needs to instill a brand's meaning in the minds of their target audience. Meaning has two dimensions: one connected to abstract imagery and the other to functional performance. Meaning is derived from what a brand loyalty represents. The emotional response a customer has to brand loyalty is related to feeling. Customers and brand loyalty experience a strong, dynamic interaction as a result. The relationship between customers and brands is characterized by a strong psychological attachment, and customers identify personally with the brand.

According to Aaker (2013), brand loyalty awareness results from combining a brand's name and/or symbol with its resources, obligations, and values. Brand equity dimensions are another name for the brand loyalty inputs. Perceived quality, brand association, brand awareness, brand name awareness, and proprietary brand assets are the five brand inputs or dimensions. A brand's name, symbol, and associated assets and liabilities that increase or decrease the value that a good or service offers to a company and/or its clients are collectively referred to as brand equity. Strong brand loyalty benefits from a high degree of brand awareness and experience among consumers. Kotler et al. (2015) claimed that a learning institution can get

a competitive advantage by having a strong brand equity. Pekka Tuominen (2010) clarified that a learning institution's brand recognition and growth are important assets.

Additionally, a brand's strength determines its financial worth; advertising and product quality investments can fortify a brand even more. According to Aaker (2013), brand equity offers consumers a significant benefit in that it helps them absorb, analyze, and retain a lot of information about the brand. Old consumers' trust and marketing initiatives can both benefit from brand equity. According to Keller (2013), customer-based brand equity develops when a consumer is familiar with the brand name and retains positive, distinctive, and powerful brand connotations in their mind.

In the context of private colleges in Jordan, the study by Bataineh et al. (2017) sought to investigate the effects of brand awareness, job clarity, and brand engagement as dimensions of employee-based brand equity (EBBE) on organizational citizenship behavior (OCB). Methodically, a self-administered questionnaire was created and given to a sample of 680 academic staff members at private universities in Amman. It was based on prior measurements and relevant literature. The results of multiple regression show the following: Brand engagement is a predictor of organizational civic behavior.

The study conducted by Abdulaziz and Maiyaki (2018) in Nigeria, aimed to investigate the correlation between customer loyalty and perceptions of service honesty. This research primarily aims to develop a conceptual model that illustrates the potential mediating function of customer behavior in the relationship between perceived honesty of service and customer loyalty. The conceptual model was developed by consulting pertinent journal publications. According to the model, there exists a potential mediation function for customer civic behavior between perceived honesty of service and customer loyalty.

In United States, Joshi (2018) investigates whether the two dimensions of customer engagement and loyalty mediate the relationship between customer-based company (CBR) and customer citizenship behavior (CCB), as well as the effect of CBR reputation on these two CCB dimensions. Data was gathered by means of a survey administered to patrons of Indian grocery merchants. The findings indicate that the association between CBR and CCB dimensions is mediated by affective attachment and attitudinal loyalty; the relationship between CBR and firm-oriented CCB dimensions is mediated by calculative engagement; however, behavioral loyalty is not a mediator of the CBR effect on CCB. In Pakistan's aviation industry, brand awareness, brand loyalty, and consumer behavior were studied by Raza, Md Salleh, and Shaari (2019). Brand awareness has been found to generate customer brand loyalty, and this loyal customer behavior leads to civic behavior that offers great favor to brands and other customers.

Heggde and Tampi (2019) conducted research to identify and test the relationship between brand support behavior variables in employee internal branding and whether brand engagement and brand loyalty act as some mediators between brand identification and brand related behavior. It investigates the connection between various brand sentiments empirically. As a research method or strategy, this study employed a quantitative research methodology using a descriptive and survey research design. Four hundred workers from the 10 largest IT firms in Bangalore comprise the respondents. There is a similar mediating impact between brand recognition and brand-related behavior, as demonstrated by statistical evidence. This shows the multiple mediating impacts of brand engagement and brand loyalty as well as the relationship between brand identification and brand citizenship behavior empirically.

The relationship between brand involvement, brand trust, and brand citizenship behavior in private banks was investigated by Handayani and Herwany (2020). 249 respondents from Indonesian private banking firms provided the data. A structural equation model was used to evaluate the study hypothesis, and a very valid and dependable model was created. The study's findings indicate that while brand trust is not a predictor of brand citizenship behavior, brand engagement positively affects it.

By looking at the internal relationships between them, Siyavooshi, Abedin, and Dehghani Dashtbani (2020) investigated the antecedents of brand citizen behavior in financial institutions in Iran. In terms of data collection techniques, the research approach is field-oriented, goal-oriented, and descriptive. A questionnaire was used in this study as the data gathering tool. The study's statistical population consisted of workers from commercial and public financial organizations in Bandar Abbas, including banks. Cluster random method is the sampling technique used.

Following the division of the banks into three categories—public banks, commercial banks, and financial and credit establishments—the government banks were randomly chosen to include Sepah, Sanat, and Ma'dan banks. Noor and Caspian Financial and Credit Institutions were also randomly chosen from financial and credit institutions, as were Cooperative Banks Ansar, Ayandeh, Shahr, Refah, and Mehr Eghtesad from private banks. A total of 213 bank clients who were chosen were given questionnaires. Software such as PLS3-SMART and SPSS16 were used to analyze the data. The findings demonstrated that brand- and identity-focused HRM has a positive and significant impact on brand citizenship behavior; however, there is no evidence of a positive relationship between brand trust, employee esteem for the brand, brand involvement, and brand pride and brand citizenship behavior.

According to Hu et al. (2020), customer citizen behavior plays a mediating role in how BM designs can lead to customer loyalty. This research uses data from Chinese customers to examine a number of hypotheses regarding the relationship between BM design, customer citizenship behavior, and customer loyalty. Hierarchical regression analysis is used to analyze the hypotheses. The study's findings demonstrate that customer loyalty and consumer behavior start with performance- and novelty-oriented BM designs. The findings also demonstrate how, through the mediating function of consumer civic behavior, novelty and performance-oriented BM designs can have a direct or indirect impact on customer loyalty.

In order to ascertain how member citizenship behavior among Sarawakian credit union members relates to trust and loyalty, Yacob et al. (2020) conducted a study in Malaysia. Social exchange theory and service-dominant (S-D) logic were used as a foundation for creating the study framework. 395 copies were gathered using a quantitative approach, and once the data was cleaned, they were considered usable. Non-response bias and general procedure variability were examined and statistically adjusted. To test the idea empirically, partial structural equation modeling using the least squares method is employed.

The study's findings demonstrate that cooperative members' trust and allegiance to the state are significantly enhanced by member citizenship. Using a creative model developed by researchers, Abedi Samakosh and Kalate Seyfari (2017) investigated the role of brand equity in consumer civic behavior. The study was directed and carried out in a descriptive manner. The validity and reliability of two questionnaires were established in order to collect data: Yoo and Donthu's (2001) standardized questionnaire was used to measure brand value, and Groth's (2005) standardized questionnaire was used to evaluate people's behavior. Customers of sports clubs in the province of Mazandaran made up the population, and the Morgan table

(n = 384) was used to select the sample. Data analysis was conducted using SPSS software and structural equation modeling from AMOS. The study's findings demonstrate that civic conduct is significantly impacted by all aspects of brand equity. Furthermore, the primary factor influencing citizen behavior is loyalty (coefficient = 0.823).

In the framework of customer engagement (CE), Segarra-Moliner and Moliner-Tena (2022) examined the connection between customer citizenship behavior (CCB) and customer lifetime value (CLV). To evaluate the prediction quality of our second-order Partial Least Squares (PLS) model and test the hypothesis, all data samples (306 observations) of telecom customers were partitioned using predictive segmentation. The findings indicate that this voluntary, arbitrary, and out-of-role customer behavior—referred to as CCB—precursors to brand sentiments, which are connectivity, social value, and goodwill. Intentional loyalty also plays a significant mediating function in attaining financial firm performance.

The goal of Lee and Kim's (2022) study was to test a theoretical model that contends that both positive and negative switching obstacles enhance patron loyalty to hotel brands, which in turn affects patron citizenship behavior (CCB). 233 US respondents who have a preferred hotel brand and have stayed with that brand in the past year participated in the study. A framework was created based on the literature, and eight hypotheses were examined via a structural equation model (SEM). The findings demonstrate that switching costs (negative barriers to switching) as well as relational advantages (positive obstacles to switching) reinforce customer brand loyalty (self-relation and brand awareness) to hotels.

The impact of customer engagement behavior (CEB) on customer-based business reputation (CBR) was studied by Choi, Kim, and Kwon (2022). The industry acts as a facilitator to examine the direct and indirect effects of CBR on CEB through moderated mediation analysis,

with customer identification and brand love serving as intermediaries between CBR and CEB. PLS-SEM and PROCESS were used to test the hypotheses. The findings support the idea that brand loyalty and consumer identification act as a mediating factor between CBR and CEB. In the setting of a Taiwanese restaurant, Han et al. (2022) looked into the relationships between brand distinctiveness, brand credibility, brand intimacy, brand liking, and brand citizenship behavior. The participants were patrons of Taiwan's popular restaurant chain Wang Steak. With a 71.6% response rate, 358 valid replies in all were gathered for the questionnaire survey. The data in this study are analyzed using a structural equation model. Brand love is positively correlated with brand intimacy, originality, and credibility. Additionally, brand citizenship behavior and brand like are positively correlated.

The relationship between customer experience implications, customer experience scores, and societal behavior was investigated by Lin and Chow (2022). An online survey was used to gather the survey answer data, which is a quantitative research method. Convenience sampling was used to gather data, and survey URLs were posted on social media sites (like WeChat) during the survey period. Chinese travelers who have been in upscale hotels over the last three years are the target audience. The study was carried out in July 2020 over a 12-day period. PLS-SEM, or least squares structural equation modeling analysis, was the primary technique employed to assess the put-out hypotheses. The findings support the important role that customer experience value (ROI and first-rate service) plays in the growth of brand satisfaction, which in turn fosters brand engagement and brand love. Meanwhile, it has been discovered that customer citizenship behavior (CCB) is directly positively impacted by brand love and engagement.

The effects of internal brand management on brand engagement, brand citizenship, and sustainable competitive advantage for the hospitality sector were studied by Qureshi et al. in 2022. 390 front desk employees who were not seniors and who worked in Pakistan's 3, 4, and 5-star hotels provided quantitative survey-based data. The study's findings demonstrate the beneficial effects of internal brand management on brand citizenship, brand engagement, and long-term competitive advantage. Furthermore, sustained competitive advantage and brand citizen behavior are positively impacted by brand engagement.

A conceptual model explaining the relationship between green hotel practices and consumer citizenship behavior (CCB), which is mediated by eco-friendly hotel images and customer happiness, was empirically tested by Thai and Nguyen (2022). The study used information from a survey of visitors to Son La, a hilly province in northwest Vietnam, and the Moc Chau National Tourist Area, to test the hypothesis. In order to verify the hypothesis, the authors gathered 212 valid questionnaires. According to the test results, environmentally friendly hotel policies influence guest behavior in a good way. Additionally, the relationship between green hotel policies and client society behavior is mediated by green hotel image and customer satisfaction.

Zhang and Yang (2023) investigated how green cartoon advertising affected green brand love and green consumer behavior using the stimulus-organism response theory. The study, which employed a questionnaire, focused on those who had watched Apple's animated Earth Day advertisements in China. In the end, 516 active samples were gathered for examination. The findings indicate that green brand love is preceded by attractiveness, informational substance, and trustworthiness. Customers' eco-friendly behavior is favorably correlated with their love for eco-friendly brands. Furthermore, the findings support the strong mediation role that green

brand love plays between consumer confidence, appeal, informational value, and environmental behavior.

2.3.3 Brand awareness on customer citizenship behavior

In Australia, Kotler (2012) studied the effects of brand awareness on service performance of higher learning institutions. His study established that brand awareness differentiated products and services by conveying a lot of information very quickly and consistently in order to help customers identify the goods and services; this in turn helps to create customer experience to the brand hence increasing or maintaining sales. Further his study adds that to create a separate product identity in closely related aspects of promotion. It leads to faster acceptance of the organization's products by customers. It facilitates sales selection of goods and services in organizations. It makes market segmentation easier since different brands of similar products may be developed to meet specific needs or categories of users.

Additionally, according to Business Week magazine (2011), consumers can reduce risk by sticking with a brand they already like rather than trying out new ones. High-risk consumers are less likely to buy recently released goods and more likely to stick with their tried-and-true brands. It goes on to add that there are several approaches to explain brand awareness, including brand maximization of value above price. Switching brands can be expensive depending on a number of factors, including the availability of alternatives, the perceived risk of those alternatives, prior brand satisfaction, usage frequency, media influence, and awareness of alternatives.

The collection of mental connections that consumers have with a brand is known as brand awareness. A good customer experience is linked to a positive brand image. A strong brand image encourages customers to resist the marketing efforts of rival companies and has a

positive bias towards future brand equity. Kotler (2012) noted that a fundamental idea that will support the assessment of the customer evaluation process. First and foremost, the client is attempting to fulfill a requirement and seeking certain advantages from the product solution. According to Kotler, the consumer forms a set of brand ideas about how each brand feels about various attributes. A brand image is composed of the beliefs associated with the brand. Gray (2011) conducted research on the effects of brand loyalty on higher education institutions' performance. According to his research, devoted consumers typically do not alter their purchasing habits in response to aggressive marketing. Brand awareness is made possible by advertising, and it seems to have the power to increase brand awareness. Competitors are more likely to believe a positive or well-known brand name when they haven't used the goods. Customers frequently believe that well-known brands are superior and deserving of their money since they are suggested to guarantee quality, dependability, performance, and service. However, as the managing director of a media-neutral firm points out, the true image is what the client perceives. Images are derived from people's experience with institutions. Many institutions fail to take a hostile view of their brand image and they spend a lot on flashy new corporate identities and advertising.

Furthermore, the context of consumer behavior provides a better understanding of customer decision. Customer behavior is defined by Zaltman and Wallerndorf (2014) as the actions, processes, and social interactions that people, groups, and organizations display in relation to the attachment usage of and experience that follows with goods, services, and other resources that are also connected to brand awareness. Customers are said to behave in a motivated or purposeful manner when they seek to acquire goods, services, or other resources to utilize independently or as a means of future trade.

Furthermore, McKenna (2010) notes that when consumers consistently show loyalty to a brand, brand awareness has a significant impact on their choice of brand. Recurring purchases of a specific brand by a customer is a sign of brand awareness. According to Bloomer and Kasper (2010), brand awareness is a product of psychological decision-making (evaluative) processes that lead to brand commitment. It is the biased behavioral response expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of such brands. The degree of satisfaction determines the level of brand commitment. Many consumers develop brand loyalty, continually choosing to purchase a specific brand over rivals. This frequently occurs as a result of a buyer associating a particular brand with a particular caliber of product. Customers frequently form an emotional bond with a certain brand. Because they have formed favorable connections with that brand, they purchase products bearing that name.

According to Aaker (2013), brand awareness is essentially a gauge of how much consumers are willing to invest emotionally in a business. It demonstrates the extent to which consumers are ready to switch to a different brand, particularly if the other brand offers better features or a more favorable price differential. As the quality of the experience increases, so does the client base and rivalry amongst competitors. Future sales can be immediately explained by brand awareness, a sign that brand equity and earnings are linked. There are also several levels of experience; individuals who purchase rival brands or choose not to purchase the goods are referred to as "non-customers." Those who are sensitive to price are known as "price-switchers." Those who purchase a brand based more on habit than logic are known as "the passive loyal." Those who are "committed" are the ones who are genuinely faithful, while "fence sitters" are indifferent to two or more companies. Kotler has classified brand awareness

in a comparable manner. Higher experience can be attributed to factors such as brand awareness, perceived quality, and an effective, unambiguous brand loyalty (Aaker, 2011).

Pekka Tuominen (2010) also noted that by increasing revenues and reducing production and marketing expenses, institutions can advance and make more money. According to Keller (2012), when consumers respond more favorably to a product with a particular brand than to the identical product without a name, this is known as positive customer-based brand equity. A brand loses value if consumers do not see any distinction between it and a non-branded product.

Furthermore, Aaker (2013) discovered that brand awareness refers to a customer's ability to identify or recall a brand and that there is a connection, albeit a weak one, between the brand and the product category. Brand awareness is the process of taking a company from being little recognized to being so well-known that consumers rank it highly and consider it to be "top of mind." Customers are likely to form associations with a brand if they can identify and recall it. Additionally, according to Keller's CBBE (Customer-Based Brand Equity) theory, building brand equity requires knowledge, which is comprised of awareness and image.

The following are brand awareness, per Aaker (2013). The experience explains the concept of the product's significance in terms of how it meets the needs of a consumer. The first type of brand awareness is consumer benefit, or the need that a product fills. It could be self-expressive, psychologically charged, or logical. A reasonable advantage to the client is directly related to a feature of the product. Psychological benefit is related to the emotions that are generated during the purchase or use of the brand. According to Aaker (2013), the self-expression advantage pertains to a brand's capacity to assist a consumer in expressing their sense of self.

In order to better understand how brand identity and brand awareness affect brand performance, Bajgiran and Sadeghi (2018) looked at brands' obligations to mediate. The applied objectives and techniques of data collecting and descriptive work are reviewed in this study. A questionnaire utilizing the simple random sampling approach was completed by 215 of the 460 employees working at Aria and 22 Bahman Hospital in Mashhad. Amos software and a structural equation model (SEM) were used for the data processing. The findings validate that brand engagement plays a moderating role in the relationship between brand awareness and service brand identification and brand performance.

Alkwaldeh and colleagues (2018) investigated the connection between brand loyalty and brand awareness. In order to explain the inconsistent outcomes from earlier experiments, the mediating function of brand involvement in early relationships will also be investigated. Customers of Islamic banking brands in Jordan's Mafraq Province provided the data. To test theoretical relationships, a sample of ninety clients was subjected to the PLS-SEM approach. The study's findings demonstrate the strong and positive relationship between brand involvement and brand awareness and brand loyalty. Furthermore, it was discovered that brand participation mediated the link between brand loyalty and brand awareness.

Piehler (2018) highlights the significance of the brand understanding dimension of behavioral relevance, which results in distinct, desirable, brand-related employee behaviors. Workers must be conscious of their responsibility for brand perception and the success that follows. Piehler examined a sample of 790 employees of German tourism companies. For brand recommendation and brand adherence behavior, the brand understanding dimensions of brand trust and brand knowledge are also crucial. In their study in Vietnam, Van Nguyen et al. (2019) investigated how employee organizational ownership and brand awareness relate to internal

brand growth, with a particular focus on how these factors affect employee brand citizenship behavior. Data was gathered by researchers from a sample of 257 workers at a well-known Vietnamese hospitality service company. The study's findings demonstrate the impact that official employee brand knowledge and brand management have on internal branding and employee civic behavior.

In Nairobi, Kenya, Musera (2019) studied customer purchasing patterns and brand equity in commercial banking services. Both quantitative and descriptive research methods are used. A questionnaire was used to get primary data from bank service providers in Nairobi. The survey is split into two sections: the first section asks questions on demographics, while the second section focuses on brand equity and consumer purchasing patterns. Using SPSS, correlation analysis and regression analysis were performed on the gathered data. In the conclusion, the study's findings demonstrate a positive and substantial relationship between consumer purchasing behavior and brand awareness, perceived quality, brand loyalty, and brand connections. However, the purchasing behavior of consumers is mostly unaffected by brand awareness.

In Malaysia, Sidik (2019) investigated how consumer civic activity was impacted by brand identity, brand experience, brand trust, brand love, and brand community engagement, with the latter serving as a mediating factor. A research framework was developed to look at the link between these variables based on the body of existing literature. The link between the research variables is explained by social exchange theory and brand resonance models. Through a rigorous random sample, 386 respondents were chosen from the online community of car brands. Partial Least Square Structural Equation Modeling was used to analyze the gathered data (PLS-SEM). Empirical findings indicate that consumer civic behavior is

influenced by brand identification, brand trust, brand love, and brand community involvement.

Taking into account the mediating effect of brand distinctiveness among consumers of sporting goods, Hesami, Khodamoradpoor, and Zamanidadaneh (2021) attempted to investigate the relationship between brand awareness and reputation and brand citizenship behavior in China. The study is forward-looking in terms of time and forward-thinking in terms of field knowledge, quantitative in terms of strategy and strategy execution, and correlative in terms of implementation approaches. Well-known international sports companies (Adidas, Nike, and Puma) made up the statistical population of the study, from which 360 individuals were chosen at random for the research sample using a sampling technique.

A questionnaire is a suitable tool for this research; Kim and Lee (2016) employed one. There are five components (Brand Name, Price, Core Services, Employee Services, and Service Delivery Environment) and seventeen questions in the Brand Proof Questionnaire. Software such as SPSS and Smart PLS 3.2.9 were used to examine the confirmation factor, study effect, and mediating role of research at 5% error rate. The findings indicate that brand citizenship behavior is influenced by brand awareness, brand evidence, brand reputation, and brand differentiation; brand differentiation is also influenced by brand evidence and reputation.

The moderating role of brand awareness in the triangle link between product innovation, brand trust, and brand loyalty was investigated by Adiwijaya, McGuinness, Cary, and Herjanto (2021). Data from 100 respondents in Indonesia who completed online questionnaires was used to test the hypothesis. Brand awareness positively and significantly moderates this triangular relationship, according to regression analysis using ordinary least squares (OLS).

Furthermore, a noteworthy correlation was observed between product innovation and both brand recognition and loyalty, as well as brand trust and loyalty.

The effect of brand awareness on patron civic behavior in hotels and tourism management firms was investigated by Salama et al. (2023). This study uses a correlation-descriptive methodology and a cross-sectional design. Tourists from different destinations received 246 questionnaires from multinational hotel chains in Cairo as well as Cairo multinational Airport. The data were analyzed using independent sample t-test, exploratory factor analysis (EFA), demographic normalcy frequency, descriptive statistics, and ANOVA. Furthermore, structural equation modeling (SEM) and confirmatory factor analysis (CFA) were performed using LISREL software. The findings demonstrate that consumer civic behavior is positively impacted by brand awareness.

El Fkharany, Salama, and Abd El Kawy (2023) looked into how consumer civic behavior and employee responsiveness were impacted by brand views of hotels and destination management companies. Furthermore, the influence of perceived brand and personnel responsiveness on consumer civic behavior is investigated. Tourists from different destinations received 246 questionnaires from multinational hotel chains in Cairo as well as Cairo multinational Airport. The findings demonstrate the beneficial effects of brand identity, brand traits, and brand awareness on consumer community behavior. They also have a favorable impact on staff response, which affects customers' polite behavior.

Shamoon and Ahmad (2023) investigated how brand citizenship behavior in Pakistan's banking industry was influenced by workers' perceptions of CSR, looking at the moderating influence of service climate and the mediating effect of brand pride. Using a survey method, information was gathered from 346 workers of different banks that operate in Pakistan. Smart

PLS version 4 was used to investigate the suggested hypotheses using the structural equation model (SEM). The findings demonstrated that positive brand behavior was influenced by employees' opinions on CSR initiatives. Furthermore, this study reveals that the association between CSR initiatives and brand citizenship behavior is mediated by brand pride.

2.3.4 Perceived quality on customer citizenship behavior

A study on the impact of perceived quality on the founding of higher education institutions was conducted in 2014 by Wal and Sanne Van der Der. Perceived quality was found to improve the personality that recognized a learning institution's product or service by name, phrase, sign, symbol, design, or a combination of these. It was also shown that perceptions of quality were related to important stakeholders, such as partners, consumers, employees, and students. Furthermore, effective branding and communication can result in increased sales of connected products as well as services and products.

Choudhury (2012) conducted research on brand associations among consumers. According to his research, some people make a distinction between the experiential aspect of a brand—which is attained through perceived quality—and the psychological aspect of brand associations, which includes ideas, feelings, perceptions, images, experiences, beliefs, and attitudes that become associated with the brand. The study went on to say that a person's perception of a brand's behavior results in perceived quality. The psychological component—also known as the brand image—is a mental construct that is symbolic and made up of all the knowledge and expectations that consumers have about a good, service, or educational institution that they believe will meet their needs.

Furthermore, perceived quality aims to establish or match the expectations underlying brand awareness by forming the perception that a good or service linked with a brand has particular

attributes that distinguish it from other (such as rival) goods or services. Because it showcases the distinctiveness of what the brand owner can provide to the market, a brand is one of the most valuable components of an advertising theme. Perceived quality is the organization's overall message about its brand. Market information shapes how something is seen to be of higher quality.

In his research on brand strength analysis, Kiran (2014) details the steps taken to ascertain a brand's strength in relation to its rivals. Perceived quality is another means of achieving brand management, which is the art of building and sustaining a brand. Making the product or services appealing and/or relevant to the target audience is the goal of careful brand management. Brands should represent more than just the difference between the cost of the product and its selling price. To the customer, they ought to encapsulate all of a product's worthwhile attributes.

Furthermore, proper perceived quality is the means by which a well-known brand in the marketplace gains brand awareness. A brand is said to have reached brand franchise when its recognition increases to the point where a critical mass of favorable feeling exists in the marketplace. Successful brand identification occurs when a brand is identified by visual cues such as colors, logos, and slogans rather than by the name of the educational institution. Customers may consider branding to be a feature of goods or services because it frequently serves to indicate certain appealing attributes. From the standpoint of those who own brands, branded goods and services are also more expensive. People frequently choose the costlier branded goods over a similar-looking product if the brand or brand owner has a good reputation or high quality. An example of this would be a generic product sold at a store.

Having a well-known brand helps with adoption of new products, allows advertising to take market share, and prevents price erosion. Rabindra (2012).

A company that has a strong branding strategy is able to leverage the clarity and recognition that customers have of its goods and services to promote and increase sales by creating a perception of quality. A learning institution's brand is only effective when it permeates every facet of its marketing and operations, from spokespeople to tagline to pricing point. Decisions about daily operations and the general direction of a learning institution are likely to fall into place once a firm has successfully developed its brand because it now has a distinct focus point (Wal, Sanne Van der, 2014).

Research was done by Addin and Pour (2018) to determine how client personality performance is affected by organizational member behavior (OCB). November 2005 to May 2006 saw the completion of this study in Tehran and the province of Isfahan. Data were gathered for this study to evaluate the associations between customer happiness, behavioral intention, loyalty intention, and customer impression of the quality of the services provided and organizational citizenship behavior (OCB). The data were analyzed using Friedman ANOVA, structural equation modeling, and Pearson's correlation coefficient. The findings demonstrate that customers' opinions of the quality of services are positively impacted by organizational civic behavior.

In order to investigate the influence of customer involvement as a mediating factor between perceived service quality and customer behavior at sports clubs in Isfahan, Babaei et al. (2019) carried out research. Descriptive correlative research is the purposeful research method utilized in this study. The statistical universe comprises all patrons of Isfahan's sporting clubs. The Morgan table was used to analyze a sample of 390 individuals. The Perceived Quality

Measurement Questionnaire (SERVQUAL) by Parasouramon et al. (1988), the Grout (2005) and Bateson et al. (2006) Inventory of Customer Satisfaction for Assessing Study Variables, and the Grout (2005) Customer Citizenship Behavior Inventory were the instruments utilized in this study. The research findings are analyzed using structural equations, bootstrap methodology, correlation coefficient, SPSS, and PLS. It was discovered that citizen behavior was positively impacted by perceived service quality.

The study conducted by Aljarah and Alrawashdeh (2020) investigated the mechanisms that underlie the association between corporate social responsibility (CSR) and consumer civic behavior (CCB) in the hotel industry. This study used a structural equation modeling approach and collected empirical data from 422 hotel guests in North Cyprus. The findings demonstrate the important impact that CSR plays in improving customer service, as well as the mediating effects of customer feedback, customer tolerance, and perceived service quality.

In their study, Suryani and Listyarti (2020) examined how customer satisfaction, which acts as a bridge between these relationships, and relationship quality and perceived value affect CCBs in online transportation services. 400 Indonesian consumers of online transportation who had used the service at least three times were included in the study. Partial least squares (PLS) analysis of the data reveals that while perceived value has a negligible impact on CCB, it has a big positive impact on customer satisfaction and the quality of the relationship has a significant positive impact on both CCB and customer satisfaction. This implies that in order to improve CCB, internet transportation must increase client happiness. Additionally, this study discovered that CCB benefits from customer satisfaction. The study's conclusion is that in order to increase customer happiness and fortify CCB, internet transportation needs to enhance the value and quality of the relationship.

In order to better understand customer behavior, Fotiadis (2020) conducted research on the following topics: communicating and interacting with other customers, exchanging opinions, offering information and feedback to the business, supporting it in its social circles, spreading word of mouth about it, and resolving issues that may come up—such as delays in certain products. It also looks at how much the aforementioned factors influence customer happiness, purchasing intention, and perceived service quality. To examine the survey data, inferential statistical analysis techniques were applied. The findings demonstrate that purchase intention is influenced by customer feedback and engagement, and that these factors taken together determine perceived service quality.

In their study, Sharif and Sidi Lemini (2021) investigated how university services affected students' emotional brand attachment (EBA) and civil behavior (CCB). Examining the part that EBA created by customer service played in inspiring students to participate in voluntary and non-role related activities was the primary goal of this relationship's investigation. Multiple regression analysis was used to assess the proposed hypotheses utilizing 568 research questionnaires that were completed. Furthermore, an examination was conducted on the mediating impact of EBA on customer service quality and CCB relationships. The findings indicate that reputation and academic factors—primarily the caliber of instruction and the rapport between students and faculty—have the biggest influence on developing emotional brand loyalty, which in turn affects consumer behavior in the community.

The effect that customer-facing employees' OCB would have on the perception of customer quality was investigated by Ratnayaka et al. (2020). Consequently, an effort was undertaken to investigate the impact of customer contact agents (OCBs) on service quality in the hospitality sector through empirical testing. Seventy unclassified hotels from Sri Lanka's

Southern Province were chosen at random. 215 customer liaison officers and 375 hotel patrons make up the sample. To collect data, a standardized questionnaire was made available. SEM analysis is carried out using the Smart-PLS 3 package. The study's findings demonstrate the statistical significance of the relationship between service-oriented organizational citizen behavior and service quality.

In Turkey, Ulucayli, Cek, and Oniz (2023) made an effort to ascertain how staff responsiveness (ER), patient loyalty (PL), and patient satisfaction (PS) mediated the relationship between PCB and service quality. The suggested hypotheses are tested by quantitative research techniques; cross-sectional data was gathered using the scale from December 2021 to March 2022. There were 422 people who contributed to the results. Descriptive statistics, correlation, confirmatory factor analysis, and AMOS 21 structural equation modeling techniques were used to examine the data. It was discovered that SQ significantly and favorably affected PL, PS, and ER. It was discovered that PL, PS, and ER significantly and favorably affected PCBs. SQ has a beneficial indirect effect on the PCB. The study's findings demonstrate that, rather than directly influencing or shaping PCBs, SQ is influenced via intermediaries that affect PCBs through employee responsiveness, loyalty, and satisfaction.

In South Korea, Jung and Herr (2022) sought to determine the relationship between consumer perceptions of CSR and sustainable civic behavior. Four theories were developed and put to the test using the structural equation model, all of which were based on the theoretical underpinnings of social identity theory. By use of an online questionnaire survey, information was gathered from 609 bank clients in Korea. The study's findings demonstrate the

significance of consumer views of corporate social responsibility in influencing consumer societal behavior.

Using an anomaly known as Consumer Citizenship Behavior (CCB), Norouzi and Teimourfamian Asl (2023) attempted to gauge the effect of the introduction of Corporate Social Responsibility (CSR) in a service organization (Bank Pasargad in Tehran) on customer behavior. To ascertain whether or not they support this link, the mediating roles of corporate image (CI) and perceived service quality (PSQ) in this model are examined. The study focused on Pasargad Bank customers in Iran. This study uses an empirical design and is survey-based. Measurement of the study framework is done by structural equation modeling. It became evident that cognitive behavioral treatment benefited, albeit somewhat, from the PSQ. Furthermore, it was discovered that PSQ mediates the link between CSR and CCB to some extent.

2.3.5 Customer citizenship behavior

The historical background of Customer Citizenship Behavior (CCB) in Malaysia was studied by Mohd Siddique and Shaari (2017). Consumer civic behavior was found to be substantially correlated with both brand trust and brand love in a systematic sample of 156 members of the online automobile brand community. But the only thing that mattered to KTB was brand devotion. Zhang et al. (2018) attempted to examine the influence of perceived customer support on consumer civic activity by utilizing customer involvement as an intervening variable. Customer loyalty acts as a mediating factor, and other customer service judgments have a definite beneficial impact on customers' civic behavior, according to consumer surveys conducted in clothing retailers.

In Thailand, Tumwattana (2020) investigated the connection between brand passion (BP), customer citizenship behavior (CCB), and multiple self-congruences (MSC). With BP serving as a mediator in the relationship between MSC and CCB, the authors employed a structural equation model to investigate the impact of the MSC relationship on BP and CCB. Customers of LeTAO Thailand who are fans of the LeTAO Thailand Facebook page make up the research sample. Online and at two LeTAO cafes, 530 survey samples were gathered in total. MSC and CCB have a relationship that demonstrates both direct and indirect effects, with BP serving as a mediator. Additionally, BP directly benefits CCB.

Awan (2021) compared the customer citizenship behavior (CCB), service quality, and service-oriented organizational citizenship behavior (SOCB) of two banks in Indonesia in order to assess the effect of SOCB on service quality. Using a questionnaire as the primary data collecting tool, a survey including 271 bank customers and 30 bank staff was conducted as part of the associative and comparative research strategy. Data from two independent samples are analyzed using linear regression and the Mann-Whitney test as the analytical instrument. According to this study, SOCB significantly improves the level of service provided by all banks. The SOCB, service quality, and CCB scores of banks with trained employees and banks with untrained employees did not significantly differ from one another.

Obedgiu, Nkurunziza, Simiyu and Lubogoyi (2020) did an investigation of key predictors of organizational citizenship behavior of civil servants: Empirical evidence from Uganda. The study draws on a quantitative approach and cross-sectional survey design. Data were collected using a self-administered closed-ended questionnaire from a sample size of 265 respondents derived using Krejcie and Morgan (1970) from a population of 844 civil servants using stratified simple random sampling technique. The findings revealed that organizational justice

has a significant positive effect on organizational commitment, which impact positively on organizational citizenship behavior of civil servants. The study further reveals an indirect-only mediation where organizational justice affects organizational citizenship behavior through organizational commitment. The study proves that there is no direct relationship such a relationship is enhanced through organizational commitment.

Musimbi (2020) focused on the influence of gender on organizational citizenship behavior at the cooperative bank of Kenya Headquarters. The research employed the descriptive research design. The target population comprised of all Cooperative Bank of Kenya headquarters employees. Out of the 200 questionnaires issued, 152 were successfully filled and returned translating to a 76.2% response rate. The collected data was edited and coded and fed into the SPSS 23 computer package to generate both inferential and descriptive statistics. The inferential statistics was undertaken by performing two regressions on each of the independent variable against growth. The study found p values of 0.000 at 95% level of confidence on the association between each of the independent variable (gender) on organizational citizenship behavior at Cooperative Bank. This shows that the model used for this survey was significant and that gender influences the organizational citizenship behavior of cooperative bank employees. From the data analysis, it can be concluded that gender is a factor to consider when seeking organization citizenship behavior.

2.4 Summary of Literature

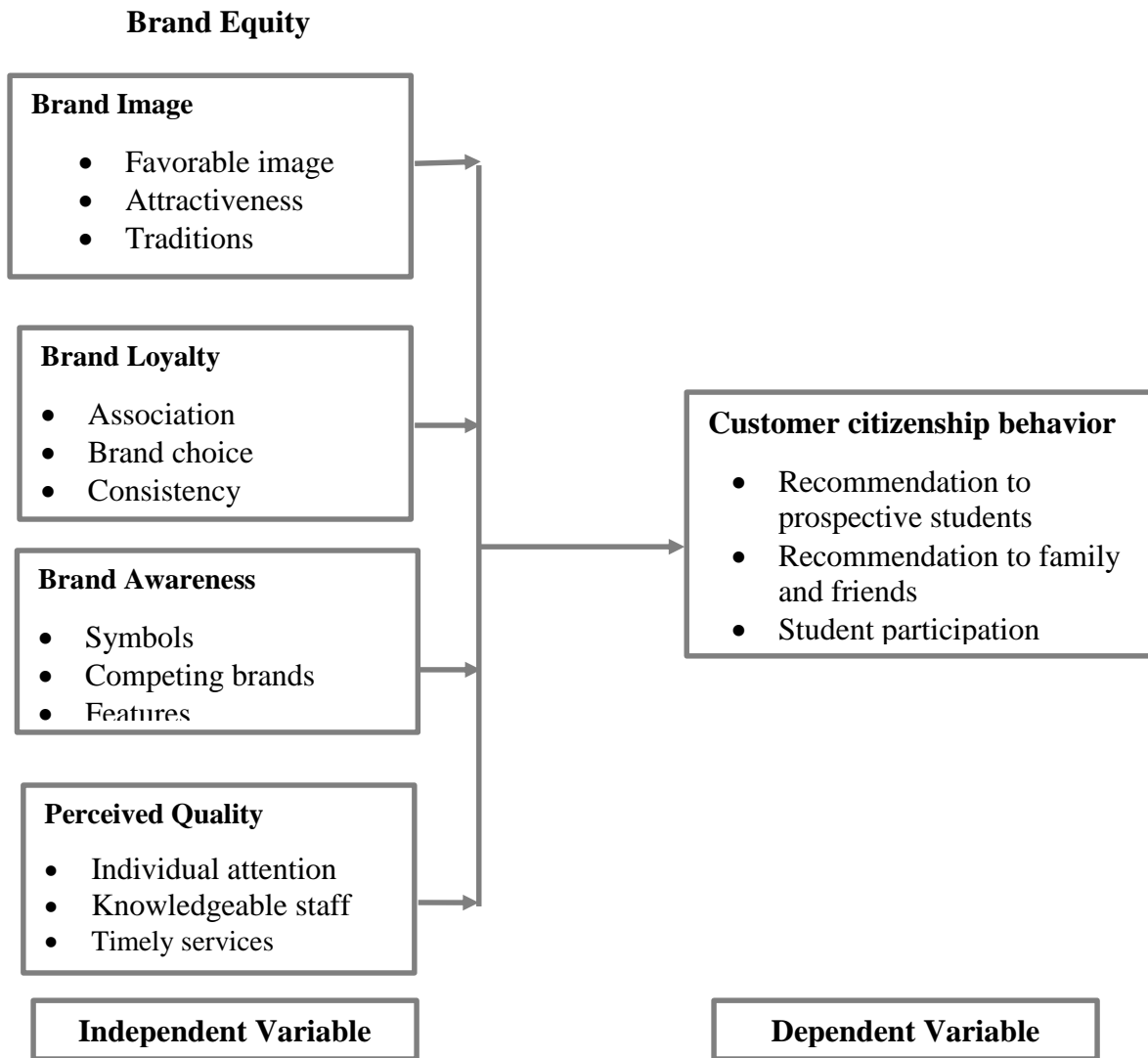
Branding equity offers many advantages to customers; it offers protection when it identifies the seller. It also enables a customer to make repeat purchase of branded items found satisfying. It makes it easier for the seller to process orders and track down problems. It enables the manufacturer to differentiate their products from those of competitors.

Furthermore, branding may add to the customer's psychological satisfaction and sense of security. Raja (2010) suggests that, branding of higher learning institution help it to be successful. A strong brand allows them to maintain a durable competitive edge. Differential advantage simply means that customers have a reason to choose that brand over competitors' brands, resulting in the market aspect of brand name.

2.5 Conceptual Framework

Figure 2.1

Conceptual Framework



Source: Researcher (2024)

2.5.1 Explanation of variables

Brand image is the concept that consumers form about a brand in their thoughts. It also establishes their expectations for the brand. Before spending precious financial resources, it is advisable to understand the institution's goals as it can be difficult, if not impossible, to alter a brand's image. Brand Image was measured by favorable image, attractiveness and traditions.

Brand loyalty: A brand is, of course, an instantly identifiable moniker that alerts people to a certain company that produces a particular good or provides a particular service. The way consumers identify a brand is through their brand loyalty. It could be through the associated graphics or the logo. Brand Loyalty was measured by association, brand choice and consistency.

Brand awareness is the collective term for a comprehensive collection of circumstances established by a company to shape a consumer's perception of a certain brand of good or service. Brand awareness is the culmination of all the experiences a consumer has with a brand during the buying and usage process. Its numerous locations across the globe are also obliged to uphold consistent standards of service. Brand Awareness was measured by symbols, competing brands and features.

Perceived quality refers to the message sent by various materials such as advertisements, brochures, punchlines, and hoardings. The brand must be able to articulate its main advantages to consumers if it is to expand. Perceived Quality was measured by individual attention, knowledgeable staff and timely services.

Customer Citizenship Behavior: it refers to the focus on the Consumption ritual and the frequency at which customers consume organization services and products. Customer

citizenship behavior was measured by recommendation to prospective students, recommendation to family and friends and student participation.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter introduces the research methods utilized in this study and sets the tone for the rest of the chapter. The research design, target population, sampling and sampling methods, description of research tools, data collection procedures, and data analysis methodologies are all covered in this chapter.

3.2 Research Design

The research design is used to structure the study to show how all the main parts of the research project, the sample or group, intervention, treatment and all research parameters work together to try to answer the main research question (Oso & Onen, 2015). This research employed descriptive research. The case's most notable feature is its application to real-life, current human circumstances, as well as its public accessibility via written reports. According to Siedlecki (2020) a descriptive survey is mainly concerned with description of facts only. It is a self-report that requires the collection of equitable information from sample (Pawar, 2020). Descriptive survey is appropriate for this study whose intention is to present a situation, what people currently believe in, what people are doing at the moment and so forth with no control of the variables under investigation which is a limitation.

3.3 Scope of the Study

The study was confined to the effect of brand equity on customer citizenship behavior among students of selected universities within Mount Kenya region. The study focused on four brand equity dimensions namely; brand image, brand loyalty, brand awareness and perceived quality. The project took six months from October 2023 to March 2024 and involved fourth-year students of selected universities within Mount Kenya region. The study targeted public

and private universities in Mount Kenya Region which included; Chuka University, Dedan Kimathi University of Technology, Karatina University, Meru University of Science & Technology , Kenya Methodist University, and University of Embu. The research budget estimate was Kshs. 129,500. The study was conducted in the year 2024/2025.

3.4 Target Population

According to Mugenda and Mugenda (2015), the target population is all individuals, objects of study or research. The target population was 3000 fourth (4th) year undergraduate students from selected Universities in Mount Kenya region using purposive sampling as shown in table 3.1. The fourth-year students were selected as they had more information on brand equity on customer citizenship behavior on their university as compared to other students.

Table 3.1

Target Population

University	Total	Proportion (%)
University of Embu	300	10
Meru University of Science and Technology	750	25
Kenya Methodist University	375	13
Dedan Kimathi University of Technology	500	17
Chuka University	675	23
Karatina University	400	12
Total	3000	100

Source: CUE Report (2024)

3.5 Sample Size and Sampling Procedures

A sample is a group of people chosen from a wider population for the purpose of research (Gay 1992). The formula presented by Israel (2009) was used to calculate the requisite sample size.

$$n = \frac{N}{1 + Ne^2} \quad (3.1)$$

Where n = sample size, N = population size e = error of sampling. Substituting into the formula;

$$n = \frac{3000}{1 + 3000 * 0.06^2}$$

$$n = 254$$

Hence the sample size,

$$\underline{n \approx 254}$$

As a result, the sample size was set at 254 fourth (4th) year undergraduate students. Because this sample size is greater than 30, it can be analyzed using most statistical methods. Stratified random sampling was used to select the 254 respondents from different universities. However, to pick respondents from each university simple random sampling was used.

Table 3.2*Sample Size*

University	Total	Proportion (%)	Sample size
University of Embu	300	10	25
Meru University of Science and Technology	750	25	64
Kenya Methodist University	375	13	32
Dedan Kimathi University of Technology	500	17	42
Chuka University	675	23	57
Karatina University	400	12	34
Total	3000	100	254

Source: Researcher (2024)**3.6 Research Instrument**

Primary data were collected with closed and open questions in the questionnaire. The type of data to be collected, the amount of time available, and the study's objective all influence which instrument is used. This has several benefits, including secrecy, time savings, and less interviewer bias. Low cost, easy accessibility, personal contact with a widely distributed sample (Fowler, 1993), and the ability to measure findings are all advantages of questionnaires. However, questionnaires must be used with caution because they can easily confuse respondents, cause them to despair, or fail to gather crucial information for research (Mugenda & Mugenda, 2012). The study used likert scale questionnaires as the instrument to collect data. The specific respondents were (4th) year students from selected Universities in Mount Kenya region.

3.7 Piloting

To satisfy the requirements of the study, the questionnaires underwent meticulous structuring, pre-testing, and adjustment. Twenty-five (4th) year students from Muranga University of Technology answered the questionnaires that the investigator gave them. This university was selected as it was part of the Mount Kenya region. According to Mugenda & Mugenda (2012), 10% of the sample size was sufficient for piloting. The drop and pick method was used in the study to ensure that participants had adequate time to thoughtfully consider and reply to the questions.

3.7.1 Reliability of the research instrument

The internal sequence approach, namely the correlation method, is used in this study to examine the reliability of alternative items in the questionnaire based on responses from the pilot study (Kothari, 2012). Before beginning full-scale data collecting, a pilot study was undertaken at Muranga University of Technology to assess the effectiveness of the data collection tool. Twenty-four (24) questionnaires representing 10% of the sample population were used in the pilot study. According to Mugenda and Mugenda (2013), 1-10% of the sample population is suitable for pilot studies. A population similar to the target group was used in the pilot research. The Cronbach internal sequence reliability test was used to assess the outcomes of the pilot study. As a measure of internal consistency, Cronbach's alpha was determined. It assesses how effectively a set of variables or objects accurately represents one feature of a single dimension. Cronbach's reliability value of 0.70 or above, according to Fraenkel and Wallen (2013), suggests that the instrument is quite dependable and can be utilized for research. Furthermore, changes, additional questions, and deficiencies identified in the questions are corrected at this stage. The results of the reliability test were carried out to

assess the internal consistency of the variables as measured by the Likert point scale. Reliability coefficients were calculated for each Likert scale item. Table 3.3 shows the outcome.

Table 3.3

Reliability Test

Variable	Cronbach's		
	Alpha	No. of items	Comment
Brand Image	0.900	7	Reliable
Brand Loyalty	0.805	5	Reliable
Brand Awareness	0.858	4	Reliable
Perceived Quality	0.881	7	Reliable
Customer Citizenship Behavior	0.904	10	Reliable

Source: Researcher (2024)

Cronbach's alpha was used in this study, and the range was 0.805 for brand loyalty and 0.904 for customer citizenship behavior. For this investigation, a Cronbach alpha of 0.7 and higher is deemed to be fairly sufficient, Per Sekaran and Bougie (2013).

3.7.2 Validity of the research instrument

Validity, according to Polit and Hungler (2017), is the ability of instruments to measure what they need to measure in the environment in which they are used. The study conducted both construct and content validity. For construct validity, the questionnaire was divided into several sections to ensure that each section assessed information for a specific objective, and also ensured that the same closely ties to the conceptual framework for this study. To ensure

content validity, the questionnaire was subjected to thorough examination by two supervisors in the field of business administration.

They were asked to evaluate the statements in the questionnaire for relevance. On the basis of the evaluation, the instrument was adjusted appropriately before subjecting it to the final data collection exercise. Their review comments were used to ensure that content validity is enhanced. This study inherits the validated elements from previous studies and therefore the validity challenges have been overcome. Validity of the research instrument was also assessed using expert review. This involved experts, particularly, the research supervisors going through the instrument and making recommendations for improvement. Areas of focus included content and construct validity.

3.8 Data Collection Procedures

For legal and social reasons, the researcher was provided an introductory letter from Meru University of Science and Technology to use in requesting visits with the respondents. Respondents were then given a questionnaire, for which they obtained relevant information according to the question using the drop and pick later method.

3.9 Methods of Data Analysis

Data analysis is very important to understand the research results. Qualitative data from open ended questionnaire were analyzed using content analysis. The collected quantitative data was processed to check for omissions and errors and finally coded and uploaded into the Social Sciences Statistics Package (SPSS) version 24. Descriptive and inferential statistics were used to analyze the data. The features of the study design were determined using descriptive statistics such as percentage, frequency, mean, and standard deviation. Inferential statistics,

including correlation and regression analysis, were used to determine relationships between study constructs. Data is presented using frequency tables and graphs.

3.9.1 Regression model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \quad (3.2)$$

Where;

Y=Customer citizenship behavior

X₁= Brand image

X₂= Brand loyalty

X₃= Brand awareness

X₄= Perceived quality

β₀ – intercept (constant)

β₁₋₄– regression coefficient

ε – error term

3.9.2 Diagnostic tests

Prior to inferential analysis, the data were put through numerous regression assumption tests. The normality, multicollinearity, and heteroscedasticity tests were among them. The Kolmogorov-Smirnov test was used to determine normality. When the p value is more than 0.05, the normal distribution null hypothesis is accepted, and vice versa. The Variance Inflation Factor (VIF) was used to test for multicollinearity. If the variables' VIF is less than 10 and their tolerance values are more than 0.1, non-multicollinearity is present. Levene's test of equality of error variances was used to perform the heteroscedasticity test. The error term's variance being constant is the null hypothesis. Acceptance of the null hypothesis implied a

constant variance for the error term, with a probability value greater than 0.05. Autocorrelation is the link between variables observed in an ordered space or time.

The study employed the Durbin-Watson test to ascertain the level of autocorrelation that exists between the independent and dependent variables. The Durbin-Watson statistic has a range of 0 to 4. When the value is near 2, it indicates that there is no autocorrelation between the variables; when the value is near 0, it indicates that there is autocorrelation.

3.10 Logical and Ethical Issues

Data were collected relating to ethical questions in social science studies. For introduction purposes, a cover letter is requested from the University of Science and Technology. The researcher also obtained NACOSTI permit. Confidentiality is guaranteed by the researcher, who is responsible for protecting all data collected as part of the research. Primary data was collected from the participants, and strict measures will be taken to maintain the anonymity and privacy of the respondents through sequential numbers on the questionnaires as an alternative of obscuring their identity. It should be noted that the received information was not linked to the identities of the respondent. Lastly the analyzed questionnaires were stored in a safe with a key and lock to ensure they are not tampered with.

CHAPTER FOUR: RESULTS AND DISCUSSIONS

4.1 Introduction

The chapter presents the results and discussions. This was done in line with the study variables which were; to establish the effect of brand image on customer citizenship behavior among students of selected universities within Mount Kenya region, to determine the effect of brand loyalty on customer citizenship behavior among students of selected universities within Mount Kenya region, to examine the effect of brand awareness on customer citizenship behavior among students of selected universities within Mount Kenya region and to assess the effect of perceived quality on customer citizenship behavior among students of selected universities within Mount Kenya region.

This chapter presents the response rate, reliability test results, descriptive analysis for each of the study variables. In addition, inferential analysis which included the correlation and regression were presented. The aim of the study was to determine the brand equity and citizenship behavior among students of selected universities within Mount Kenya region.

4.2 Response Rate

A total of 254 questionnaires were sent to fourth-year students from several universities in the Mount Kenya region. Table 4.1 shows the outcome.

Table 4.1

Response Rate

Response	Frequency	Percentage
Returned	194	76%
Unreturned	60	24%
Total	254	100%

Source: Researcher (2024)

A total of 194 surveys were correctly completed and returned. This resulted in a response rate of 76 percent overall. Thus, the response rate for the study was satisfactory. According to Babbie (2004), return rates greater than 50% are sufficient for statistical analysis, which is consistent with this.

4.3 Demographic Characteristics

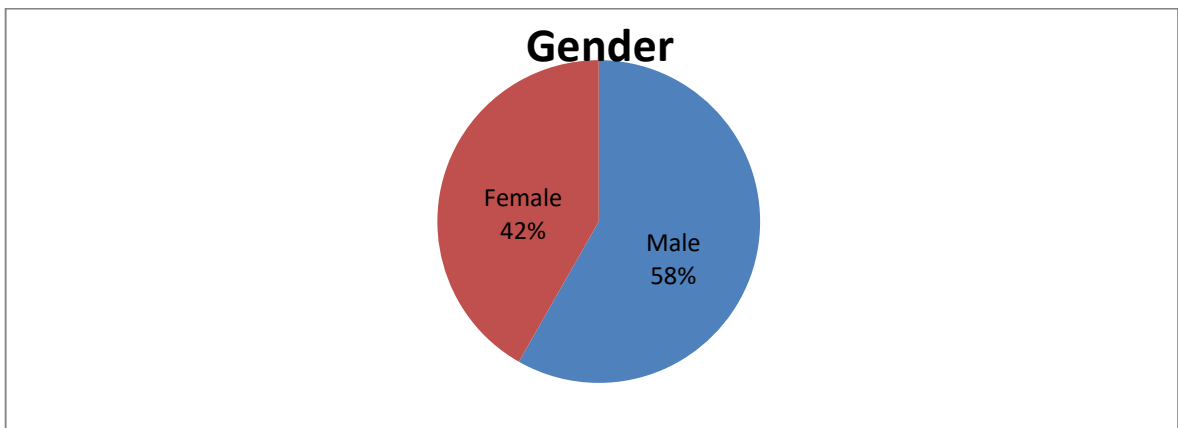
The demographic data include gender of the respondents, school and the degree program of the fourth-year students.

4.3.1 Gender

The respondents were asked to indicate their gender.

Figure 4.1

Gender of the Respondents



Source: Researcher (2024)

The participants, 58 percent, were male and 42 percent were female, according to the findings. This implies that most fourth (4th) year students from selected Universities in Mount Kenya region were male. The findings agreed with Waerraas and Soibakk (2018) who also found that most university students in Kenya are males.

4.3.2 Schools in the universities

Table 4.2 indicates the participants' schools in the universities.

Table 4.2

Schools in the Universities

	Frequency	Percent
School of Agriculture and Food Science	15	7.7
School of Business and Economics	35	18
School of Computing and Informatics	25	12.9
School of Engineering and Architecture	22	11.3
School of Education	38	19.6
School of Health Sciences	31	16
School of Nursing	16	8.2
School of Pure and Applied Sciences	12	6.3
Total	194	100

Source: Researcher (2024)

Results showed that 19.6% of the respondents were in the school of education, 18% were from the school of business and economics, 16% were from the schools of health sciences, 12.9% of the respondents were from the school of computing and informatics, 11.3% were from the school of engineering and architecture, 8.2% were from the school of nursing, 7.7% were from

the school of agriculture and food science while 6.3% were from the school of pure and applied sciences. This infers that the school of education had the highest number of students. The findings agreed with Waerraas and Soibakk (2018) who indicated that the school of education recorded high number of students as compared to other schools.

4.3.3 Degree program

The participants were further asked to state their degree programs. Results showed that 12% were pursuing bachelors of commerce, 11% were pursuing bachelors of economics, 10% were pursuing bachelors of education (Arts), 10% were pursuing bachelors of education (science), 10% were pursuing bachelors of arts, 9% were pursuing bachelors of science, 9% were pursuing bachelors of medicine, 9% bachelors of engineering, 8% were pursuing bachelors of nursing, 8% were pursuing of actuarial science, 5% were pursuing bachelors of science (food science and nutrition), 4% were pursuing of bachelors of actuarial science, 3% were pursuing of bachelors of Business information technology, 5% were pursuing of bachelors of bachelor of environmental studies and community development, 2% were pursuing bachelor of music (technology), 2% were pursuing bachelors of science (recreation & leisure management) while 1% were pursuing bachelors of Animal health.

4.4 Descriptive Statistics

Descriptive statistics on the study variables are presented in this section. Using the likert scale method, the responses included Strongly Disagree (SD), Disagree (D), unsure (U), Agree (A) and Strongly Agree (SA),

4.4.1 Brand image

Descriptive results for brand image are presented in Table 4.3.

Table 4.3*Descriptives for Brand Image*

Statement	SD	D	U	A	SA	Mea n	Std. Dev
The University brand has a very favorable brand	7.70%	10.30%	16.00%	42.30	23.70%	3.64	1.18
It has a brand equity that evokes cleanliness	12.90%	12.90%	17.50%	33.50	23.20%	3.41	1.32
It has cheerful and appealing atmosphere	9.80%	2.60%	18.00%	34.00	35.60%	3.83	1.22
The University brand provides exciting events for its students (example, new fresher's night)	12.90%	3.10%	25.80%	33.50	24.70%	3.54	1.26
The learning environment in the University is very conducive	10.80%	8.80%	26.30%	26.30	27.80%	3.52	1.28
It has a more attractive equity than other university brands	11.90%	8.20%	19.10%	39.20	21.60%	3.51	1.25

University has very good traditions	11.30%	7.20%	16.50%	38.10%	26.80%	3.62	1.27
Average						3.58	1.25

Source: Researcher (2024)

The majority of respondents (66.0%) believed that the university brand was extremely favorable (mean = 3.64, SD = 1.18). The findings revealed that 56.7 percent of respondents felt that brand equity generates purity (Mean = 3.41 SD = 1.32). The results also showed that most of the respondents, 56.7%, agreed that there was a pleasant and interesting atmosphere (mean = 3.83, SD = 1.22). The results further indicate that the majority of respondents 56.7% agree with the statement that university brands provide interesting events for their students (eg Neue Mann night) (mean score = 3.54, SD = 1.26). In addition, most respondents (54.1%) agree with the statement that the learning environment at the university is very good (mean = 3.52, SD = 1.28). Brand assets build good relationships with diverse audiences of educational institutions by receiving favorable publicity, building good company equity, and confronting or rejecting unfavorable rumors, stories, and events (Kotler & Armstrong, 2015).

Additional results show that the majority of respondents 60.8% agree that they have more attractive capital than other university brands (mean = 3.51, SD = 1.25). In addition, the majority of respondents, 64.9%, agreed that their university has a very good tradition (mean = 3.62, SD = 1.27). The mean of the responses was 3.58 which means the majority of respondents agree with the statement about brand image. This implied that most of the respondents acknowledged the importance of brand image as a component of brand equity and this was expected to impact on customer citizenship behavior.

This findings are related to the study conducted by Pinar et al., (2014) who reported that universities are paying more attention to branding by improving the quality of services, campus life and student events and quality of teachers. The results also support the claim made by Rahman, Islam, and Chowdhury (2023) that customer satisfaction and brand image are connected.

4.4.2 Brand loyalty

Descriptive results for brand loyalty are captured in Table 4.4.

Table 4.4

Descriptives for Brand Loyalty

						Mea n	Std.De v
I am very proud to be associated with this University	12.40%	14.40%	5.70%	33.00%	34.50%	3.63	1.40
I intend to join this university for my postgraduate studies	5.20%	13.40%	4.10%	30.40%	46.90%	4.01	1.23
This university will always remain as my	4.60%	17.50%	6.70%	41.20%	29.90%	3.74	1.19

first-choice							
university.							
I would							
recommend this							
university to					22.20		
others	9.80%	4.60%	36.60%	%	3.57	1.17	
I would not							
switch to another							
University brand							
no matter what	12.40%	6.70%	9.80%	24.70%	46.40%	3.86	1.39
Average						3.76	1.28

Source: Researcher (2024)

The results in Table 4.5 show that at 67.5% the majority of respondents agreed that they were very proud to join the university (mean = 3.63, SD = 1.40). Furthermore, the majority of respondents (77.3%) indicated that they want to continue their postgraduate studies at the institution (mean = 4.01, SD = 1.23). This is as a result of branding since it enhances consumer confidence and trust (Tran et al., 2020)The results further show that the majority of respondents 71.1% agree that their university will always be my first choice (mean = 3.74, SD = 1.19). Majority of respondents agreed that they would recommend this university to others, with 58.8% agreeing. (mean = 3.57, SD = 1.17). The results further indicated that the majority of respondents amounting to 71.1% agreed that they would definitely not switch to another university brand (mean = 3.86, SD = 1.39). The study findings also agreed with Zhang and

Yang (2023) whose findings indicated that strong mediation role that green brand love plays between consumer confidence, appeal, informational value, and environmental behavior.

The average mean of the responses was 3.76, indicating that the majority of people agreed with the statement about brand loyalty. This implied that most of the respondents acknowledged the importance of brand loyalty as a component of brand equity and this was expected to impact on customer citizenship behavior. Brand loyalty is acts a significant motivation behind decisions since it provides product differentiation (Tran et al., 2020). The study findings also agreed with Qureshi et al. (2022) who indicated that citizenship behavior is positively impacted by internal brand loyalty.

4.4.3 Brand awareness

Descriptive results for brand awareness are presented in table 4.5.

Table 4.5

Descriptives for Brand Awareness

Statement	SD	D	U	A	SA	Mea n	Std.De v
I am aware of the				18.00			
University brand	12.40%	0.50%	3.60%	%	65.50%	4.24	1.33
I can quickly							
recall the symbol							
or logo of the				23.70			
University	7.20%	6.70%	10.30%	%	52.10%	4.07	1.24
Some				18.60			
characteristics of	10.30%	2.60%	6.20%	%	62.40%	4.20	1.30

the University								
come to mind								
quickly								
I can recognize								
my university								
brand among								
other competing					23.70			
brands	13.40%	1.00%	8.20%	%	53.60%	4.03	1.37	
Average						4.14	1.31	

Source: Researcher (2024)

The results from this present study in Table 4.5 show that at 83.5% the majority of respondents agree that they know the university brand (mean value = 4.24, SD = 1.33). The findings also revealed that 75.8% of respondents agreed with the assertion that they could recall the university insignia or logo quickly (mean = 4.07, SD = 1.24). Therefore, students could make decisions based on their previous interaction and awareness of a university brand. In addition, the results showed that most of the respondents (81.0%) agreed that some university characteristics emerged quickly (mean = 4.20, SD = 1.30). The results further show that the majority of 77.3% of respondents agree that they can recognize their university brand among other competing brands (mean = 4.03, SD = 1.37).

The average mean of the responses was 4.14, indicating that the majority of the respondents agreed with the brand awareness statement. This implied that most of the respondents acknowledged the importance of brand awareness as a component of brand equity and this was expected to impact on customer citizenship behavior. Tran, Nguyen, Do and Nguyen

(2020) reported that brand awareness influences brand equity which implies that promoting brand awareness generates brand equity. The findings also support the claim made by Shamoon and Ahmad (2023) that employee views positively influenced brand behavior.

4.4.4 Perceived quality

Descriptive results for perceived quality are presented in table 4.6.

Table 4.6

Descriptives for Perceived Quality

Statement	SD	D	U	A	SA	Mea n	Std.De v
The university staff gives students individual attention	7.20%	1.00%	21.10%	19.60%	51.00%	4.06	1.19
The employees are dressed and appear in a clean, neat, and professional manner.	7.70%	10.30%	25.30%	26.80%	29.90%	3.61	1.23
The university has convenient operation hours	13.40%	5.70%	12.40%	21.10%	47.40%	3.84	1.42

for all of its								
students.								
The crew								
delivers prompt								
service within								
the time range						26.80		
specified.	9.30%	9.30%	12.40%	%	42.30%	3.84	1.32	
The staff								
properly								
resolves student						23.70		
problems.	10.80%	8.20%	15.50%	%	41.80%	3.77	1.35	
The team is								
always eager to						24.20		
assist students.	7.70%	5.70%	15.50%	%	46.90%	3.97	1.25	
Inquiries are								
promptly						19.10		
addressed	14.90%	14.90%	21.60%	%	29.40%	3.33	1.42	
Average						3.77	1.31	

Source: Researcher (2024)

The majority of respondents (70.6 percent) believed that their university staff paid personalized attention to students (mean = 4.06, SD = 1.19), as shown in Table 4.7. Furthermore, the majority of respondents (56.7%) felt that personnel were clean, tidy, dressed adequately, and dressed appropriately (mean = 3.61, SD = 1.23). Furthermore, the majority of

respondents (68.5%) felt that the university provides comfortable working hours for all students (mean = 3.61, SD = 1.23). Furthermore, the majority of respondents (69.1%) believed that the employees provided prompt service within the stipulated time frame (Mean = 3.84, SD = 1.32).

Moreover, the results showed that the majority of 65.5% of respondents agreed that the staff handled student complaints effectively (mean = 3.77, SD = 1.35). Additional results showed that the majority of respondents, 71.1%, agreed that staff were always willing to help students (mean = 3.77, SD = 1.35). Furthermore, the majority of respondents (48.5%) felt that the questions should be forwarded to their university right away (mean = 3.33, SD = 1.42).

The average mean of the responses was 3.77, showing that most individuals agreed with the statement about perceived quality. This meant that the majority of respondents recognized the relevance of perceived quality as a component of brand equity, which would have an impact on consumer citizenship behavior. The finding compares with those of Asop (2017), who found that quality significantly impacted producing companies' sales performance.

The respondents were further asked to describe brand equity in their institution. The respondents indicated that brand equity has been influenced by programs offered by the specific universities, the university reputation, the students' interaction with the various faculties as well as promotions using public relations and media. According to Suryani and Listyarti (2020), perceived value significantly improves customer satisfaction.

4.4.5 Customer citizenship behavior

Descriptive results for customer citizenship behavior are shown in Table 4.7.

Table 4.7

Descriptives for Customer Citizenship Behavior

Statement	SD	D	U	A	SA	Mea n	Std.De v
This university comes highly recommended by me to potential students.	11.90%	2.60%	7.20%	32.50 %	45.90%	3.98	1.31
My family members and I suggest this university.	11.90%	0.00%	15.50 %	28.90 %	43.80%	3.93	1.29
I recommend this university to anyone interested in furthering their education.	9.80%	3.10%	26.30 %	26.30 %	34.50%	3.73	1.24
I tell my friends about this university.	11.90%	14.90%	15.50 %	33.00 %	24.70%	3.44	1.33
I explain to other students on other	9.80%	3.60%	16.00 %	39.20 %	31.40%	3.79	1.21

resources in the								
university								
I fill out lecturer				12.90	27.80			
evaluation forms	11.90%	0.50%	%	%	46.90%	3.97	1.3	
When the university								
asks for information,				13.40	22.20			
I respond.	4.10%	7.70%	%	%	52.60%	4.11	1.16	
I can share my								
thoughts and								
feelings with the								
university					28.40			
administration	10.80%	5.20%	8.20%	%	47.40%	3.96	1.32	
I am always ready to								
defend my				16.50	38.10			
university	11.30%	7.20%	%	%	26.80%	3.62	1.27	
I am always ready to								
market my				14.90	30.40			
university	10.80%	14.40%	%	%	29.40%	3.53	1.34	
Average						3.81	1.28	

Source: Researcher (2024)

The results in Table 4.7 show that at 78.4% the majority of respondents agreed that they would recommend their university to prospective students (mean = 3.49, SD = 1.32). The results further indicated that a majority of 72.7% of respondents agreed that they would recommend

their university to family members (mean = 3.93, SD = 1.29). Furthermore, the majority of respondents (60.8%) agreed that they would recommend their university to anyone who are interested in pursuing higher education (mean score = 3.93, SD = 1.29). Majority of respondents (57.7%) agreed that they would suggest their university to family members (mean score = 3.44, SD = 1.33). The results also showed that 70.6% of respondents agreed that they explained other university resources to other students (mean = 3.79, SD = 1.21). Additional results showed that the majority of respondents 74.7% agreed that they filled out the teacher evaluation form (mean = 3.97, SD = 1.30).

The findings revealed that 74.8 percent of respondents consented to share information when the university requested it (mean score = 4.11, SD = 1.16). The results further indicated that most of the respondents, 75.8%, agreed that they could share their thoughts and feelings with the university management (mean = 3.96, SD = 1.32). The results showed that most of the respondents, 64.9%, agreed that they were always ready to defend their university (mean = 4.11, SD = 1.16). The results further show that the majority of respondents, 59.8%, agree that they are always ready to bring my university to market (mean = 3.53, SD = 1.34).

The average mean of the responses was 3.81, suggesting that the majority of students agreed with the statement on customer civic conduct. This implied that most of the respondents demonstrated positive customer citizenship behavior. This finding is in agreement with a study conducted by Tan, Quoquab, Ahmad, Sh and Mohammad (2017), who demonstrated that student's self-esteem have a positive impact on the Customer Citizenship Behaviour.

The respondents were further asked to describe how else their institution would do to promote customer citizenship behavior. The following were some of the areas that were stated could help to promote customer citizenship behavior in universities; improving students'

commitment, improving student trust, improving the university infrastructure, increasing brand assets as well as associations. This finding compares with those of Tan, Quoquab, Ahmad, Sh and Mohammad (2017) who demonstrated that student’s self-esteem has a positive impact on the Customer Citizenship Behaviour.

4.5 Diagnostic Tests

Regression assumptions were conducted to ensure that appropriate statistical test was applied in the analysis to avoid inaccurate results. Normality, multicollinearity, and heteroscedasticity tests were performed.

4.5.1 Normality test

The Kolmogorov-Smirnov test was used to determine normality. When the Asymp. Sig. (2-tailed) is greater than .05, data is presumed to be regularly distributed. The results are shown in Table 4.8.

Table 4.8

Kolmogorov-Smirnov Test on Normality

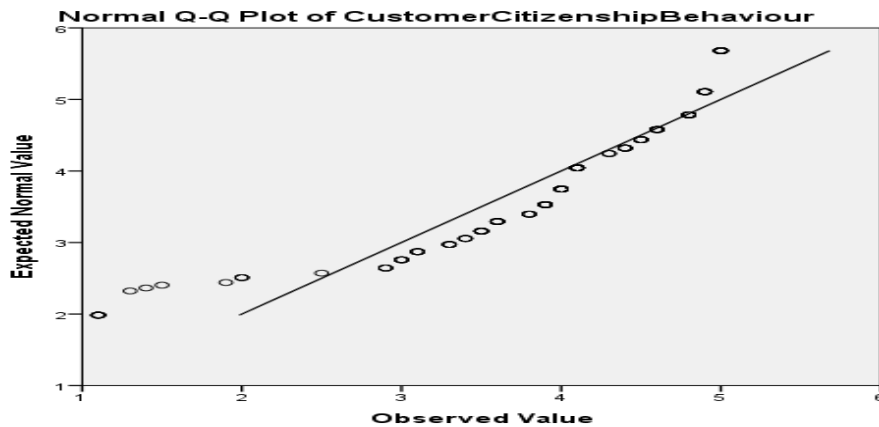
	Statistic	Df	Sig.
Brand Image	.208	194	.091
Brand Loyalty	.197	194	.221
Brand Awareness	.215	194	.333
Perceived Quality	.188	194	.069
Customer citizenship behavior	.183	194	.110

Source: Researcher (2024)

All of the variables in Table 4.8 had significant (Sig) values greater than .05. The null hypothesis of normal distribution was therefore accepted. This denoted that the variables data were normally distributed.

Figure 4.2

Q-Q Plot Test for Normality



Source: Researcher (2024)

The findings in Figure 4.2 shows that the points in the Q-Q plot are on a line from the lower left to the upper right hence the data is normally distributed.

4.5.2 Multicollinearity test

Multicollinearity was tested using VIF. Results were presented in Table 4.9.

Table 4.9

Multicollinearity Test

	Tolerance	VIF
Brand Image	0.698	1.434
brand loyalty	0.524	1.91
Brand awareness	0.612	1.633

Perceived Quality	0.61	1.64
Overall VIF		1.654

Source: Researcher (2024)

The findings indicated that VIF values ranged from 1.434 (brand image) and 1.91 (brand loyalty). Furthermore, the overall VIF was 1.654, which was less than 10. Consequently, there was no multicollinearity problem among the independent variables. Results were supported by Tolerance values greater than 0.1.

4.5.3 Heteroscedasticity test

The Levene's test of equality of error variances was used to perform the heteroscedasticity test.

Table 4.10

Levene's Test of Equality of Error Variances

Dependent Variable: Y			
F	df1	df2	Sig.
1.971	91	102	0.107

Source: Researcher (2024)

Tests the null hypothesis that the error variance of the dependent variable is equal across groups. The null hypothesis of constant variance of error terms was accepted, as shown in Table 4.11, where the significant value of .107 was greater than 0.05. As a result, the residuals' variance was homoscedastic. In other words, there was no heteroscedasticity problem.

4.5.4 Autocorrelation test

The study employed the Durbin-Watson test to check for autocorrelation. Results are shown in Table 4.11.

Table 4.11

Durbin Watson Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.844a	0.713	0.707	0.537822	2.195

a Predictors: (Constant), Perceived Quality, Brand Image, Brand awareness, brand loyalty

b Dependent Variable: Customer Citizenship Behavior

Source: Researcher (2024)

Results indicate a Durbin-Watson value of 2.195, which is within the range of 1.5 -2.5 implying that the null hypothesis of no autocorrelation was accepted and thus residuals were not auto-correlated.

4.6 Correlation Analysis

Table 4.12 show the correlation results on the relationship between brand equity components (Brand Image - BI, Brand Loyalty – BL, Brand Awareness – BA, Perceived Quality – PQ) and Customer Citizenship Behavior (CCB).

Table 4.12

Pearson Correlation Results between Equity and Customer Citizenship Behavior

		CCiB	BI	BL	BA	PQ
Customer Citizenship Behavior	Pearson Correlation	1.000				
	Sig. (2-tailed)					
Brand Image	Pearson Correlation	.693**	1.000			
	Sig. (2-tailed)	0.000				

	Pearson					
Brand loyalty	Correlation	.658**	.503**	1.000		
	Sig. (2-tailed)	0.000	0.000			
	Pearson					
xBrand awareness	Correlation	.642**	.451**	.560**	1.000	
	Sig. (2-tailed)	0.000	0.000	0.000		
	Pearson					1.00
Perceived Quality	Correlation	.653**	.405**	.581**	.502**	0
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	

** Correlation is significant at the 0.01 level (2-tailed).

Source: Researcher (2024)

The findings indicated that there is a highly substantial and favorable link ($r = 0.693$, $p = 0.000$) between consumer citizenship behavior and brand image. This suggested that better brand perception will result in better consumer civic engagement. The results support the claim made by Rahman, Islam, and Chowdhury (2023) that customer satisfaction and brand image are connected. The study findings also agreed with Thai and Nguyen (2022) who indicated that brand image and customer happiness enhanced consumer citizenship behavior (CCB).

Customer citizenship behavior and brand loyalty showed a substantial and positive link ($r = 0.658$, $p = 0.000$). This suggested that better customer citizenship behavior will follow improvements in brand loyalty. The results corroborate those of Han et al. (2022), who found a positive relationship between brand loyalty and brand citizenship. The study findings also agreed with Valarie (2018) who established that brand loyalty has value and offers many

advantages to customers which among them it offers protection when it identifies the seller. It also enables a customer to make repeat purchase of branded items found satisfying.

Customer citizenship activity and brand awareness had a highly substantial and favorable link ($r = 0.642, p = 0.000$). This suggested that better consumer citizenship behavior will follow from increased brand awareness. The findings support the claim made by Shamoon and Ahmad (2023) that employee views positively influenced brand behavior. The study findings agreed with McKenna (2010) notes that when consumers consistently show loyalty to a brand, brand awareness has a significant impact on their choice of brand

Customer citizenship behavior and perceived quality were significantly positively correlated ($r = 0.653, p = 0.000$). This suggested that better customer citizenship behavior will follow improvements in perceived quality. The results validate the claim made by Babaei et al. (2019) that citizen behavior was positively impacted by perceived service quality. The study findings agreed with Kiran (2014) who indicated that perceived quality is another means of achieving brand management, which is the art of building and sustaining a brand.

4.7 Regression Analysis

Multiple regression analysis was conducted to determine the effect of brand equity components on customer citizenship behavior. Table 4.13 shows the model summary results.

Table 4.13

Model Summary between Equity and Customer Citizenship Behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844a	0.713	0.707	0.53458

Source: Researcher (2024)

Table 4.13 shows that brand equity components were satisfactory in explaining customer citizenship behavior as supported by R square of 0.713. This means that brand equity components explain 71% of the variations in customer citizenship behavior. This results further imply that the model applied to link the relationship of the variables was satisfactory. The study findings agreed with Groth's (2005) who demonstrated that customer citizenship behavior is significantly impacted by all aspects of brand equity. Furthermore, the primary factor influencing citizen behavior is loyalty.

Table 4.14

Analysis of Variance between Equity and Customer Citizenship Behavior

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	134.294	4	33.574	117.484	.000 ^b
Residual	54.011	189	0.286		
Total	188.305	193			

Source: Researcher (2024)

Table 4.14 presents statistically significant results for the whole model, with a p-value of 0.000, less than the essential p-value of 0.05. An F statistic of 117.484 was used to corroborate this, indicating that elements of brand equity are reliable indicators of consumer citizenship behavior. The study findings agreed with Tumwattana (2020) who found a connection between brand equity and customer citizenship behavior. The study findings also agreed with Kotler and Armstrong (2015), brand equity is made up of short-term incentives that drive people to buy or sell a product or service which enhances customer citizenship behavior.

Table 4.15*Regression of Coefficient between Equity and Customer Citizenship Behavior*

	Unstandardized Coeff.		Standardized Coeff.	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.079	0.187		-0.421	0.674
Brand Image	0.389	0.046	0.39	8.368	0.000
Brand loyalty	0.174	0.055	0.17	3.164	0.002
Brand awareness	0.207	0.045	0.23	4.616	0.000
Perceived Quality	0.276	0.049	0.28	5.618	0.000

Source: Researcher (2024)**Measured Model:**

$$Y = 0.389 X_1 + 0.174 X_2 + 0.207 X_3 + 0.276 X_4 + \varepsilon \quad (4.1)$$

Where;

Y=Customer citizenship behavior

X₁= Brand imageX₂= Brand loyaltyX₃= Brand awarenessX₄= Perceived quality

ε – error term

Table 4.16's regression coefficient results demonstrated a substantial and positive link ($\beta = 0.389$, $p = 0.000 < 0.05$) between customer citizenship behavior and brand image. This meant that a one-unit boost in brand image would result in a 0.389-unit rise in customer citizenship behavior. The study's conclusions were in line with those of Ovidiu (2015), who found that

brand loyalty creates value by lowering marketing expenses, utilizing trade, and improving consumer civic behavior. The findings corroborate the finding of De Nicola Arrigo and Anes (2023) that customer behavior is positively impacted by a company's reputation.

The findings additionally demonstrated a strong and positive correlation ($\beta=0.174$, $p=0.002<0.05$) between consumer citizenship behavior and brand loyalty. This meant that a one-unit increase in brand loyalty would result in a 0.174-unit rise in customer citizenship behavior. The results support the hypothesis by Qureshi et al. (2022) that citizenship behavior is positively impacted by internal brand loyalty. The study findings also agreed with Valarie (2018) who established that brand loyalty has value and offers many advantages to customers which among them it offers protection when it identifies the seller. It also enables a customer to make repeat purchase of branded items found satisfying.

The remaining results also demonstrated a strong and favorable correlation ($\beta=0.207$, $p=0.000<0.05$) between consumer citizenship behavior and brand awareness. This meant that a one-unit increase in brand knowledge would result in a 0.207-unit rise in customer citizenship behavior. The results corroborate El Fkharany et al.'s (2023) conclusion that brand awareness influences consumer community behavior favorably. In a similar vein, Salama et al. (2023) found that consumer civic behavior is positively impacted by brand awareness.

The findings also showed that consumer citizenship behavior and perceived quality had a substantial and favorable link ($\beta=0.276$, $p=0.000$). This suggested that a one-unit increase in perceived quality would result in a 0.276-unit rise in customer citizenship behavior. The study's conclusions supported those of Asop (2017), who found that quality significantly impacted producing companies' sales performance. Furthermore, the results support the

remark made by Suryani and Listyarti (2020) that perceived value significantly improves customer satisfaction.

4.8 Hypothesis Testing

The null hypothesis (H_{01}) was that there is no significant effect of brand image on customer citizenship behavior among students of selected universities within Mount Kenya region. The brand image had a p value of 0.000 which was less than 0.05 according to the results. There was a statistically significant association between brand image and customer citizenship behavior among students of selected universities within Mount Kenya region and that the null hypothesis was thus rejected.

The null hypothesis (H_{02}) was there is no significant effect of brand loyalty on customer citizenship behavior among students of selected universities within Mount Kenya region. The brand image had a p value of 0.000 which was less than 0.05 according to the results. There was a statistically significant association between brand loyalty and customer citizenship behavior among students of selected universities within Mount Kenya region and that the null hypothesis was thus rejected.

The null hypothesis (H_{03}) was there is no significant effect of brand awareness on customer citizenship behavior among students of selected universities within Mount Kenya region. The brand image had a p value of 0.000 which was less than 0.05 according to the results. There was a statistically significant association between brand awareness and customer citizenship behavior among students of selected universities within Mount Kenya region and that the null hypothesis was thus rejected.

The null hypothesis (H_{04}) was there is no significant effect of perceived quality on customer citizenship behavior among students of selected universities within Mount Kenya region. The

brand image had a p value of 0.000 which was less than 0.05 according to the results. There was a statistically significant association between perceived quality and customer citizenship behavior among students of selected universities within Mount Kenya region and that the null hypothesis was thus rejected.

The summary of hypothesis testing is presented in Table 4.16.

Table 4.16

Summary of Research Hypotheses

Hypothesis	Rule	p-value	Results of Hypothesis test
Hypothesis 1			
There is no significant effect of brand image on customer citizenship behavior among students of selected universities within Mount Kenya region.	Reject H_0 if p value <0.05	0.000 <0.05	The null hypothesis was rejected.
Hypothesis 2			
There is no significant effect of brand loyalty on customer citizenship behavior among students of selected universities within Mount Kenya region.	Reject H_0 if p value <0.05	0.002 <0.05	The null hypothesis was rejected.
Hypothesis 3			
There is no significant effect of brand awareness on customer citizenship	Reject H_0 if p value <0.05	0.000 <0.05	The null hypothesis was rejected.

behavior among students of selected universities within Mount Kenya region.

Hypothesis 4

There is no significant effect of perceived quality on customer citizenship behavior among students of selected universities within Mount Kenya region. Reject H_0 if $p < 0.000$ value < 0.05 . The null hypothesis was **rejected**.

Source: Researcher (2024)

CHAPTER FIVE: CONCLUSION, RECOMMENDATIONS AND PUBLICATION

5.1 Introduction

This study sought to investigate the effect of brand equity on customer citizenship behavior among students of selected universities within Mount Kenya region. The conclusion and a summary of the results are presented in this chapter. The study recommendations based on the study findings are also outlined in this chapter, along with suggested areas for additional research.

5.2 Summary

The section provides brief statements of the findings of the independent variables of the study.

5.2.1 Brand image and customer citizenship behavior

The first objective was to establish the effect of brand image on customer citizenship behavior among students of selected universities within Mount Kenya region. The majority of respondents, according to the results, thought that the university had a very positive brand. The majority of respondents indicated that the university had a clean brand equity, according to the results. The majority of respondents felt that their university offers a pleasant and upbeat atmosphere, according to the data. Additional findings demonstrated that the university brand offers its students engaging activities (such the brand-new fresher's night).

Furthermore, the majority of respondents said that the university's learning atmosphere is excellent. Additional findings revealed that most respondents thought their university had a more appealing equity than other university brands. Furthermore, the vast majority of participants reported that their university possesses excellent traditions.

The correlation analysis revealed a substantial and favorable relationship between consumer citizenship behavior and brand image. The results of the regression analysis indicated a strong

and positive correlation between consumer citizenship activity and brand image. The hypothesis's findings demonstrated that, among students at selected universities in the Mount Kenya region, brand image had a considerable impact on consumer citizenship behavior.

5.2.2 Brand loyalty and customer citizenship behavior

The second objective was to establish the effect of brand loyalty on customer citizenship behavior among students of selected universities within Mount Kenya region. The majority of responders, according to the results, expressed great pride in being connected to this university. According to additional findings, the majority of respondents said that their university would always be their top choice. The majority of respondents said that they would suggest this university to others, according to the data. According to additional findings, the majority of respondents said that their university would always be their top choice.

The correlation results demonstrated a strong positive and substantial relationship between consumer citizenship behavior and brand loyalty. Regression analysis of the coefficients revealed a strong and positive correlation between consumer citizenship behavior and brand loyalty. The results of the hypothesis test indicated that among students at particular universities in the Mount Kenya region, brand loyalty had a major impact on consumer citizenship behavior.

5.2.3 Brand awareness and customer citizenship behavior

The third objective was to establish the effect of brand awareness on customer citizenship behavior among students of selected universities within Mount Kenya region. The majority of respondents, according to the results, said they were aware of the university's brand. Additional findings revealed that most respondents said they could easily recall the

university's emblem or logo. Furthermore, the majority of respondents noted in the results that certain aspects of the university immediately spring to mind.

The correlation analysis's findings indicated that there was a substantial and favorable relationship between consumer citizenship behavior and brand awareness. The results of the regression analysis indicated a strong and positive correlation between consumer citizenship behavior and brand recognition. The hypothesis's findings demonstrated that, among students at particular universities in the Mount Kenya region, brand awareness had a significant impact on consumer citizenship behavior.

5.2.4 Perceived quality and customer citizenship behavior

The fourth objective was to establish the effect of perceived quality on customer citizenship behavior among students of selected universities within Mount Kenya region. The majority of respondents, according to the results, said that faculty and staff at their university provide each student personalized attention. Furthermore, the majority of respondents reported based on the results that staff personnel are well-groomed, well dressed, and presentable.

Furthermore, the majority of respondents noted in the results that the university's operation hours are convenient for all of its students. Additionally, the majority of respondents said based on the results that the university staff delivers prompt service within the promised time limit. Furthermore, the majority of respondents reported, according to the data, that the staff successfully resolves complaints from students. Additional findings revealed that most respondents said staff members are always willing to assist pupils. Furthermore, the majority of respondents said in the results that their university immediately responds to requests.

The correlation results demonstrated a strong positive and substantial relationship between customer citizenship behavior and perceived quality. Customer citizenship behavior and

perceived quality were found to be positively and significantly correlated, according to regression analysis of coefficients. The hypothesis's findings demonstrated that, among students at particular universities in the Mount Kenya region, perceived quality had a substantial impact on consumer citizenship behavior.

5.3 Conclusion

The study concluded that there was a positive and significant relationship between brand image and customer citizenship behavior. In addition, a brand image that evokes cleanliness enhances customer citizenship behavior. Further, universities with cheerful and appealing atmosphere attracted more students to enroll in the university.

The study also concluded that there was a positive and significant relationship between brand loyalty and customer citizenship behavior. The study concluded that universities with students that were proud to be associated with the institution had better customer citizenship behavior.

The study concluded that there was a positive and significant relationship between brand awareness and customer citizenship behavior. In addition, students' awareness of the university brand enhanced their behavior. Universities with clear logo and symbol had higher students' enrolment.

The study concluded that there was a positive and significant relationship between perceived quality and customer citizenship behavior. In addition, universities that give students individual attention had better customer citizenship behavior. Staff members with clean, neat, appropriate dress and appearance had better customer citizenship behavior.

5.4 Recommendations

The university management should pay special attention to university brand with the aim of creating customer citizenship behavior in students and increasing the number of students.

Furthermore, university administration should pay close attention to what constitutes brand loyalty, as some customer behavioral patterns, such as purchasing apathy, cheap pricing, and avoidance of significant switching costs, may not represent loyalty.

The university management should ensure that they have a brand image that enhances good performance. They should also ensure cheerful and appealing atmosphere. This will enhance customer citizenship behavior.

The report also suggested that policymakers in the government and ministry of education should adopt measures that promote brand equity. Such policies should encourage colleges that are well-suited to the changing environment, resulting in student satisfaction and improved customer citizenship behavior.

Furthermore, the study suggested that university marketers in Kenya engage in powerful advertising and marketing initiatives to raise brand awareness and, as a result, build customer citizenship behavior.

The university management should also ensure they create brand loyalty of the university by ensuring they offer quality education which can enhance competitiveness and thus increase the number of students enrolling in the universities.

5.5 Areas for Further Research

This study sought to determine the brand equity and customer citizenship behavior among students of selected universities within Mount Kenya region. Only universities in the Mount Kenya region were the subject of the study. Universities in Kenya's western, Nyanza, and coastal regions could be the subject of future research. Given that the R square was not 100%, it is likely that other factors, such as brand value and accessibility, which may improve consumer citizenship behavior, should be taken into account when measuring brand equity.

5.6 Publication

Moywaywa, A. B. ., Nkaabu, D. C. ., & Huka, P. G. . (2024). Brand Loyalty and Customer Citizenship Behavior Among Students of Selected Universities Within Mount Kenya Region. *Journal of Marketing and Communication*, 4(4), 1–12.

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APPENDICES

Appendix I: Introduction Letter

ANN BONARERI

P.O BOX 2306

MERU

TO

VICE CHANCELLOR

Dear, Sir/Madam

RE: REQUEST TO COLLECT DATA

I am a student at Meru University of Science and Technology pursuing a Master of Business Administration program.

Pursuant to the pre-requisite course work, I would like to conduct a research project on “**Brand equity and citizenship behavior among students of selected universities within Mount Kenya region**”. The study will involve use of questionnaires administered to 4th year students.

I kindly seek your authority to conduct the research at your organization through questionnaires and use of any other relevant documents available that might be importance in this study. Your assistance will be highly valued. Thank you in advance.

Yours faithfully,

ANN BONARERI

Appendix II: Questionnaire

I am a student at the University of Science and Technology undertaking degree in Masters of Business Administration (Marketing). As part of the requirement for the award of this degree, am conducting research on “**Brand equity and citizenship behavior among students of selected universities within Mount Kenya region**”. You are therefore kindly required to help me fill the questionnaires with the required information. Any information provided will be treated with utmost confidentiality since the research is purely for academic purpose only.

SECTION A: DEMOGRAPHIC INFORMATION

1. Gender

- Male
- Female

2. School

- School of Agriculture and Food Science
- School of Business and Economics
- School of Computing and Informatics
- School of Engineering and Architecture
- School of Education
- School of Health Sciences
- School of Nursing
- School of Pure and Applied Sciences

3. Please indicate degree program you are pursuing

.....
.....
.....

SECTION B: BRAND EQUITY

4. Kindly indicate your level of agreement with the following statements on various aspects of brand equity. Use the scale of: 1 to 5 where: **1 = Strongly Disagree; 2 = Disagree; 3 = Unsure; 4 = Agree; 5 = Strongly Agree**

BRAND IMAGE						
	Statement	5	4	3	2	1
	The University brand has a very favorable brand					
	It has a brand equity that evokes cleanliness					
	It has cheerful and appealing atmosphere					
	The University brand provides exciting events for its students (example, new fresher’s night)					
	The learning environment in the University is very conducive					
	It has a more attractive equity than other university brands					
	University has very good traditions					
BRAND LOYALTY						
	I am very proud to be associated with this University					
	I intend to join this university for my postgraduate studies					
	This university will always remain as my first-choice university.					
	I would recommend this university to others					
	I would not switch to another University brand no matter what					

	I am aware of the University brand					
	I can quickly recall the symbol or logo of the University					
	Some characteristics of the University come to mind quickly					
	I can recognize my university brand among other competing brands					
	The university staff gives students individual attention					
	The staff members have clean, neat, appropriate dress and appearance					
	The university has operating hours convenient to all of its students					
	The staff provides prompt service within the promised time frame					
	The staff handles students' complaints effectively					
	The staff are always willing to help students					
	Inquiries are promptly addressed					

5. In your own opinion, how else would you describe the brand equity of your institution?

.....

.....

.....

.....

SECTION C: CUSTOMER CITIZENSHIP BEHAVIOR

6. Kindly indicate your level of agreement with the following statements on various aspects of customer citizenship behavior. Use the scale of: 1 to 5 where: **1 = Strongly Disagree; 2 = Disagree; 3 = Unsure; 4 = Agree; 5 = Strongly Agree.**

	CUSTOMER CITIZENSHIP BEHAVIOR					
	Statement	5	4	3	2	1
	I recommend this university to prospective students					
	I recommend this university to my family members					
	I recommend this university to people who are interested in pursuing higher education degree					
	I recommend this university to my friends					
	I explain to other students on other resources in the university					
	I fill out lecturer evaluation forms					
	I provide information when surveyed by the university					
	I can share my thoughts and feelings with the university administration					
	I am always ready to defend my university					
	I am always ready to market my university					

7. In your own opinion, what else should your institution do to promote customer citizenship behavior?

.....

.....

.....

Thank you for your co-operation

Appendix III: Selected Universities in Mount Kenya Region

1. University of Embu
2. Meru University of Science and Technology
3. Kenya Methodist University
4. Dedan Kimathi University of Technology
5. Chuka University
6. Karatina University

Appendix IV: Publication

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Brand Loyalty and Customer Citizenship Behavior Among Students of Selected Universities Within Mount Kenya Region

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Abstract

Purpose: Enrollment in Kenya's public universities has been declining. This study sought to determine the effect of brand loyalty on customer citizenship behavior among students of selected universities within Mount Kenya region. The study is anchored on Keller brand theory.

Methods: The study adopted a descriptive research survey. The accessible target population was 3000 4th year students from selected universities within Mount Kenya region. The study used a sampling formula proposed by Israel (2009) to obtain the required sample size of 254 respondents from the study. Primary data was collected using both closed and open-ended questionnaires. The questionnaires were carefully structured pre-tested and adjusted to meet the demands of the study. Data was analyzed using descriptive and inferential statistics.

Results: According to correlation outcome, brand loyalty had a strong positive and significant correlation with customer citizenship behavior ($r = 0.658$, $p = 0.000$). Regression findings showed that brand loyalty had a positive and significant effect on customer citizenship behavior ($\beta = 0.174$, $p = 0.002 < 0.05$).

Conclusion: The study concluded that brand loyalty contributes significantly to enhanced customer citizenship behavior. The university management should create brand loyalty for the university by ensuring they offer quality education which can enhance competitiveness and thus increase the number of students enrolling in the universities.

Keywords: Brand loyalty, customer citizenship behavior, universities in Mount Kenya region

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1.0 Introduction

According to Groth (2015), brand equity is far less clear, complex, and obscure in countries like the United States, necessitating a more thorough, nuanced, and tribal approach to brand design and communication. Simple fixes are no longer sufficient. To develop relevance and encourage bottom-up relevance, simplicity must be implemented at a complicated level. To establish a strong cultural footprint in markets around the world, brands must assume local relevance. Local brands help organizations stay still when the marketing environment changes. To stay agile and active and continue to create value, brands must now do the opposite.

Brands are currently in a profound ideological crisis in nations like South Africa, and traditional communication forms are getting increasingly stale and out of date. The major global brands'

Appendix V: Plagiarism Report



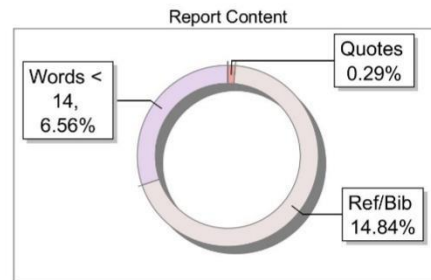
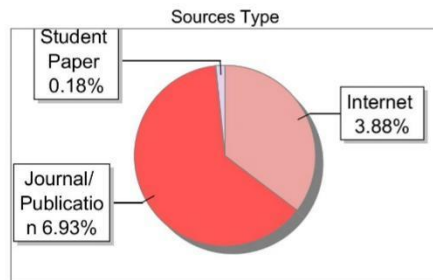
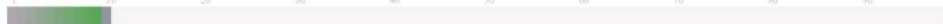
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