

Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy

A Case Study of Air Asia

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Abstract—This study aims to investigate the interrelationship among brand engagement in self-concept, brand schematicity, situational brand engagement, and customer advocacy of air asia in Thailand. The survey questionnaires were used as a tool to collect the data from 400 customers. The data was analyzed through Structural Equation Modeling (SEM). The study reveals that brand engagement in self-concept has no influence on situational brand engagement which different from brand schematicity. And brand engagement in self-concept, brand Schematicity and situational brand engagement are all have direct influence on customer advocacy. The result of this study showing 81% explains with situational brand engagement and 72% explains with customer advocacy.

Keywords— Brand Engagement in Self-Concept (BESC), Brand Schematicity, Situational Brand Engagement, Customer Advocacy

I. Introduction

Brand Engagement is a new concept extension from the Customer Engagement (Solem and Pedersen 2016). It is an interactive between Brand and Customer (Brodie et al., 2011; Hollebeek, 2011; Puligadda et al., 2012; Sprott et al., 2009) which will be different in each products or services and depend on the individual's mental state according to the level of Cognition, Affect, and Behavior during the interaction with that brand (Hollebeek, 2011). Brand Engagement can help the researchers to understand the consumer's perspective on the brand and lead to determine the brand identity, Brand Advantage, and including the determination of appropriate and effective strategies for that brand in order to develop a long-term relationship between consumers.

From the related research to brand engagement, it has explored the relationship of brand engagement with many

other concepts such as brand engagement that have a positive effect on satisfaction (Van Doorn Hollebeek, 2011a) Brand loyalty (Brodie et al., 2011a; Hollebeek, 2011a, 2011b) and non-trading marketing results (Richie, 2018). The researchers point out that Customer participation is the source of brand engagement (Nysveen and Pedersen, 2014; Ramaswamy and Guillard, 2010; Vivek, 2009)

From recently research about Brand Engagement. It can be divided into many different forms but in this research will mention in only 3 types of importance Brand Engagement. First 2 types of Brand Engagement were divided into 2 different conceptualized according to the consumer's perspective on the brand of that product or service, namely Brand Engagement in the Self-Concept (BESC) which is a consumer's general engage the importance brands to be their own self-concept (Sprott et al., 2009; Flynn et al., 2011) and Brand Schematicity is the consumer's perspective engage with the brand name. (Puligadda et al., 2012).

Therefore, this researcher has studied the influence of these two types of Brand Engagement to another type name is Situational Brand Engagement, which is an interaction model that consumers have with the brand chosen by consumers themselves. This Type of Brand Engagement can be divided in to 3 parts as a cognition, affect and behavior (Hollebeek, 2011).

More over in this research, the researcher studied about How Brand Engagement in Self-Concept and Brand Schematicity can be affecting to the Customer Advocacy which is an importance marketing result that not necessary to happen during the transaction. Finally, studied about 3 parts of Situational Brand Engagement; cognition, affect and behavior which are the intermediary between 2 forms, can it also affect to Customer Advocacy.

II. Problem Statement

A. Research Objective

1. To study the relationship between Brand Engagement in Self-Concept and Situational Brand Engagement.
2. To study the relationship between Brand Schematicity and Situational Brand Engagement.
3. To study the relationship between Situational Brand Engagement and Customer Advocacy.

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4. To study the relationship between Brand Engagement in Self-Concept and Customer Advocacy.

5. To study the relationship between Brand Schematicity and Customer Advocacy.

B. Assumptions of Research

1. Brand Engagement in Self-Concept is positively correlated with Situational Brand Engagement.

2. Brand Schematicity is positively correlated with Situational Brand Engagement.

3. Situational Brand Engagement is positively correlated with Customer Advocacy.

4. Brand Engagement in Self-Concept is positively correlated with Customer Advocacy.

5. Brand Schematicity is positively correlated with Brand Advocacy.

C. Research Framework

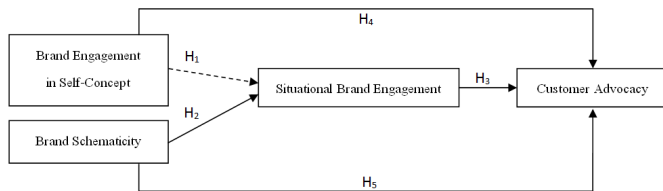


Figure 1: Conceptual framework of Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy

D. Expected Benefits of Research

1. Academic Benefits

- In order to understand the element of brand engagement that affects the Customer Advocacy of Air Asia customers in Thailand.
- In order to understand the relationship of Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy of Air Asia customers in Thailand.
- To expand empirical knowledge about the relationship between Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy in context of the service business.
- In order to obtain a causal relationship model of Brand Engagement and Customer Advocacy.

2. Benefits to the Business Sector

- The airline can use marketing data and study results to analyze and improve their strategies and marketing activities. And also improve the services of other businesses to create the Customer Advocacy.

iii. Literature review

A. Brand Engagement in Self-Concept

Brand Engagement in Self-Concept (BESC) is a new concept that has appeared in many marketing and branding articles together with their own meter. Brand Engagement in Self-Concept means the differences level of individual consumer behavior that bring favorite brands to be a part of their self-expression (Spratt, Czellar & Spangenberg, 2009). The basic assumption of creating Brand Engagement in Self-Concept according to their conceptualized is the diversity and differentiation of each consumer in creating their self-image which related to brands. Some consumers may be able to develop their self-image according to the brand characteristics that they used and like to be relevant to themselves.

Brand Engagement in Self-Concept is meaningful about relevant perspectives on the brand that is associated with consumer identity (Mamood H., 2015; Spratt et al., 2009). Which consumers thinking that those brands can identify themselves (Guèvremont & Grohmann, 2016; Spratt et al., 2009), which are different in each person.

In this research, using the measure of Brand Engagement in Self-Concept which Spratt et al. (2009) developed tool for measuring with 8 questions.

B. Brand Schematicity

Brand Schematicity is a concept that presents the level of consumer processing information about product or service. By giving the importance to brand more than their product or service (Puligadda et al., 2012). The Brand Schematicity will be different in each person depend on the concept of that person (Halkias, 2015).

The Brand Schematicity is defined by Keller (1993) as a basic conceptual framework for customers in Brand Equity. Brand Schematicity is a method of processing information of product or service characteristics from a particular brand name. By using their personal ideas thinking about brand and compare with other brands. It is the way that customer draws the characteristics of each brand name differently. Consumers who have Brand Schematicity in their mind will use their experience or previously entered information about the brand to creating their own deep understanding of the product or service. After that, they will use this information to evaluation and comparison to make any purchase decision. Consumers without Brand Schematicity called Aschematic, will rely only on the characteristics of products or services in the purchasing decision.

The studies which conducted by Puligadda et al. (2012) have supported the importance of information about brand. In case of consumers with a Brand Schematicity, when a brand created or expand a new brand, especially consumers with high level of Brand Schematicity, will respond with a greater degree of preference and have a view on the new brand consistent with the main brand. In other way, Consumers with no Brand Schematicity (Aschematic) will not change in the evaluation of purchasing decisions.

In this research, using the measure of Brand Schematicity which Puligadda et al. (2012) developed tool for measuring with 10 questions.

C. *Situational Brand Engagement*

Whenever the customer is engage to a particular brand, the interaction that occurs after will be the situation that depends on their customer themselves, which cannot be predicted, can be change at any time, uncertain, and there is a possibility of recurrence (Hollebeek, 2011) by Richie et al (2018) calling this status as Situational Brand Engagement.

Research related to the form of Situational Brand Engagement was explored the dimension of engagement interaction that occurs between customers and particular brand. The conclusion showing that interaction with that brand can occur in many dimensions especially when researchers have shown that consumers can be bonded with cognition, affect, and behavior during interaction with the brand (Higgins & Scholer, 2009; Hollebeek, 2011; Hollebeek et al., 2014; Richie et al., 2018) Therefore, Situational Brand Engagement consists of all 3 elements; Cognition, Affect and Behavior.

In this research, using the measure of Situational Brand Engagement which Hollebeek et al. (2014) developed tool for measuring with 10 questions.

D. *Customer Advocacy*

Customer Advocacy means the level of deep relationships with customers. This relationship can happen when the firm can find the need, satisfy, create a good experience for customers, or can help their customer to solve their problems. This created the result as the support of the customers which are non-transactional or consuming products, such as telling about products services or brands in a good way, writing a review, or liking (LIKE) on Facebook.

Van Doorn et al. (2010) have defined the meaning of Customer Advocacy as the behavior that beneficial to the brand with non-transactional behavior, for example positive word of mouth (WOM) or to liking on Facebook (Richie et al., 2018)

In this research, using the measure of Customer Advocacy which Richie et al. (2018) developed tool for measuring with 2 questions below.

1. How likely would you be to “Like” “the brand’s” Facebook page?
2. Assuming your friend needs to purchase an electronics product, how likely is it that you would recommend that your friend buy from “the brand”?

Due to questions in measuring Customer Advocacy of Richie et al. (2018), there are only 2 questions that are not enough in this study. Therefore the researcher adding the 5 questions of measurement of Brand Advocacy of Park et al. (2006, 2010) by verified by experts

IV. **Research methods**

In this research on Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy the case study of Air Asia airline, the researcher using Quantitative Research Method by field survey to study the relationship structure by synthesis of the theoretical framework and tested with empirical data by analysis using Structural Equation Modeling (SEM).

A. *Research methodology*

The research’s tools that selected to be used in this research are questionnaire which the target respondents can answer by themselves (Self-Administered). The questionnaire consists of 6 parts including part 1 Screening Questions, part 2 General Information, part 3 Brand Engagement in Self-Concept, Part 4 Brand Schematicity, part 5 Situational Brand Engagement, and Part 6 Customer Advocacy.

In Part 1 Screening Questions, This is the checklist item, the respondents choose answers themselves and researcher used this information to select the appropriate sample group. In this part consists with 2 questions: Have you ever traveled with Air Asia airline? and How many time you select to travel with the Air Asia airline per year? These screening questions help the researcher to find the Air Asia Customer who have high rate of used

To measure this theoretical variable in part 3 Brand Engagement in Self-Concept, Part 4 Brand Schematicity, part 5 Situational Brand Engagement, and Part 6 Customer Advocacy the researcher used the 7-level of Likert Scale, starting from level 7 Strongly Agreeing, level 6 Agree, Level 5 Quite Agree, Level 4 Normal, Level 3 Quite Disagree, Level 2 Disagree, and level 1 Strongly Disagree (Bryman & Bell, 2011).

The obtained score will be analyzed for the mean and interpreted from the average score of all respondents. By dividing the score into equal ranges from 1-7 points with 7 steps width of 0.86 points (Bryman & Bell, 2011)

The researcher has given the questionnaire to 2 experts for translation the questionnaire from English into Thai and another 2 experts translate the questionnaire back from Thai into English (Translation-Back Translation) to determine the suitability of the question (Douglas & Craig, 2007).

Also has given the questionnaire to 3 experts for consider the content validity of the question in the questionnaire by finding the consistency index between questions and objectives (Index of Congruence: IOC). Then select questions that have a corresponding index value between questions and objectives from .60 above, which can decide whether the question is consistent, appropriate or content-oriented (Rovinelli & Hambleton, 1977)

By used the questionnaire created to test with the sample respondents with 30 samples who was Air Asia airlines passengers and used Air Asia to travel domestic routes at least 2 times per year, the researcher can check whether the respondents can understand the question in the questionnaire or

not along with analyzing the Reliability Values of the questionnaire by finding the alpha coefficient with the method of Cronbach's Alpha Coefficient. Then using criteria to select the question with the alpha coefficient more than .70, which indicates that there is a high Reliability Values. (Zikmund babin, Carr & Griffin, 2010). Then collected actual data from 400 samples

In addition, also using the Composite Reliability (CR) and Average variance extracted (AVE) which should be greater than .60. and .50 respectively (Diamantopoulos & Siguaw, 2000). The Construct Validity determines how much Factor Loading in each question with values that must be greater than .50 (Hair, Black, Babin, & Anderson, 2010)

B. Data Analysis

1. Descriptive Statistics

This research using Frequency and Percentage to analyze personal data of respondents, including gender, age, status, education level, occupation, and income. And using Mean and Standard Deviation to analyze the level of factor in Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy.

2. Inference Statistics

Analyze the Inferential Statistics by using the Structural Equation Model (SEM) consisting of 2 steps analysis (Hair et al., 2010; Kline, 2010)

1) Measurement Model analysis is a technique analysis the relationship between Observed Variable and Latent Variable, which is a Confirm Factor Analysis (CFA) to determine the relationship between Observable Variables and Latent Variable that the variable in model are appropriate and then grouping the variables that have the same characteristics.

2) Structural Model analysis which is a hypothesis analysis technique between multiple latent factors simultaneously. The test of Structural Model equation in this study, the researcher chose to use the statistical computer program name SPSS and AMOS, with Specification of the model, Parameter estimation from the model, and Goodness of fit measures to study how the model is consistent with empirical data.

v. Research Result

A. The Data Checking

The data checking before statistical analysis, including

- Data Integrity

The researcher collected data from the sample group during the period between June 1 - June 30, 2018, for a period of 30 days and received questionnaire data from the sample group in accordance with the specified conditions and examined the questionnaire that had been returned. Complete 400 sets.

- Normality

From Skewness and Kurtosis analysis found that the Skewness value is between -.217 and .045 and the Kurtosis

value is between -.828 and .087. meaning that Skewness and Kurtosis value are between -2 and 2, which indicates that the data are normality (Tabachnick and Fidell, 2007).

- Multicollinearity

The Correlation Coefficient analysis (Correlation Matrix) between the observed variables, when considering the correlation coefficients between all 6 observed variables, found that all correlation coefficients were positive value. This represents the relationship in the same direction which the value is between .592 and .887, with statistical significance at .01 which indicates that all variables are consistent with the conceptual framework and theory of structural equation models created by the researcher.

Analysis of the variance of the estimation of the coefficients of parameters increased when the variable is independent (Variance Inflation Factor: VIF) and Tolerance, which is a value that indicates the relationship of the variable of one independent and all other independent variables. If all independent variables are not related together, the VIF value will be equal 1. The analysis results of this research show that the VIF value is Between 2.693 to 4.345, where the value is not more than 10. And the tolerance value is between .230 to .371 which is not more than 5. This can be indicating that the data does not have a relationship between the observed variables. (Multicollinearity) (Stevens, 2009)

B. Descriptive Statistics

The general data analysis found that the majority of sample group travel with the Air Asia airlines service 2 times a year, 117 persons (44.25%), Female 217 persons (54.25%), Age between 18 - 24 years. 176 persons (44.00%), Having single status 275 persons (68.75%), The level of education is bachelor degree 245 persons (61.25%), occupation as student 119 persons (29.75%), and have the average monthly income as 10,001 - 20,000 baht 145 persons (36.25%).

- Analysis of mean and standard deviation

Data analysis with descriptive statistics of observable variables by analyzing the mean value and Standard Deviation (S.D.) found that observable variables "I have a very good feeling when using the Air Asia brand service" (AFF1) have the highest mean of 4.56. And the observed variables "The use of the Air Asia brand makes me feel happy" (AFF2) have the lowest value of 1.154. It is an evident that most respondents are has moderate opinions level.

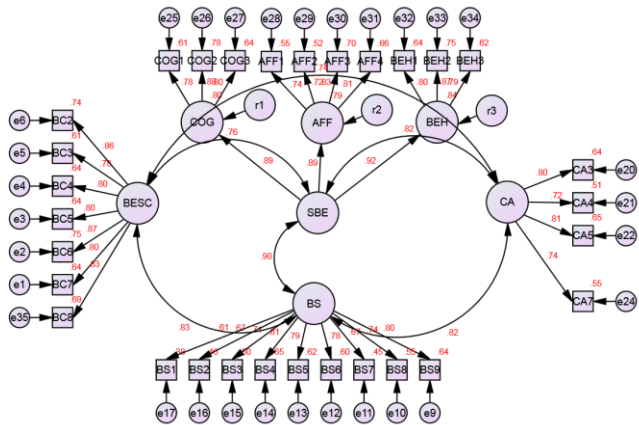
- Confirmatory Factor Analysis: CFA

The researcher has done Confirmatory Factor Analysis (CFA) to verify the accuracy of the structural equation model by considering the Factor Loading by presenting the results of the analysis as the table below.

TABLE I. CONFIRMATORY FACTOR ANALYSIS

	χ^2/df	GFI	CFI	RMSEA	SRMR
Basic Model	3.708	.746	.864	.082	.0613
Decrease BC1	3.591	.763	.873	.081	.0598
Decrease CA2	3.599	.776	.879	.081	.0568
Decrease CA1	3.558	.787	.880	.080	.0554
Decrease CA6	3.371	.807	.892	.077	.0525
Decrease BS10	3.259	.816	.901	.075	.0520

Considering the chi-square value found that $\chi^2 = 1290,646$ $df = 396$, $\chi^2/df = 3.259$, the Goodness of Fit Index (GFI) equal to .816, Comparative Fit Index (CFI) equal to .901, Root Mean Square Error of Approximation (RMSEA) equal to .075, and Standardized Root Mean Square Residual (SRMR) equal to .0520. In additional, the Factor Loading of all observable variables has a high value ($> .50$) and has a high t-value (> 1.96). Which every value passes the specified criteria.



chi-square = 1290.646 df = 396 chi-square/df = 3.259 GFI = .816 CFI = .901 RMSEA = .075 SRMR = .0520

Figure 2: Confirm Factor Analysis of Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy.

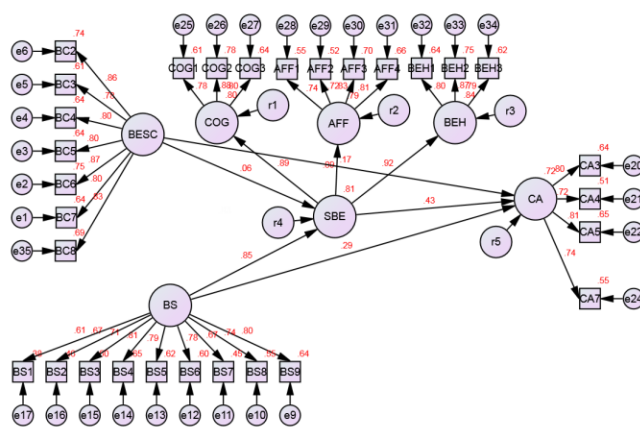
C. Convergence Validity Analysis

Based on the analysis of Convergence Validity by considering the factor loading of the observed variables, found that all observed variables have Factor loading greater than .50 which indicates that the data is highly accurate (Hair et al., 2010)

- The analysis of Composite Reliability (CR) and Average Variance Extracted (AVE)

The verification of Composite Reliability (CR) and Average Variance Extracted: AVE, which is the average value variance of latent variables that can describe the observed variables. By Composite Reliability value should be greater than .60, which the results showed that the maximum value is equal .933 and the lowest value is .850 that both are more than .60. And the Average Variance Extracted should be greater than .50. The results showed that the maximum value is .870 and the lowest value is .577 that both are greater than .50. All values show that each latent variable can uniquely describe the variance of observed variables. Assessment of the measurement model is clear evidence that all latent variable definitions are accurate and reliable. (Diamantopoulos & Siguaw, 2000). Moreover, the analysis of Reliability values by finding the coefficient value of Cronbach's Alpha found that the maximum value is .951 and the lowest value is .934. which all values obtained are greater than .70, indicating that the data used is highly reliable (Zikmund et al., 2010)

- Structural equation model analysis



chi-square = 1290.646 df = 396 chi-square/df = 3.259 GFI = .816 CFI = .901 RMSEA = .075 SRMR = .0520

Figure 3: The result of Confirm Factor Analysis of Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy

TABLE II. THE DATA MODEL FIT RESULT

Index	Criteria	Measurable index	The result _n
χ^2/df	< 5.00	3.259	Passed the criteria
GFI	Between 0 – 1	.816	Passed the criteria
CFI	> 0.90	.901	Passed the criteria
RMSEA	< 0.08	.075	Passed the criteria
SRMR	< 0.08	.0520	Passed the criteria

When considering the data model fit, found that the model was fit with the empirical data, with 5 indexes passed the criteria is $\chi^2/df = 3.259$, GFI = .816, CFI = .901, RMSEA = .075 and SRMR = .0520, so that the structural equation model is fit with empirical data

- Beta value analysis (β)

The beta value analysis (β) of the relationship between variables found that the beta values were between .06 - .85

TABLE III. BETA VALUE (β) OF THE RELATIONSHIP BETWEEN VARIABLES

Relationship Style	(β)	t-value
BESc ----> SBE	.06	0.887
BS ----> SBE	.85	10.256***
SBE ----> CA	.43	3.331***
BESc ----> CA	.17	2.283*
BS ----> CA	.29	2.112*

NOTE: $R^2_{SBE} = .81$, $R^2_{CA} = .72$, * $P < .05$, ** $P < .01$, *** $P < .001$

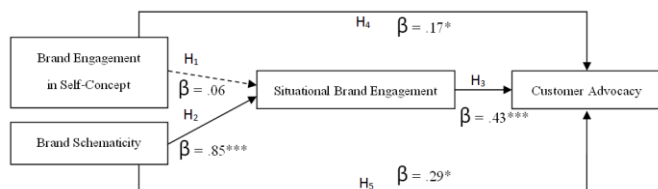
Considering the beta value (β) which has the highest value to lowest the beta value (β), found that the highest beta value (β) is equal to .85 as a relationship nature of Brand Schematicity, which has influence on Situation Brand Engagement with the statistical significance at .00, followed by the beta value (β) is equal to .43 as a relationship nature of Situational Brand Engagement, which has influence on Customer Advocacy with the statistical significance at .001. The beta value (β) is equal to .29 as a relationship nature of Brand Schematicity that does not influence Customer Advocacy with the statistical significance at the level of .05. The beta value (β) is equal to .17 as a

relationship nature of Brand Engagement in Self-Concept, which has influence on Customer Advocacy with statistical significance at the level of .05, while the beta value (β) with the lowest value is .06 is the relationship nature of Brand Engagement in Self-Concept that does not influence the Situational Brand Engagement.

When considering the Regression Coefficient (R^2) of the Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy in case of Air Asia airline model, found that Situational Brand Engagement and Customer Advocacy have Regression Coefficient equal to .81 and .72 respectively. It indicating that the Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy in case of Air Asia airline can explain the relationship with the Situational Brand Engagement by 81 % and explain the Customer Advocacy of 72 %

- The Research Hypothesis Test

From the analysis of the structure equation model of Brand Engagement in Self-Concept, Brand Schematicity, Situational Brand Engagement, and Customer Advocacy The researcher can summarize the results of the structural equation model analysis as shown in Figure 4.



NOTE: —▶ Accept the hypothesis, - -▶ Reject the hypothesis
 $R^2_{SBE} = .81, R^2_{CA} = .72, *P < .05, **P < .01, ***P < .001$

Figure 4: The Structural Equation Model Analysis of Brand Engagement In Self-Concept, Brand Schematicity, Situational Brand Engagement, And Customer Advocacy.

The hypothesis testing results showed that

1. Brand Engagement in Self-Concept does not have a positive relationship with Situational Brand Engagement
2. Brand Schematicity has a positive relationship with Situational Brand Engagement with a statistically significant level of 0.001.
3. Situational Brand Engagement has a positively relationship with Customer Advocacy with a statistically significant level of 0.001.
4. Brand Engagement in Self-Concept has a positively relationship with Customer Advocacy with a statistically significant level of 0.05.
5. Brand Schematicity has a positively relationship with Customer Advocacy with a statistically significant level of 0.05.

VI. Discussion and Suggestions

A. Discussion the Research Result

The researcher discusses the research results according to the objectives of the research and the relationship of the hypothesized variables as follows.

- Brand Engagement in self-Concept has a relationship with Situational Brand Engagement.

This research found that Brand Engagement in Self-Concept have no relationship with Situational Brand Engagement because there is no relationship with statistical significance level of .05, which is not consistent with the research of Sprott et al. (2009), which has studied the concept of differentiation of Brand Engagement in Self-Concept according to individual-self concepts. Which this research found that the level of Brand Engagement is Self-Concept have relationship with Situational Brand Engagement and also not consistent with the research of Guèvremont & Grohmann (2016) which has studies the impact of original branding, the research found that consumers with a high level of brand loyalty will show that original brand engagement emotions when the social exclusion occurs.

But in the case study of the Air Asia did not found that Brand Engagement in Self-Concept was related to Situational Brand Engagement which is an interesting discovery because the research results are conflict with previous research. Due to the consumers have used the brand to express themselves but does not cause attachment in Cognition, Affect, and Behavior at an increasing level.

- Brand Schematicity has a relationship with Situational Brand Engagement

In this research found that Brand Schematicity has a positive relationship with Situational Brand Engagement. This result relate to the research of Puligadda et al. (2012) which research on individual differences in the brand Schematicity, it was found that Brand Schematicity was positive correlated with the dimension of Situational Brand Engagement In terms of knowledge, emotions and behavior. Consistent with the research of Jeon & Lee (2016) that has studied the Brand Schematicity The impact of branded products In the intention of purchasing the accessory products that found that Brand Schematicity have positive relationship with the dimension of Situational Brand Engagement according to emotional and behavioral situations.

In the case of the Air Asia brand which is a service business with a clear image and differences with other airlines. The Brand Schematicity is related to the nature of the service. which these brand images result in passengers having a image on price, quality, safety, punctuality, service characteristics, promotion, and Including other things found during the use of the service. It starts from the airline selection process until the end of the trip. Resulting after using the Air Asia brand, passengers will have a personal idea about the Air Asia brand in different ways according to their self-concept, experience or situation that occurs with that person. It results in Situational Brand Engagement in both emotional and behavioral. Make an

Air Asia customer engage with the brand increasing after using the Air Asia service

- Situational Brand Engagement has relationship with Customer advocacy.

In the context of the Air Asia brand, after the consumer using the service and created the Situational Brand Engagement in any part. Continue in this research, found that Situational Brand Engagement can created the customer Advocacy which is the deep and value in long term relationship more than using the strategies to created the relationship. Because this kind of relation will created the strong relationship make customer continue come back to use again, positive word of mouth, and like on Facebook (Hollebeek, 2011) or even Customer Advocacy which will be banefully in service business. Customer advocacy will become the most importance to create the competitive advantage.

Therefore, Air Asia should provide detailed information to allow the passengers to have a better understanding and increase the level of engagement and good feelings with a Brand to increase the level of Situational Brand Engagement. Including behavior that reflects results during engagement with the brand and the intention to use the brand (Hollebeek et al., 2014) and brand loyalty also increased (Leckie et al., 2016)

- Brand Engagement in Self-Concept is related to customer support

This research found that Brand Engagement in Self-Concept correlated with customer support in accordance with Richie's et al. (2018). They studied the influence of brand engagement on different form that influence to marketing results. In the context of the electronic brands, Brand Engagement in Self-Concept has a positive relationship with customer support. In the context of the AirAsia can express the identity of the consumer and can happen on their own without through Situational Brand Engagement. It may mean that the Brand Engagement in Self-Concept level of consumers is higher, resulting in AirAsia having a unique style that is different from the other airline (Clay, Vignoles & Dittmar, 2005). So Brand consumer differences will express themselves at different levels. When comparing brands that like the most with the least favorite brands, shows that brands that consumers prefer more can reach consumers more easily and be reminded (Sprrott et al., 2009)

- Brand Schematicity has relation with Customer advocacy

Brand Schematicity has relation with Customer Advocacy. That not consistent with Richie et al (2018) which have studied the influence of brand engagement resulting in marketing result, the case study of electronic brands which found that Brand Schematicity has no relation with Customer Advocacy.

In case of Air Asia which is service business, different from the case of electronic brands. Then appear the different result. Meaning that the way that customer have Schematicity or idea with the brand that can affect the customer advocacy. By in decision making to purchase, customer focus to the Brand name more than product or service characteristic.

Finally can conclude that Brand engagement in Self-Concept has no relation with Situational Brand Engagement but have direct relation with Customer advocacy different from Brand Schematicity which customer have image of brand in their mind. Which after having shared experience with the brand Wit will result in Situational Brand Engagement and Brand Schematicity can directly created the Customer advocacy.

B. Discussion the Research Result

1) AirAsia Airlines can bring the results of study to be the brand management information, to develop marketing strategies for create brand engagement. It will be able to create customer support that is a deep and quality relationship in the long term and it rather than the relationship caused by the use of general marketing strategies. The customers will be having to return to use the service continuously, to tell in a good way or even protecting the brand when a bad event occurs. Therefore is an important factor that should be useful and result in a more competitive advantage.

2) In the next study should use this models and variables to conduct research on the other brand of products or services and in the other contexts, for example, comparing to the low-cost airline with the other airlines such as Thai Smile which is an airline in Thai Airways Group. The airline is a national airline that has a long history of service. Although Thai Smile is the same low-cost airline but having a distinct image from AirAsia. The result maybe difference.

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