The Moderating Role of Brand Love and Brand Obsess in Customer-Oriented Deviance: An Exploratory Study

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Abstract *The current research examines the interactive role of brand love in its dimensions (brand passion, brand familiarity, brand commitment) and obsession with brand in the customer-oriented deviation represented in (financial motives, ego motives, motives of revenge), and accordingly, the opinions of some customers towards some tourism and travel companies have been surveyed by five companies (Bright Light Company for Tourism and Travel, and Al-Mohib Company for Tourism and Travel, And the Banner Summit Company for Travel and Tourism, Al-Shams International Company, and Icor Company) for the period (June to late August 2024) and customers showed great cooperation by responding to the paragraphs of the study tool, Accordingly, (593) opinions were collected from the opinions of customers dealing with these companies, and the descriptive analytical approach was adopted in building and interpreting the study variables through the use of statistical packages for the program (SPSS&AMOS). V.28) The results presented that the interactive role of brand love and obsession with tourism companies is closely related to addressing customer-oriented deviation and this motivated these companies to develop their capabilities by providing comfort, air conditioning and distinctive services, but in theory the research has shown a conceptual relationship between brand love and obsession with customer-oriented deviation through what was presented by some previous studies.*

Keywords*: Brand Love, Brand Obsession, Customer-Oriented Deviation.*

1. INTRODUCTION

A large number of researchers face the problem of positive relationship between customer and brand (Fetscherin & Heinrich, 2015: 381), and therefore it is important to study and consolidate the relationship between them by highlighting the role of brand and its importance to companies and the financial and relational benefits that can be obtained from it (Wang & Lang, 2019: 2), as brand played an important role in building and distinguishing the products of marketing and production organizations from them. They express the characteristics and characteristics of each company's products (Abbas et al,.2022:148; Jasim et al.,2023:288), It has also been noted in recent times that brand in the markets has been characterized by different brands that express the company that owns it, which leads to different products, their quality and the specifications carried by each product (Joe,2019:138), which prompted customers to delve into the nature and type of brand of the product they seek to experience through the obsession with owning and experiencing brand (Lou et al., 2023:541), and in the case of excellence of the product and the stability of its efficiency and effectiveness towards the needs and desires of the customer, this leads the customer to love this brand, which reduces the customer's deviation to try other brands (Rane et al.,2023:428).

Also, brand love and obsession with it is one of the modern phenomena that play an important role in the attitudes and vision of customers (Gohar et al.,2023:106), the obsession

with brand leads to the deviation of the customer from his natural path towards making purchasing decisions that do not correspond to the company's goals, needs and tastes accurately (Kang et al.,2020:122), and in this context, the aim of the research came to highlight the exploration of the interactive role of brand love and obsession with it in customer-oriented deviation (Murtza& Rasheed,2023:1403), in other words, studying the effects of brand obsession and directing it through brand love to address customer deviation, as well as directing customers' purchasing decisions in a way that is consistent with satisfying the customer's needs and obtaining the largest possible market share (Zhang et al.,2020:416).

2. THEORETICAL BACKGROUND AND DEVELOPMENT OF HYPOTHESES

Brand love:

Branding is an attempt to give a product a distinctive, easily accessible image of customers' awareness, or more specifically what organisations want customers to think when confronting their brand (Tarnovskaya, 2017:30). The presence of a large number of different products has led to the diversity and multiplicity of options for customers, and this requires more efforts by customers to make the decision to buy the right brand (Abbas et al., 2024), which made organisations focus on brand as a tool to reduce the efforts made by customers, and so the emergence of brands as a new tool to obtain customers (Loučanová et al., 2021:733), Consumers often report intense emotional relationships with brands, comparable to interpersonal love (Ma,2020:357). Such deep consumer-brand relationships affect consumer behaviour in different ways, and can even go to the extremes (Alvarez et al.,2021:610), such as when Harley-Davidson fans express their lifelong devotion to brand by painting the company's logo on their bodies. Empirical studies therefore show that brand love leads to positive outcomes, such as brand loyalty and willingness to pay the price premium (Rahman et al.,2021:610). Considering the ways in which these results promise to enhance the performance and economic value of firms (Battilana et al.,2022:238).

Three dimensions were used to quantify brand love: reason and passion are exclusive categories; passion for brand symbolizes a desire that has turned into a habitual tendency; and since habituation undermines freedom, passion causes the loss of freedom (Swimberghe et al., 2014:2). Despite being created in the seventeenth century, the word "passion" did not make its literary debut until much later (Astakhova et al.2017: 3). Deep familiarity with grasping the essence of the other party is included in the familiarity of the sign, which denotes a psychological "closeness" to another party. Since familiarity is the depth of knowledge and

rich understanding of a particular brand, it incorporates a deeper and stronger cognitive structure, where the relationship is strengthened through these rich meanings and associations acquired through brand's experience. This determines whether an individual will be processed in a systematic or exploratory manner, based on a motivation to enhance the individual's social identity. When a person has a low affinity for a brand, they are more likely to rely on any available cue, like status, to form an opinion. As a result, a person with a low affinity for a brand can benefit more from a prestigious relationship with brand because it provides immediate respect (Al-Faridawi & Al-Janabi, 2022:2192), Ultimately, the strength of the bond between brand and its customers serves as a barometer of brand commitment, which is described as "a constant desire to maintain a valuable relationship". At the core of brand-customer connections is commitment, which is based on symmetry, association, and shared values. This construction is the result of a holistic assessment rather than a direct reliance on brand assessments (Albert et al., 2013:2). Owing to the debate around the term "brand love," it can be defined as a powerful emotional state characterized by a bond between a customer and a brand and is marked by adoration, loyalty, and a strong attachment.

Brand obsessed:

There are limited academic articles on whether brand-obsessed customers harm brand and engage in negative behaviours that expose a company's brand to a negative reputation (Roper & Shah, 2007:713), and Johnson et al. (2012) is the first to show that fearful consumers, i.e. those with high levels of anxiety and hesitation, have a higher preference for anti-brand action immediately after relationships end. Our study differs from theirs, which focuses on consumers' concern about their personal relationship, as our study focuses on relationship-specific anxiety (i.e., brand anxiety). Brand anxiety and brand hatred influence obsessive behaviours (Japutra et al.,2022:443). We intend to strengthen the literature on consumer negativity towards brands by highlighting the mechanism by which obsessive behaviours occur. Thus, obsession can lead to a customer's hatred of brand (Japutra et al., 2021:3).

Due to the internationalization process brought on by interpersonal or personal pressures (such as low self-esteem and social acceptance), consumers develop an obsession with branding. Thus, consumer life is dominated by a brand-obsessed enthusiasm (Vallerand et al., 2003:757). According to earlier research, compulsive feeling is a strong indicator of addiction and dependency (Schellenberg et al., 2013:843). It appears that one might develop a strong enthusiasm for a brand from initial sensations of excitement towards it. People would be pleased with Prada, for instance, if adopting it enabled them to achieve the social identity

they had hoped for (Parrott et al., 2015:361). Given the current debate surrounding the definition of brand obsession, it can be concluded that brand obsession is an emotional state of interest and inclination that goes beyond a person's level of addiction and commitment to a particular brand. **"Hence, the following hypothesis can be formulated:"**

H1: Increasing customers' interest in brand love improves the desire for brand obsession.

Customer-oriented deviance:

It refers to behaviours that limit the service provider's ability to properly provide organisational services (Holst & Pettersen, 2019:16), recognising negative relationships with customers leads to the provision of processes and services that negatively affect the customer experience with the organisation, which encourages the organisation to address these behaviours (Barnes, 2012:162-163; Lennon et al., 2013:69). Also, the service provider's dissatisfaction with the organisation leads to the service provider's negative behaviour while providing the service, which leads to the customer's dissatisfaction with the organisation in general, and therefore the organisation resorts to identifying shortcomings towards the service provider and satisfying his needs and desires, which motivates the service provider to address negative behaviours with customers, and this in turn contributes to winning the customer and achieving his satisfaction (Ryu & Han, 2011:600 ; Salmela&Ylönen,2009:11). On the other hand, customer-oriented deviation contributes to identifying the shortcomings of the organisation, which contributes to the strengthening and development of the organisation's capacity to motivate customers to engage within the organisation (Schaefers et al., 2016:4).

On the other hand, three dimensions were adopted to measure customer-oriented deviation, represented in financial motivations, which refer to all gains aimed at obtaining funds through making decisions or following behaviors that achieve short-term financial gains through decisions that do not correspond to actual needs (Frederiks et al., 2015:1386). While the motives of the ego are a combination of self-needs and a sense of superiority and distinction from others, which leads to the customer's quest to prove himself by making purchasing decisions that exceed his real needs (Kassemeier et al., 2022:700). On the other hand, the motives of revenge refer to the attempt to respond to abuse or harm to which the individual is exposed as a result of providing a service that does not correspond to his needs and desires that lead the customer to make purchasing decisions that affect the reputation and status of the company (Oram et al., 2022:488). Due to the existing argument towards the concept of customer-oriented deviation, it can be said that it is the result of behaviors and purchasing

decisions that do not correspond to the customer's requirements of needs and desires. "**Hence, the following hypothesis can be formulated**:"

H2: Increased customer interest in brand love affects customer-oriented deviation.

H3: Increased customer interest in the interactive role of brand love and obsession affects customer-oriented deviation. Figure 1 shows the hypothetical system of the study.
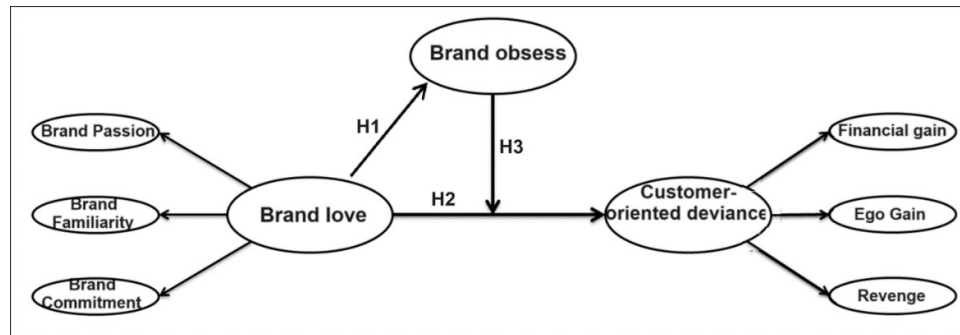

Figure (1) Hypothetical scheme of study

3. STUDY METHODOLOGY

Study problem

The tourism and travel service provides an entertainment context, and gives an economic character to the sector and a major advantage for the country, which pushes tourism companies to build strong positive contexts and relationships with customers in an event that improves their marketing reputation and gains the customer's love for brand, which reduces the customer's deviation from dealing with it, and builds a connection to participation by determining the suitability of these companies to the tastes and needs of customers, and the entertainment and tourism services they provide reduce the customer's obsession and work pressures.

On the other hand, the customer's misuse of the service leads to a direct or indirect impact on this service through verbal abuse of the service and not participating in making modifications or designs to it in a way that serves the interest of the customer and the company's goals, the customer who is enthusiastic about dealing with the mark is more keen to get a positive word (Patwardhan & Balasubramanian, 2013: 74), which pushes him to love brand through personal relationships and loyalty to brand. Thus, it is expected that the service and quality of the company's brand will endear the customer to this brand and be loyal to it (Suriadi et al.,2022:840), and therefore the customer will be satisfied with brand and push to strengthen his relationship with it by taking previous experiences as his source (Rane et al.,2023:428),

while if the customer's desire is not good towards the services and quality carried by the company's brand, This leads to the emergence of a negative word of mouth, which leads the customer to deviate from dealing with the company (Fetscherin et al., 2014:80). Therefore, the problem of the study can be formulated in a fundamental question: "Is there a relationship to the interactive role of brand love and obsession with it in customer-oriented deviation?, and from this question several sub-questions can be formulated:

• What is the role of the surveyed tourism companies in directing customers to love brand and obsess with it?

• What is the level of customer-oriented deviation of the surveyed tourism companies?

• Is there a relationship between the dimensions used for brand love and obsession with it towards customer-oriented deviation in the tourism companies surveyed?

Objectives of Study

The current research aims in general to measure the interactive role of brand love and obsession with it in customer-oriented deviation through a survey of the sentiments of a sample of customers of travel and portable businesses, and the research also aims to:

• Understand the reasons behind the emergence of a brand obsession and its reflection on customer-oriented deviation.

• Identify the level of customer-oriented deviation of the surveyed tourism companies.

• Measuring the relationship between the dimensions used for brand love and obsession with it towards customer-oriented deviation in the surveyed tourism companies.

• Revealing the role played by brand in motivating consumers and pushing them to deal with companies in designing their entertainment products.

Importance of Study

The great trend towards tourism and travel and in addition to the customers heading towards this service, this trend requires measuring the impact of the interactive role of brand love and obsession with it in the deviation directed towards customers, and therefore the importance of this study emerges in:

• Highlight the importance of brand obsession and understand the psychological and social factors of this phenomenon and its reflection on customer decisions.

• Contribute to the development of more effective and ethical marketing strategies to serve the tourism and entertainment reality of companies and improve their service reputation.

• Providing guidance and mechanisms that push the customer to use the service by providing entertainment offers that the customer desires and reduces the deviation directed at him.

Study measures

   The study accepted questionnaire tool as a way to obtain and gather necessary data by surveying the opinions of some tourism companies, determining the level of brand love, brand obsession, and customer-oriented deviation they have, as brand love was measured through three dimensions (brand passion, brand affinity, and brand commitment) based on the scale (Akin, 2017; Albert et al., 2009), brand obsession based on (Japutra et al., 2021), customer-oriented intention and deviation through three dimensions (financial motives, ego motives, and revenge motives) based on the scale (Daunt& Harris, 2012), superior customer value through three dimensions (superior performance, superior relationship, and superior co-creativity) using the scale (O'cass & Ngo, 2012), and Table (1) illustrates the study axes.

Table (1) Study indicators and variables

Variables	Dimensions	Paragraphs	Source	Cod	Cronbach Alpha	
Brand love (BRLO)	brand Passion	8	Akin, 2017; Albert et al.,2009	**BLPA**	0.848	0.840
	Brand familiarity	6		**BLAF**	0.860	
	brand Commitment	7		**BLCO**	0.855	
Brand obsess	One-dimensional	3	Japutra et al.,2021	BROB	0.870	
Customer-oriented deviance COD	Financial gain	3	Daunt&Harris ,2012	CDFG	0.893	0.838
	Ego Gain	3		CDEG	0.831	
	Revenge	3		CDRE	0.805	
The Moderating role Cod: Brand love &Brand obsess (BLBO) brand Passion & Brand obsess (BPBO) Brand familiarity& Brand obsess (BABO) brand Commitment& Brand obsess (BCBO)						

   Because the study's dimensions and variables obtained a stability higher than 0.80, as shown in Table 1's results, the measurement tool is characterized by relative stability. This means that all of the questionnaire's parameters are compatible with the responses provided by the tourism companies' customers, demonstrating that the evaluation of the study's internal consistency and reliability is in line with the standards and opinions of the target audience.

Study sample

The sample of the study included a survey of the opinions of customers tourism companies and by five companies (Bright Light Company for Tourism and Travel, Al-Mohib Company for Tourism and Travel, Al-Raya Summit Company for Travel and Tourism, Al-Shams International Company, and Icor Company) and by (593) customers, and this sample was chosen due to the excellence of the services of these tourism companies and their entertainment offers, and using the formula (Hair et al., 2010: 101), the suitable sample based on the measuring tool's paragraph count is:

Sample size = number of paragraphs * 5 + number of paragraphs * 5 * (10%)
Sample size = 33 * 5 + 33 * 5 * 10% = 165 + 16.5 = 181.5 ~ 182 customers
Minimum

Consequently, the required minimum sample size is 182 customers. As a result, the number of sample members exceeded the minimum, which is a good requirement for the study by (593) consumers.

4 RESULTS

Description of study sample

According to Table (2)'s results, customers were primarily interested in the dimension of commitment to the mark, which had an mean of (3.71) and a standard deviation of (0.44), while passion for the mark came in last with an mean of (3.60) and a standard deviation of (0.51). Customers' love of brand attracted their attention significantly, with an mean of (3.67) and a relatively low standard deviation of (0.42). This demonstrates that travel agencies prioritize fostering a sense of enthusiasm and brand attachment among their clientele, in addition to their desire to sustain strong brand loyalty through the development of new marketing and service initiatives.

However, a large mean of (3.74) and a standard deviation of (0.60) suggests that customers are brand obsessed. This is likely due to customers' interest in the first paragraph, which had an mean of (3.86) and a standard deviation of (0.83). The third paragraph came in last with an mean of (3.65) and a standard deviation of (0.85). This indicates that tourism companies improve their abilities in customer brand obsession, particularly in relation to the development of marketing and service strategies. more emphasis on strengthening consumers' commitment to and sentiments about the unique identity of brand.

Finally, the results show that customers have a deviation directed towards customers amounted to an mean of (3.73) and a standard deviation of (0.45), and this came as a result of the interest of customers in the dimension of financial motives by an mean of (3.86) and a standard deviation of (0.53), while it came after the motives of the ego in last place with an mean of (0.66) and a standard deviation equal to (0.65), and this shows that tourism companies require that they meet the needs of customers from financial motives and provide different offers and services and commensurate with these motives It means that developing these aspects will reduce financial motivation, ego, and revenge, and enhance the loyalty and association of customers with brand.

Table (2) Statistical description of the study variables

No.	Mean	S.D	No.	Mean	S.D	No.	Mean	S.D
BLPA1	3.26	0.80	BLCO1	3.69	0.94	CDFG1	3.66	0.95
BLPA2	3.53	0.77	BLCO2	3.59	0.92	CDFG2	4.03	0.92
BLPA3	3.57	0.86	BLCO3	3.78	0.86	CDFG3	3.88	0.81
BLPA4	3.87	0.90	BLCO4	3.85	0.81	**CDFG**	**3.86**	**0.53**
BLPA5	3.55	0.85	BLCO5	3.69	0.78	CDEG1	3.58	1.13
BLPA6	3.71	0.88	BLCO6	3.62	0.93	CDEG2	3.58	0.96
BLPA7	3.72	0.87	BLCO7	3.76	0.81	CDEG3	3.82	0.81
BLPA8	3.63	0.88	**BLCO**	**3.71**	**0.44**	**CDEG**	**3.66**	**0.65**
BLPA	**3.60**	**0.51**	**BRLO**	**3.67**	**0.42**	CDRE1	3.60	0.98
BLAF1	3.85	0.90	BROB1	3.86	0.83	CDRE2	3.83	0.81
BLAF2	3.64	0.94	BROB2	3.70	0.93	CDRE3	3.57	0.98
BLAF3	3.50	0.96	BROB3	3.65	0.85	**CDRE**	**3.67**	**0.61**
BLAF4	3.67	1.01	**BROB**	**3.74**	**0.60**	**COD**	**3.73**	**0.45**
BLAF5	3.69	0.96						
BLAF6	3.88	0.92						
BLAF	**3.71**	**0.59**						

Hypothesis testing

Table (3) shows that the study variables have a substantial association with one another (brand love, and obsession brand), and by (0.446), either between brand love and customer-oriented deviation amounted to (0.554), and between brand obsession and customer-oriented deviation value (0.360), and there is a relationship between the dimensions of brand love and obsession with it towards customer-oriented deviation ranged from (0.198) between obsession with brand BROB and the motives of the CDEG, to (0.482) between passion for the

BLPA mark and motives of retaliation CDRE, and from these results this relationship paves the way for building a structural model that illustrates the relationship between these variables.

Table (3) Correlation matrix

	1	2	3	4	5	6	7	8	9
BLPA (1)	1								
BLAF (2)	.541**	1							
BLCO (3)	.426**	.504**	1						
BRLO (4)	.809**	.865**	.759**	1					
BROB (5)	.417**	.324**	.357**	.446**	1				
CDFG (6)	.328**	.294**	.387**	.406**	.284**	1			
CDEG (7)	.404**	.209**	.327**	.376**	.198**	.343**	1		
CDRE (8)	.482**	.307**	.407**	.482**	.345**	.251**	.476**	1	
COD (9)	.536**	.352**	.489**	.554**	.360**	.664**	.826**	.774**	1
**. Correlation is significant at the 0.01 level (2-tailed).									

Direct Effect Hypothesis

H1: Increasing customers' interest in brand love improves the desire for brand obsession.

The results of Table (4) show that the customers of tourism and travel companies have a great interest and love for brand of the surveyed companies, and this prompted the obsession of customers with this brand due to the quality of the services it provides, which means that the interest of customers in the services of this company motivated by (0.817) for brand love, which leads to enhancing the obsession of customers with brand by the same amount and reducing the standard error by (0.052). This shows the company's interest in enhancing its capabilities and diversifying its services to gain customer satisfaction and loyalty.
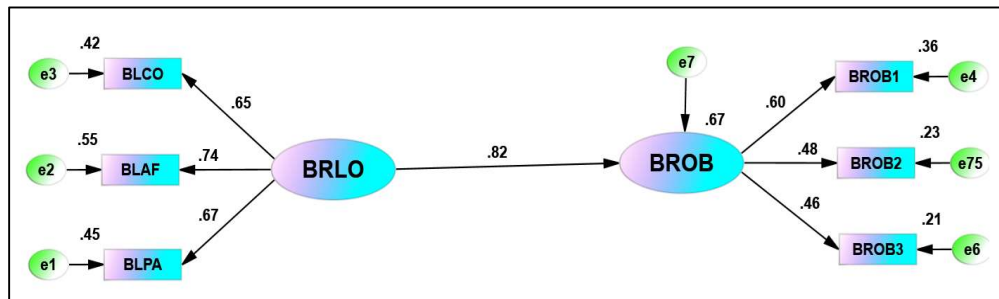

Figure (3) Standard model for the effect of brand love on customer-oriented deviance

Table (5) Standard results for the effect of brand love on customer-oriented deviance

path	Estimate	S.E	Z-value	R2	Accepted/ Rejected

| BRLO | ---> | BROB | 0.817 | 0.052 | 15.712 | 0.667 | Accepted |

H2: Increased customer interest in brand love affects customer-oriented deviation.

The results of Table (5) show attention of customers in brand love, which directly affected the deviation directed towards them, and this led to a reduction in the deviation directed towards customers by (-0.395) and in turn reduced the standard error by (0.037), and this shows the tendency of tourism and travel companies to adopt brand love to reduce the deviation directed towards customers in order to obtain the largest possible market share.
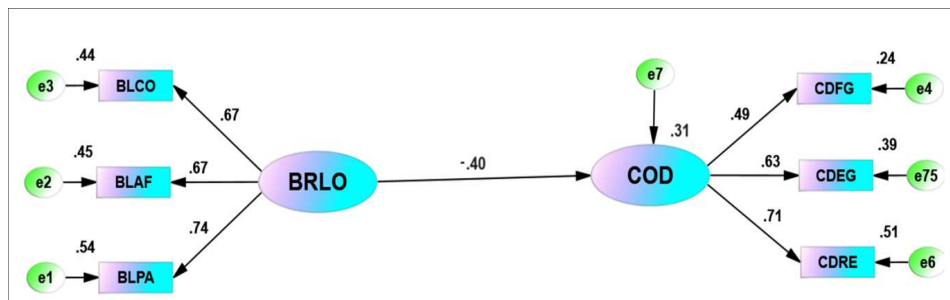

Figure (3) Standard model for the effect of brand love on customer-oriented deviation

Table (5) Standard results for the effect of brand love on customer-oriented deviation

path			Estimate	S.E	Z-value	R2	Accepted/ Rejected
BRLO	--->	COD	-0.395	0.037	-10.676	0.307	Accepted

Interactive Effect Hypothesis

H3: Increased customer interest in the interactive role of brand love and obsession affects customer-oriented deviance.

Based on the first hypothesis (H1) and the second hypothesis (H2), it appears that there is an "interactive effect of brand love and obsession" with it towards customer-oriented deviation, which means that the third hypothesis (H3) shows its results that the interactive role of brand love and obsession with it directly affects the customer-oriented deviation, which means that this matter contributed to an improvement of (-0.709) by reducing the customer-oriented deviation, which led to reducing the standard error by (0.005) and improving the critical value to (-141.800), this shows that travel and tourism companies require them to adopt brand love and obsession as a basic rule in addressing customer-oriented deviation and enhancing their internal capabilities and capabilities in gaining customer satisfaction and loyalty through diversity in services and luxury.
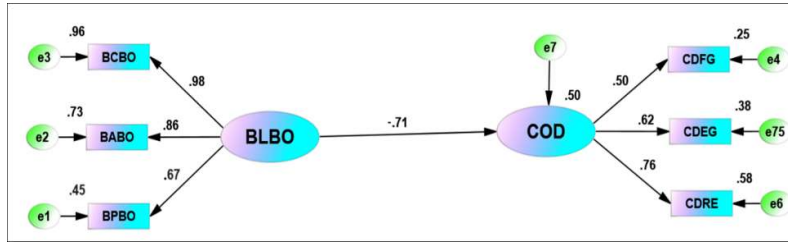
Figure (4) Standard model for the effect of the interactive role of brand love and obsession on customer-oriented deviance Customer

Table (6) Standardized results of the impact of the interactive role of brand love and obsession on customer-directed deviation

path			Estimate	S.E	Z-value	R^2	Accepted/ Rejected
BLBO	--->	COD	-0.709	0.005	-141.800	0.503	Accepted

5. DISCUSSION OF RESULTS AND RECOMMENDATIONS

Conclusions

The results of the study showed several important issues centered on showing the shortcomings suffered by tourism and travel companies, and these results are:

1. The existence of a correlation between brand love, brand obsession, and customer-oriented deviation, which means that travel and tourism companies are interested in addressing the shortcomings they suffer from in explaining the entertainment needs and desires of customers.

2. Tourism companies focus on enhancing the passion and attachment of customers to brand, as well as their interest in maintaining high levels of promise to brand by creating marketing and service strategies added

3. Tourism companies enhance their capabilities in obsessing with brand among customers, especially with regard to the development of marketing and service strategies more focused on increasing customers' connection and feelings with the distinctive identity of brand

4. Tourism companies require that they meet the needs of customers from financial motives and provide different offers and services commensurate with these motives, which means that the development of these aspects will reduce financial motives, ego, and revenge, and enhance the loyalty and association of customers with brand.

5. Travel and tourism companies tend to adopt brand love to reduce customer-oriented deviation in order to obtain the largest possible market share.

6. Travel and tourism companies require them to adopt brand love and obsession as a basic rule in addressing customer-oriented deviation and enhancing their internal capabilities and

capabilities in gaining customer satisfaction and loyalty through diversity in services and well-being.

Recommendations

After showing the shortcomings suffered by tourism and travel companies, it is necessary to direct these companies to the mechanisms through which they can gain customer satisfaction and enhance their capabilities in improving the quality of their services and focus to obtain the largest market share, and these recommendations are:

1. The need to adopt marketing and promotional strategies that support brand love and obsession with customers, which requires conducting marketing research to understand the mechanisms, behaviors and preferences of customers for entertainment in a way that leads to the development of tourism products and services that correspond to their needs and desires.

2. The need to focus on supporting communication and interaction with customers in order to better understand their requirements and expectations, which requires the creation of marketing strategies that enhance passion and attachment to brand and stimulate positive feelings and emotional attachment, which in turn calls for the use of social media to build a positive reputation about brand and the services it provides.

3. The need to maintain commitment to brand through the development of various entertainment programs that enhance loyalty and motivate customers and encourage them to repeat dealing with the company, which in turn requires keenness to provide high-quality tourism and entertainment services and products while fulfilling the promises made by the service provider towards customers.

4. The need to focus on adopting new marketing strategies through the use of digital marketing techniques and interact attractively with customers by providing tourism offers and packages that meet their needs.

5. The need to invest the appropriate amount of human resources and train them to meet the servants to provide entertainment programs in a way that favors the customer with brand, which supports the obsession with it and reduces the deviation directed towards customers.

6. Emphasis should be placed on developing effective loyalty and incentive programs that encourage customers to deal frequently and belong to brand, and invest in customer experiences and enhance their positive feelings towards brand through various communication channels, leading to increased customer engagement with brand.

Future proposals

After focusing on the interactive role of brand love and obsession in customer-oriented deviation, and based on the results shown by the study, future studies should work on studying the impact of commercial love in verbally abusing customers, rejecting customer participation in service innovation, as well as focusing on addressing mechanisms that discourage and reduce the quality of service that through commitment to promises by the company, which means that brand reliability must be studied. And attachment to brand towards addressing the deviations of customers with regard to financial motives, ego and revenge.

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