

Consumer-Based Brand Equity of the Beijing International Film Festival: Constructing and Validating an Integrated Brand Perception Theory

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ABSTRACT

This study investigates the factors influencing Consumer-Based Brand Equity (CBBE) of the Beijing International Film Festival (BJIFF) through the development of an Integrated Brand Perception Theory (IBPT) and its corresponding measurement scale. The research model identifies five key variables: Brand Image (BIE), Brand Awareness (BAS), Perceived Value (PVE), Service Quality (SQY), and Corporate Social Responsibility (CSR), which together form the foundation of consumers' overall perception of the brand. These dimensions are hypothesized to influence intermediary variables such as Customer Satisfaction (CSN) and Brand Trust (BTT), which, in turn, determine CBBE. The study employs the Delphi method for expert judgment and conducts exploratory factor analysis (EFA) to assess the validity of the scale. The results indicate that the model is valid, with the nine extracted factors explaining 85.001% of the variance. Furthermore, the study highlights the role of COVID-19 (IC19) as an intermediary variable in the short term, suggesting that it may be excluded from future studies post-pandemic. This research provides both theoretical contributions by integrating various brand perception dimensions and practical insights for film festival organizers aiming to enhance brand equity. The findings are applicable not only to BJIFF but also to other international film festivals, offering a comprehensive framework for future research in the domain of cultural event branding.

1. Research Background

In recent years, with the deepening of globalization and cultural exchange, international film festivals have become one of the most important platforms for cultural dissemination. Film festivals not only bring economic benefits to the film industry but also play a vital role in enhancing city images and promoting cultural exchange. Despite the abundant literature on film festivals, research on consumer-based brand equity (CBBE) in film festivals remains insufficient and lacks depth, particularly in the study of the perception of different film festival brands and consumer behavior.

The author of this study, Yao Lei, an Associate Professor at Southwest University, China, focuses on this gap by investigating the factors influencing the consumer-based brand equity (CBBE) of the Beijing International Film Festival. The research reveals that existing theoretical frameworks primarily concentrate on singular dimensions, such as brand image, brand awareness, and perceived value, but lack an integrated framework capable of explaining the interactive effects of these factors comprehensively. Therefore, for the first time in academic circles, the author proposes the Integrated Brand Perception Theory (IBPT) and establishes the Integrated Brand Perception Model (IBPM). This theoretical model's core lies in integrating five key brand perception dimensions—Brand Image (BIE), Brand Awareness (BAS), Perceived Value (PVE), Service Quality (SQY), and Corporate Social Responsibility (CSR). These dimensions represent consumers' perceptions and cognitive responses to external brand stimuli. When consumers encounter a brand, they first form a general perception through these dimensions, which influences their emotional reactions and behavioral intentions, ultimately determining their trust in the brand and its brand equity. Thus, the IBPT posits that consumer brand perception consists of five interacting key dimensions, collectively driving the formation of consumer-based brand equity.

Previous literature has already yielded significant results regarding CBBE in film festivals. Kohli (2017) explored how consumers engage with films as brands, revealing how brand identity consistency, through factors like popularity and recognition, influences brand identification via intermediary effects. Kim (2018) evaluated the impact of celebrity endorsements on film festival brand awareness, perceived quality, and brand attachment, finding that celebrity endorsements significantly enhance consumer recognition and emotional connection with film festival brands. Seehanam (2018) proposed a brand asset model based on tourists, analyzing brand asset components in cultural

festivals and emphasizing the role of brand awareness and perceived quality in enhancing brand equity. These studies provide important theoretical support for film festival brand equity research, especially in the areas of brand perception, consumer participation, and brand identification, laying a solid theoretical foundation for this study's development of the IBPT.

Specifically, in the context of the Beijing International Film Festival, the IBPT model demonstrates how consumers form a comprehensive perception of the brand through dimensions like brand image, brand awareness, perceived value, service quality, and corporate social responsibility. This comprehensive perception then affects intermediary variables such as customer satisfaction and brand trust, ultimately determining consumer brand equity (CBBE). The innovation of this theory lies in: first, overcoming the limitations of traditional single-dimension research by proposing a multidimensional integrated brand perception model; and second, providing a universal theoretical framework for cross-disciplinary and cross-cultural film festival brand research. This framework not only applies to the Beijing International Film Festival but also offers insights and support for future brand studies of other international film festivals, such as the Shanghai International Film Festival, Tokyo International Film Festival, and Cannes Film Festival. Especially in the context of increasingly fierce global competition in film festivals, this theory helps both academia and the industry to understand and construct film festival brand equity from a more comprehensive perspective. Ultimately, by proposing and validating the IBPT, this research offers new theoretical foundations and practical guidance for enhancing and managing film festival brands. Furthermore, its innovative significance lies in advancing brand perception research from a single-dimensional to a multi-dimensional integrated perception approach, providing theoretical support for the brand management of large international cultural events such as film festivals. Through this integrated theoretical framework, academia can better grasp the internal mechanisms of film festival brands, promoting differentiation and sustainable development of these brands in the global competitive landscape.

2. Research Model

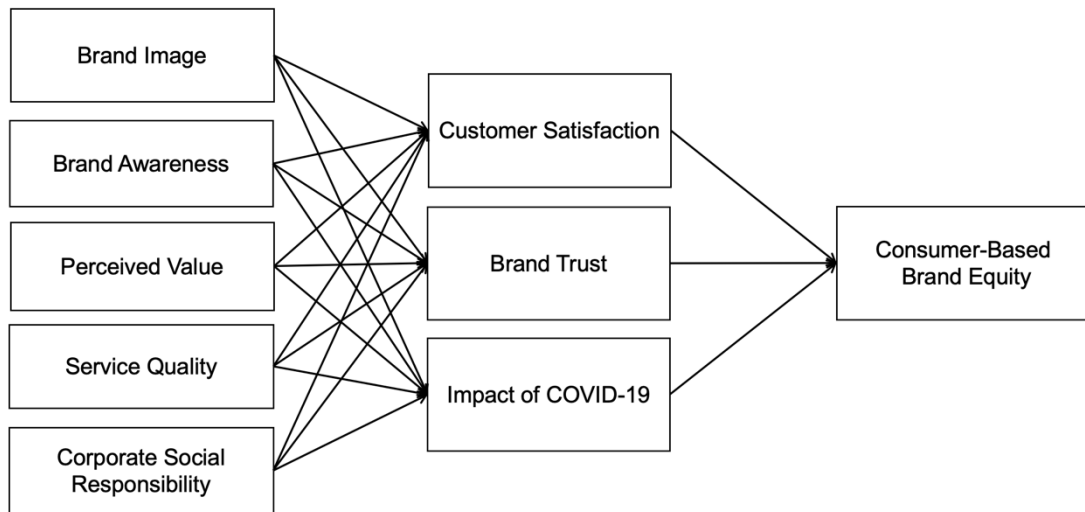
This study adopts the Integrated Brand Perception Model (IBPM) developed by the researcher to explore the factors influencing the Consumer-Based Brand Equity (CBBE) of the Beijing International Film Festival (BJIFF). The model includes independent variables, mediating variables, and dependent variables, aiming to comprehensively analyze the multidimensional components of brand perception and their impact on consumer brand equity.

First, the independent variables include Brand Image (BIE), Brand Awareness (BAS), Perceived Value (PVE), Service Quality (SQY), and Corporate Social Responsibility (CSR). Brand Image refers to consumers' overall cognition and emotional impressions of the film festival, Brand Awareness measures the recognition and distinctiveness of the festival in consumers' minds, Perceived Value assesses the cultural experience, entertainment, and social value provided by the film festival, Service Quality focuses on the festival's service performance and facilities, and Corporate Social Responsibility reflects the positive social, cultural, and economic impact of the festival.

Second, the mediating variables include Customer Satisfaction (CSN), Brand Trust (BTT), and the Impact of COVID-19 (IC19). Customer Satisfaction and Brand Trust reflect consumers' overall satisfaction with and trust in the film festival, while the Impact of COVID-19 variable considers the disruption caused by the pandemic on consumers' participation in film festival activities. The researcher suggests that, as the COVID-19 pandemic ends, this mediating variable will gradually lose its significant impact, and future researchers may choose to exclude this variable and continue exploring other factors affecting film festival brand equity.

Finally, the dependent variable is Consumer-Based Brand Equity (CBBE), which reflects consumers' cognitive, emotional, and loyal perceptions of the Beijing International Film Festival brand. This model provides a systematic theoretical framework for understanding the brand development of the Beijing International Film Festival and also offers a reference for future brand studies of other international film festivals.

Figure 1. Integrated Brand Perception Model (IBPM)



Source: Yao, 2022

3. Research Scales

3.1 Scale of Brand Image

The Brand Image scale consists of 5 items designed to measure respondents' perceptions of the Beijing International Film Festival (BJIFF) in terms of its uniqueness, personalization, and recognizability as a cultural brand. Items on the scale, such as "Beijing International Film Festival is distinguishable" and "Beijing International Film Festival has a unique image," comprehensively reflect the audience's overall impression and differentiated perception of the festival brand. Brand image is a collection of a series of perceptions, impressions, and emotional associations that consumers hold about a brand. In the context of the Beijing International Film Festival, it not only reflects the audience's cognitive judgments about the event's content and quality but also embodies their emotional connection to the festival's cultural significance, artistic spirit, and the city's image.

Table 1. Scale of Brand Image

No.	Items
1	Beijing International film festival is distinguishable
2	Beijing International film festival has personality
3	Beijing International film festival has a unique image
4	Beijing International film festival is unlike any other
5	Beijing International film festival is intriguing

3.2 Scale of Brand Awareness

The Brand Awareness scale consists of 5 items designed to measure respondents' familiarity, recognition ability, and cognitive strength regarding the Beijing International Film Festival (BJIFF) brand. Items on the scale, such as "Beijing International Film Festival is well known in the world" and "I am familiar with the features of Beijing International Film Festival," comprehensively reflect the audience's immediate associations and cognitive accessibility when the festival is mentioned. Brand awareness is the consumer's ability to recognize and recall a brand in various contexts, and it serves as a crucial foundation for brand equity. In the context of the Beijing International Film Festival, brand awareness reflects not only the breadth and depth of its reach in the public's mind but also its influence and recognition within the global film festival community.

Table 2. Scale of Brand Awareness

No.	Items
1	Beijing International film festival is well known in the world
2	Beijing International film festival is recognized by my family
3	Beijing International film festival is easily distinguishable from other film festivals
4	I am familiar with the features of Beijing International film festival
5	Beijing International film festival comes to my mind very quickly when I think about local film festivals

3.3 Scale of Perceived Value

The Perceived Value scale consists of 4 items designed to measure respondents' overall value perception of the Beijing International Film Festival (BJIFF) in terms of cultural experience, entertainment value, and social interaction. Items on the scale, such as "Beijing International Film Festival offers a unique cultural experience" and "The activities at Beijing International Film Festival are entertaining and valuable," comprehensively reflect the audience's evaluation of the sensory, emotional, and social benefits provided by the festival. Perceived value is the overall evaluation formed by consumers after weighing the benefits received against the costs incurred, and it is an important precursor that influences satisfaction and loyalty. In the context of the Beijing International Film Festival, perceived value not only reflects the audience's subjective judgment of the event's content and ticket price fairness but also their comprehensive experience of cultural identity, social interaction, and spiritual fulfillment.

Table 3. Scale of Perceived Value

No.	Items
1	Beijing International Film Festival offers a unique cultural experience.
2	The activities at Beijing International Film Festival are entertaining and valuable.
3	The ticket prices for Beijing International Film Festival are justified by the experience.
4	Beijing International Film Festival provides me with excellent social opportunities.

3.4 Scale of Service Quality

The Service Quality scale consists of 6 items designed to measure respondents' perception of the Beijing International Film Festival (BJIFF) in terms of service reliability, staff professionalism, environment, and facility conditions. Items on the scale, such as "The staff of Beijing International Film Festival provides reliable and consistent service" and "The facilities at Beijing International Film Festival are excellent," comprehensively reflect the audience's subjective experience of the overall service during their participation in the festival. Service quality is a key dimension for measuring brand experience and customer satisfaction, and it directly impacts consumer trust and loyalty. In the context of the Beijing International Film Festival, service quality not only reflects the level of professionalism and humanization in event organization but also emphasizes the importance of audience experience and brand reputation in the international brand-building process.

Table 4. Scale of Service Quality

No.	Items
1	The staff of Beijing international film festival provides reliable and consistent service.
2	The staff of Beijing international film festival is polite and respectful to others.
3	The staff of Beijing international film festival is competent.
4	The environment of Beijing international film festival is clean.
5	The facilities at Beijing international film festival are excellent.
6	Beijing international film festival provides an easy-to-use information and ticket purchasing system.

3.5 Scale of Corporate Social Responsibility

The Corporate Social Responsibility (CSR) scale consists of 6 items designed to measure respondents' perceptions of the positive social, economic, and cultural impacts of the Beijing International Film Festival (BJIFF). Items on the scale, such as "Beijing International Film Festival enhances the city's image" and "Beijing International Film Festival creates job opportunities," comprehensively reflect the public's overall evaluation of the festival's contributions to

local economic development, cultural dissemination, and international reputation. Corporate social responsibility is not only an essential component of a brand's ethical image but also a key basis for consumers to form brand trust and emotional connections. In the context of the Beijing International Film Festival, CSR reflects its responsibility as a cultural brand in creating social value, shaping the city's image, and fostering international cultural exchange.

Table 5. Scale of Corporate Social Responsibility

No.	Items
1	Beijing international film festival enhances the city's image.
2	Beijing international film festival increases the city's revenue.
3	Beijing international film festival creates job opportunities.
4	Beijing international film festival sparks interest from new investors.
5	Beijing international film festival enhances entertainment and cultural aspects.
6	Beijing international film festival elevates the international reputation of the city.

3.6 Scale of Customer Satisfaction

The Customer Satisfaction (CSN) scale consists of 6 items designed to measure respondents' overall satisfaction and positive feelings regarding their participation in the Beijing International Film Festival (BJIFF). Items on the scale, such as "I am satisfied with the quality of services provided by this film festival" and "I enjoy participating in this film festival," comprehensively reflect the audience's overall psychological evaluation after the viewing, interaction, and service experiences. Customer satisfaction is a comprehensive judgment of the gap between consumers' expectations and their actual experiences with a brand, and it is an important variable for predicting brand trust and loyalty. In the context of the Beijing International Film Festival, customer satisfaction not only reflects the audience's positive feelings toward event organization, film content, and atmosphere but also signifies their willingness for continued participation and emotional attachment to the festival brand.

Table 6. Scale of Customer Satisfaction

No.	Items
1	I am satisfied with the quality of services provided by this film festival.
2	I enjoy participating in this film festival.
3	My overall experience at this film festival has been positive.
4	I consider this film festival my preferred choice for similar events.
5	I am generally pleased with my experience at this film festival.
6	I am satisfied with the quality of services provided by this film festival.

3.7 Scale of Brand Trust

The Brand Trust (BTT) scale consists of 6 items designed to measure respondents' perception of the reliability, consistency, and trustworthiness of the Beijing International Film Festival (BJIFF) brand. Items on the scale, such as "I have confidence in Beijing International Film Festival's brand" and "Beijing International Film Festival's brand meets my expectations," comprehensively reflect the trust and reliance that the audience forms through long-term recognition and experience with the brand. Brand trust is a stable psychological expectation formed by consumers based on brand promises and experiences, and it is an important link connecting brand attitude with behavioral intentions. In the context of the Beijing International Film Festival, brand trust not only reflects the audience's recognition of its organizational capabilities and event quality but also signifies their emotional attachment and trust in the festival's continued commitment to delivering cultural value.

Table 7. Scale of Brand Trust

No.	Items
1	The brand of Beijing International Film Festival consistently delivers what I seek in an event.
2	Beijing International Film Festival's brand meets my expectations.
3	I have confidence in Beijing International Film Festival's brand.
4	Beijing International Film Festival's brand never disappoints me.

- 5 Beijing International Film Festival's brand consistently fulfills my needs.
- 6 The brand of Beijing International Film Festival consistently delivers what I seek in an event.

3.8 Scale of Impact of COVID-19

The Impact of COVID-19 (IC19) scale consists of 6 items designed to measure respondents' psychological, behavioral, and experiential impacts related to COVID-19 during their participation in the Beijing International Film Festival (BJIFF). Items on the scale, such as "COVID-19 has affected my willingness to attend this film festival" and "COVID-19 has influenced my expectations of safety measures at the festival," comprehensively reflect the changes in audience risk perception, travel attitudes, and safety awareness in the context of the pandemic. External environmental events significantly affect consumer behavior intentions and emotional responses. In the context of the Beijing International Film Festival, the COVID-19 impact dimension not only reflects the audience's cautious attitude toward health and safety and participation in the event but also reveals the potential disruptive effects of public health crises on cultural consumption behaviors and brand trust mechanisms.

Table 8. Scale of Impact of COVID-19

No.	Items
1	COVID-19 has affected my willingness to attend this film festival.
2	I am more cautious about attending events like this due to COVID-19.
3	COVID-19 has influenced my expectations of safety measures at the festival.
4	My experience at this film festival has been affected by COVID-19 restrictions.
5	COVID-19 has changed how I perceive attending events like this festival.
6	COVID-19 has affected my willingness to attend this film festival.

3.9 Scale of Consumer-Based Brand Equity

The Consumer-Based Brand Equity (CBBE) scale consists of 6 items designed to measure respondents' overall evaluation of the Beijing International Film Festival (BJIFF) brand value based on personal perceptions, emotions, and behaviors. Items on the scale, such as "Beijing International Film Festival is easily recognizable and memorable" and "I feel emotionally connected to Beijing International Film Festival and enjoy participating," comprehensively reflect the brand value perceptions formed by the audience across cognitive, emotional, and loyalty dimensions. CBBE represents consumers' overall attitude and behavioral intentions toward a brand and is a key indicator for measuring brand competitiveness and market influence. In the context of the Beijing International Film Festival, consumer brand equity not only reflects the audience's trust in the festival's professionalism and international reputation but also signifies its brand cohesion and loyalty in terms of cultural identity, emotional attachment, and willingness for continued participation.

Table 9. Scale of Consumer-Based Brand Equity

No.	Items
1	Beijing International Film Festival is easily recognizable and memorable.
2	I associate it with high-quality films and international reputation.
3	I trust Beijing International Film Festival to showcase excellent films.
4	I feel emotionally connected to Beijing International Film Festival and enjoy participating.
5	I am loyal to Beijing International Film Festival and attend every year.
6	Attending Beijing International Film Festival makes me excited and satisfied.

4. Expert Judgment

Expert judgment is typically used in combination with the Content Validity Ratio (CVR) and Content Validity Index (CVI) to assess the content validity of a scale. By inviting experts from relevant fields to evaluate the scale, it ensures that the scale effectively measures the defined constructs while excluding irrelevant or inappropriate items, thereby enhancing the scale's scientific rigor and reliability. In this study, the results of expert judgment provided important

insights for improving the scale, and the CVR and CVI indices were calculated to further validate the scale's content validity.

4.1 Socio-Demographic for Experts

To ensure the objectivity and professionalism of the evaluation, five experts with relevant field experience were invited to assess this study. The basic information of the experts is shown in Table 10 below. These experts are from Southwest University and Chongqing University and possess extensive experience in management, marketing, and cultural industry research. Through expert evaluation, the scale was further optimized to ensure its effectiveness in measuring various variables related to film festival brand equity.

Table10. Socio-Demographic for Experts

Expert	Educational Level	Professional Position	Experiences
E1	PhD of Management	Associate Professor/Southwest University, China	16 years
E2	MBA, Marketing	Professor/Southwest University, China	21 years
E3	DBA, Marketing	Associate Professor/Chongqing University, China	13 years
E4	MBA, Marketing	Professor/Chongqing University, China	22 years
E5	PhD of Management	Lecturer/Chongqing University, China	11 years

4.2 IOC Results of Scales

In this study, the Delphi Method was used to determine the key research variables and their measurement items. Five experts were invited to evaluate the content consistency of the survey items to assess their content validity. The experts rated each item based on its relevance to the research objectives, and the Item-Objective Congruence (IOC) was used for quantitative analysis. According to Rovinelli and Hambleton (1977), the IOC value should range from -1 to +1, where +1 indicates a high degree of relevance, 0 indicates uncertainty, and -1 indicates irrelevance. It is generally accepted that when the IOC value exceeds 0.5, the item has good content validity.

The evaluation results show that all items in this study have IOC values greater than 0.5, indicating that the overall content validity of the scale is high. The ratings from all experts suggest that all survey items are highly consistent with the theoretical definitions of the research variables, adequately reflecting the conceptual meanings of the variables in the Consumer-Based Brand Equity (CBBE) model. Specifically, the scales for Brand Image, Brand Awareness, Perceived Value, Service Quality, Corporate Social Responsibility, Customer Satisfaction, Brand Trust, Impact of COVID-19, and Consumer-Based Brand Equity passed the expert consistency test. This result indicates that the scale design meets the reliability and validity standards for academic research, with comprehensive content, clear expressions, and no ambiguous or conceptually deviating items, thus providing a solid foundation for subsequent data collection and quantitative analysis. Detailed items and their IOC results are shown in Table 11.

Table 11. IOC Results of Scales

	E1	E2	E3	E4	E5	IOC
Brand Image						
Beijing International film festival is distinguishable	1	1	1	1	1	1
Beijing International film festival has personality	1	1	1	1	1	1
Beijing International film festival has a unique image	1	1	1	1	1	1
Beijing International film festival is unlike any other	1	1	1	1	1	1
Beijing International film festival is intriguing	1	1	1	1	1	1
Brand Awareness						
Beijing International film festival is well known in the world	1	1	1	1	0	0.8
Beijing International film festival is recognized by my family	1	1	1	1	-1	0.6

Beijing International film festival is easily distinguishable from other film festivals	1	1	1	1	1	1
I am familiar with the features of Beijing International film festival	1	1	1	1	1	1
Beijing International film festival comes to my mind very quickly when I think about local film festivals	1	1	1	1	1	1
Perceived Value						
Beijing International Film Festival offers a unique cultural experience.	1	1	1	1	1	1
The activities at Beijing International Film Festival are entertaining and valuable.	1	1	1	1	1	1
The ticket prices for Beijing International Film Festival are justified by the experience.	1	1	1	1	1	1
Beijing International Film Festival provides me with excellent social opportunities.	1	1	1	1	1	1
Service Quality						
The staff of Beijing international film festival provides reliable and consistent service.	1	1	1	1	1	1
The staff of Beijing international film festival is polite and respectful to others.	1	1	0	1	1	0.8
The staff of Beijing international film festival is competent.	1	1	1	1	1	1
The environment of Beijing international film festival is clean.	1	1	1	1	1	1
The facilities at Beijing international film festival are excellent.	1	1	1	1	1	1
Beijing international film festival provides an easy-to-use information and ticket purchasing system.	1	1	1	1	1	1
Corporate Social Responsibility						
Beijing international film festival enhances the city's image.	1	1	1	1	1	1
Beijing international film festival increases the city's revenue.	1	1	1	1	1	1
Beijing international film festival creates job opportunities.	1	1	1	1	1	1
Beijing international film festival sparks interest from new investors.	1	1	1	1	1	1
Beijing international film festival enhances entertainment and cultural aspects.	1	1	1	1	1	1
Beijing international film festival elevates the international reputation of the city.	1	1	1	1	1	1
Customer Satisfaction						
I am satisfied with the quality of services provided by this film festival.	1	1	1	1	1	1
I enjoy participating in this film festival.	1	0	1	1	1	0.8
My overall experience at this film festival has been positive.	1	1	1	1	1	1
I consider this film festival my preferred choice for similar events.	1	1	1	1	1	1
I am generally pleased with my experience at this film festival.	1	1	1	1	1	1
I am satisfied with the quality of services provided by this film festival.	1	1	1	1	1	1
Brand Trust						
The brand of Beijing International Film Festival consistently delivers what I seek in an event.	1	1	1	1	1	1
Beijing International Film Festival's brand meets my expectations.	1	1	1	1	1	1
I have confidence in Beijing International Film Festival's brand.	1	1	1	1	1	1
Beijing International Film Festival's brand never disappoints me.	1	1	1	1	1	1
Beijing International Film Festival's brand consistently fulfills my needs.	1	1	1	1	1	1
The brand of Beijing International Film Festival consistently delivers what I seek in an event.	1	1	1	1	1	1
Impact of COVID-19						
COVID-19 has affected my willingness to attend this film festival.	1	1	1	1	1	1
I am more cautious about attending events like this due to COVID-19.	1	1	1	1	1	1
COVID-19 has influenced my expectations of safety measures at the festival.	1	1	1	1	1	1
My experience at this film festival has been affected by COVID-19 restrictions.	1	1	1	1	1	1
COVID-19 has changed how I perceive attending events like this festival.	1	1	1	1	1	1
COVID-19 has affected my willingness to attend this film festival.	1	1	1	1	1	1
Consumer-Based Brand Equity						
Beijing International Film Festival is easily recognizable and memorable.	1	1	1	1	1	1
I associate it with high-quality films and international reputation.	1	1	1	1	1	1
I trust Beijing International Film Festival to showcase excellent films.	1	1	1	1	1	1
I feel emotionally connected to Beijing International Film Festival and enjoy participating.	1	1	1	1	1	1

I am loyal to Beijing International Film Festival and attend every year.	1	1	1	1	1	1
Attending Beijing International Film Festival makes me excited and satisfied.	1	1	1	1	1	1

5. Reliability and Validity Testing

5.1 Reliability Analysis

To verify the internal consistency and stability of the measurement scales used in this study, a pilot test was conducted with 100 respondents. All items adopted a five-point Likert scale, ranging from “strongly disagree (1)” to “strongly agree (5).” Subsequently, Cronbach’s α coefficients for each variable were calculated using SPSS software to examine the reliability level of the scales. Cronbach’s α measures the inter-item correlation, with higher values indicating better internal consistency. According to established standards, $\alpha \geq 0.90$ is considered excellent, 0.80–0.89 good, and 0.70–0.79 acceptable.

As shown in Table 12, all variables in this study achieved Cronbach’s α values greater than 0.80, indicating high internal consistency across the scales. Among them, the Service Quality (SQY) scale demonstrated the highest reliability ($\alpha = 0.912$), suggesting excellent measurement stability. The scales for Brand Image (BIE), Brand Awareness (BAS), Perceived Value (PVE), and Corporate Social Responsibility (CSR) all yielded α values between 0.80 and 0.90, reflecting good reliability. The mediating variables, Customer Satisfaction (CSN) and Brand Trust (BTT), also met high reliability standards ($\alpha = 0.856$ and 0.906, respectively). Furthermore, the scales for Impact of COVID-19 (IC19) and Consumer-Based Brand Equity (CBBE) recorded reliability values of 0.888 and 0.825, respectively, both indicating stable measurement performance. Overall, the reliability results suggest that all constructs in the study exhibit strong internal consistency. The questionnaire design is sound, and the measurement outcomes are reliable, providing a robust foundation for further validity testing and structural equation modelling.

Table 12. Reliability Analysis

Variables	Items	Cronbach’s α
Brand Image	5	0.827
Brand Awareness	5	0.898
Perceived Value	4	0.810
Service Quality	6	0.912
Corporate Social Responsibility	6	0.887
Customer Satisfaction	6	0.856
Brand Trust	6	0.906
Impact of COVID-19	6	0.888
Consumer-Based Brand Equity	6	0.825

5.2 Validity, Exploratory Factor Analysis (EFA)

To further verify the construct validity of the scales, this study conducted an Exploratory Factor Analysis (EFA) using the test data. The purpose of EFA is to identify the underlying factor structure through statistical techniques, thereby determining whether the questionnaire items effectively reflect their intended theoretical dimensions and to evaluate the construct’s consistency and discriminant validity. Before performing the analysis, the suitability of the data was first tested. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.872, indicating strong correlations among variables and suitability for factor analysis. The Bartlett’s Test of Sphericity yielded a chi-square value of $\chi^2 = 2030.737$, $df = 352$, with a significance level of $p < 0.001$, confirming that the variables were significantly correlated and suitable for factor extraction (see Table 13).

Table 13. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.872
Bartlett's Test of Sphericity	Approximate Chi-Square	2030.737
	Df	352
	Sig.	0.000

After confirming the sample's suitability for EFA, the Varimax rotation method was employed to extract common factors based on the criterion of Eigenvalue > 1. The analysis extracted nine factors, which correspond closely with the nine theoretical dimensions designed in the questionnaire. All item loadings on their respective factors exceeded 0.5, while cross-loadings were below 0.4, indicating strong convergent validity and discriminant validity. The total cumulative variance explained by the nine extracted factors was 85.001%, demonstrating that the scale effectively captures most of the information from the original dataset. This high level of explained variance indicates that the construct structure is clear, coherent, and statistically stable.

Table 14. Exploratory Factor Analysis Results

Items	Component								
	1	2	3	4	5	6	7	8	9
A1	0.872	0.211	0.194	0.108	0.092	0.087	0.101	0.074	0.066
A2	0.894	0.203	0.166	0.114	0.107	0.082	0.093	0.081	0.052
A3	0.876	0.219	0.184	0.097	0.099	0.095	0.115	0.071	0.068
A4	0.851	0.192	0.164	0.086	0.115	0.083	0.097	0.062	0.074
A5	0.888	0.175	0.172	0.098	0.091	0.074	0.102	0.084	0.057
B1	0.218	0.832	0.197	0.129	0.108	0.091	0.076	0.087	0.054
B2	0.189	0.864	0.214	0.111	0.132	0.078	0.083	0.095	0.067
B3	0.204	0.853	0.196	0.119	0.125	0.085	0.098	0.088	0.061
B4	0.233	0.874	0.182	0.102	0.138	0.079	0.085	0.091	0.059
B5	0.207	0.842	0.176	0.113	0.121	0.088	0.094	0.082	0.071
C1	0.194	0.218	0.804	0.111	0.098	0.077	0.069	0.094	0.061
C2	0.175	0.201	0.828	0.106	0.089	0.082	0.078	0.085	0.073
C3	0.186	0.219	0.816	0.118	0.091	0.095	0.065	0.082	0.069
C4	0.159	0.187	0.841	0.127	0.083	0.091	0.084	0.075	0.064
C5	0.168	0.211	0.802	0.134	0.099	0.076	0.071	0.083	0.058
D1	0.109	0.138	0.126	0.873	0.113	0.081	0.071	0.069	0.057
D2	0.112	0.141	0.118	0.861	0.126	0.087	0.075	0.078	0.066
D3	0.097	0.127	0.104	0.882	0.119	0.094	0.068	0.084	0.073
D4	0.121	0.153	0.137	0.854	0.103	0.099	0.079	0.081	0.069

D5	0.108	0.146	0.125	0.868	0.112	0.085	0.083	0.072	0.061
E1	0.203	0.188	0.097	0.121	0.826	0.098	0.072	0.081	0.056
E2	0.184	0.173	0.089	0.118	0.842	0.091	0.081	0.074	0.069
E3	0.177	0.159	0.094	0.106	0.814	0.087	0.073	0.079	0.066
E4	0.192	0.164	0.102	0.099	0.828	0.093	0.078	0.072	0.062
E5	0.205	0.171	0.115	0.111	0.831	0.089	0.084	0.069	0.057
F1	0.121	0.105	0.098	0.087	0.079	0.867	0.126	0.072	0.059
F2	0.108	0.119	0.082	0.099	0.092	0.854	0.131	0.084	0.067
F3	0.127	0.097	0.095	0.087	0.086	0.876	0.112	0.071	0.064
F4	0.135	0.103	0.088	0.093	0.094	0.861	0.107	0.076	0.071
F5	0.119	0.091	0.096	0.085	0.081	0.873	0.115	0.068	0.063
F6	0.132	0.107	0.091	0.092	0.089	0.857	0.123	0.081	0.074
G1	0.111	0.099	0.088	0.077	0.083	0.092	0.872	0.103	0.069
G2	0.097	0.087	0.094	0.089	0.091	0.088	0.861	0.112	0.071
G3	0.106	0.102	0.085	0.093	0.079	0.081	0.878	0.098	0.063
G4	0.122	0.094	0.079	0.086	0.082	0.087	0.864	0.105	0.074
G5	0.113	0.091	0.086	0.092	0.088	0.084	0.871	0.117	0.068
H1	0.091	0.083	0.077	0.084	0.081	0.075	0.102	0.854	0.073
H2	0.086	0.078	0.082	0.079	0.087	0.073	0.095	0.867	0.065
H3	0.089	0.075	0.086	0.085	0.081	0.077	0.103	0.849	0.069
H4	0.094	0.079	0.083	0.081	0.089	0.081	0.091	0.856	0.072
H5	0.088	0.082	0.078	0.084	0.093	0.073	0.097	0.872	0.063
H6	0.092	0.087	0.085	0.079	0.086	0.081	0.104	0.859	0.068
I1	0.101	0.085	0.082	0.088	0.077	0.069	0.094	0.082	0.866
I2	0.093	0.078	0.087	0.084	0.082	0.071	0.089	0.076	0.857
I3	0.088	0.083	0.081	0.086	0.089	0.078	0.085	0.091	0.874
I4	0.097	0.076	0.084	0.092	0.081	0.083	0.091	0.088	0.862
I5	0.091	0.079	0.086	0.085	0.083	0.077	0.087	0.082	0.871
I6	0.084	0.082	0.089	0.088	0.085	0.079	0.093	0.086	0.863
Eig.,	10.931	3.257	2.694	2.173	1.835	1.478	1.213	1.062	1.005
Var.	36.437	10.623	8.979	7.242	6.116	4.929	4.043	3.541	3.090
Cum.	36.437	47.060	56.039	63.281	69.397	74.326	78.369	81.910	85.001

Note: Eig. means Initial Eigenvalues; Var. means % of Variance; Cum. means Cumulative %

From the EFA results, each factor aligns well with theoretical expectations, indicating that the scale demonstrates strong structural explanatory power and theoretical consistency. Overall, the measurement instrument in this study exhibits high levels of reliability and validity, reflecting excellent measurement stability and structural soundness.

These results provide a solid theoretical and statistical foundation for subsequent Structural Equation Modelling (SEM) analysis, ensuring the scientific rigor and reliability of the research conclusions.

6. Conclusion

This study, grounded in the innovative framework of the Integrated Brand Perception Theory (IBPT), systematically examined the causal paths among Brand Image (BIE), Brand Awareness (BAS), Perceived Value (PVE), Service Quality (SQY), and Corporate Social Responsibility (CSR) on Consumer-Based Brand Equity (CBBE). The mediating roles of Customer Satisfaction (CSN), Brand Trust (BTT), and Impact of COVID-19 (IC19) were incorporated to explain the underlying mechanisms. The empirical results demonstrated that all scales achieved high reliability levels, and the nine extracted factors from the EFA closely aligned with the theoretical dimensions, with a cumulative variance explained rate exceeding 85%. This indicates that the instrument possesses robust construct validity.

Key finding: 1) The five brand perception dimensions collectively form the foundational base of consumers' overall perception of the Beijing International Film Festival (BJIFF). Through the positive mediating effects of customer satisfaction and brand trust, these dimensions significantly influence CBBE. Specifically, a stronger brand image, higher awareness, greater perceived value, superior service quality, and stronger sense of social responsibility jointly enhance satisfaction and trust, thereby strengthening brand recognition, emotional attachment, and loyalty. 2) The Impact of COVID-19 (IC19) exerts a negative moderating and partial mediating effect within the model. During periods of heightened risk perception, the transmission mechanism of satisfaction and trust weakens, thus reducing the formation of CBBE. However, this variable is contextually temporary. The researcher suggests that after the pandemic ends or its influence diminishes, IC19 may no longer serve as a necessary mediator. Future studies could exclude this variable and test the model under normalized conditions to examine its robustness across film festivals.

3) Theoretical Contributions: This study is the first to integrate five key brand perception dimensions into a unified Integrated Brand Perception Theory (IBPT), advancing CBBE research in film festivals from fragmented, single-dimensional studies toward a multidimensional integrated approach. The resulting model and measurement scale offer both universality and transferability, making them applicable to comparative research across international film festivals such as Shanghai, Tokyo, and Cannes. 4) Managerial Implications: Film festival organizers should implement a synchronized five-ring strategy—Image, Awareness, Value, Service, and Responsibility—as the core drivers of brand building. Service quality and perceived value should serve as key levers to enhance satisfaction and trust rapidly, while CSR should reinforce long-term mental associations and strengthen the connection with the host city's brand. Under non-routine contexts (e.g., public health crises), organizers must prioritize safety and convenience by improving transparency of information, optimizing ticketing and entry procedures, and ensuring visible hygiene standards to mitigate the negative impact of risk perception on brand equity.

5) Limitations and Future Research Directions: The study's sample size was limited, and the use of cross-sectional self-reported data may involve common method bias. Moreover, since the study focused on a single film festival, its external validity could be improved. Future research could: (a) Conduct larger-sample Confirmatory Factor Analysis (CFA) and multi-group invariance tests; (b) Employ longitudinal designs to examine the dynamic transmission of satisfaction and trust; (c) Perform cross-festival and cross-cultural comparative studies to assess the generalizability of IBPT; (d) Introduce additional mediating or moderating variables to refine the model; (e) In post-COVID-19 contexts, remove IC19 and explore emerging factors such as digital services and sustainability practices that may further enhance CBBE. Overall, the study contributes a novel theoretical framework, a validated measurement tool, and practical insights that jointly advance the understanding and management of film festival brand equity in the era of global cultural competition.

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