

# Crazy little thing called brand love!

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Exploring the influence of brand love  
on brand equity

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## Preface

During my bachelor study, International Business and Management Studies, I got the opportunity to do the pre master Communication Studies at the University of Twente. Once I finished my pre master I had to write my thesis for my bachelor study. For my bachelor study I did an internship at Locamation in Hengelo. This was a great experience, to get a sense of working in a marketing and sales department. Last August I got my bachelor degree and decided I will continue with the master Marketing Communication. I did not know what to expect from the master since the pre master was mostly about getting the needed level of education for the master. What I enjoyed from the master was getting to choose the courses you are interested in. I have enjoyed and learned a lot from all the courses that I have done during my master program. Doing the master Marketing Communication at the University of Twente had really proved to be a very fun, great, interesting experience. I would not want to change any bit. This report is my master thesis for the conclusion of my master program in Marketing Communication, at the University of Twente. In this thesis I study the influence of brand love on brand equity.

There are several people I would like to thank for their support, help and guidance during the making of this thesis. First of all, I would like to thank my family, boyfriend, and friends for all their support and patients. They had to listen to me going on about my study and me stressing. That takes a lot of patients to handle that. Thank you! At last, I would like to thank my supervisor Sabrina Hegner and my second supervisor Svetlana Bialkova. Sabrina was my supervisor for the course Research Topics. She helped me to figure out what I would like to do for my master thesis. During this process I realized I wanted her as my master thesis supervisor. Thus, I asked her if she would like to supervise me and she agreed. I couldn't be happier with her as my supervisor. I'll always be grateful for the time and energy that you have put into guiding me with my thesis. Also, thank you for your quick responses and fun chats we had during the feedback sessions. Svetlana Bialkova, thank you for reading my thesis and given good critical feedback.

## Summary

Consumer-brand relationships have become more elaborate with consumers not only liking, but loving brands. Several researchers have defined the meaning of brand love using different dimensions (Batra, Ahuvia, & Bagozzi, 2012; Carrol & Ahuvia, 2006). For the current study, the seven brand love dimensions of Batra et al. (2012) are used, and the influence of these dimensions on brand equity is analyzed. There are three brand equity dimensions that are considered for this study. These are, brand awareness, brand image, and brand loyalty. Product category was used as a moderator in the study.

A pre-test was conducted to select a collection of products for the main study. The conclusion from the pre-test was that for both hedonic and utilitarian, three product categories would be used. For the main study, a questionnaire was developed in order to measure the level of brand love and brand equity. There were 506 respondents that participated in the study.

The analysis of the main study showed that the statistical dimensionality of the brand love dimensions is not consistent with the original brand love dimensions. However it was chosen to continue the analysis with the original brand love dimensions. The factor analysis also showed that brand image consisted of two dimensions. The literature used for brand equity supported this analysis. Therefore, for the continuing of the study, brand image was split into brand quality and brand association. Furthermore, analyses were conducted on the influence of the brand love dimension on brand equity.

The results show that there is a significant influence of various brand love dimensions on brand equity. All of the brand equity dimensions are influenced by the brand love dimension, long-term relationship. Further results show that several brand love dimensions have a negative influence on brand equity. The moderator product category showed to have no significant influence. However, the analysis did show that hedonic and utilitarian play a role in the influence of brand love on brand equity. Hedonic products seem to have more influence in the relation between brand love and brand equity than utilitarian products.

In the final chapter a recommendation was given based on the results. The recommendation consists of using the brand love dimension to get higher brand equity. An example of such a recommendation is to create positive emotional connection by associating a brand with a charity or other sort of event in order to create more brand association.

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## **1. Introduction**

In recent years, there is a burgeoning interest in brand love. Consumers use the term brand love to describe their feeling towards a brand they feel an emotional connection with (Ortiz & Harrison, 2011). Several researchers have defined the meaning of brand love, using different dimensions (Batra, Ahuvia, & Bagozzi, 2012; Carrol & Ahuvia, 2006). Batra et al. (2012) elaborately describe seven dimensions of brand love. (1) Passion-driven behavior, (2) Self-brand integration, (3) Positive emotional connection, (4) Anticipated separation distress, (5) Attitude valence, (6) Attitude strength, (7) Long-term relationship. These dimensions give an understanding of the love consumers feel towards a brand.

Brand equity is an important influence on consumer's perception of a brand and buying behavior (Buil, Chernatony de, & Martínez, 2013). Brand equity can be grouped into several dimensions. For this study it was chosen to use the brand equity dimensions; brand awareness, brand image, and brand loyalty. There exist interrelationships among the brand equity dimension. First of all, brand awareness is concerned with the consumer being able to recognize and recall the brand (Aaker, 1991). Second, the consumer constitutes a brand image. In this stage, the consumer forms perceptions and associations of the brand (Río, Vásquez, & Iglesias, 2001). Third, the consumer becomes emotionally committed to the brand (Park, Whan, MacInnis, Priester, Eisingerich and Lacobucci, 2010). Each brand equity dimension influences the consumer perspective of a brand.

The aim of this study is to explore the influence of the seven brand love dimensions on brand awareness, brand image, and brand loyalty. Furthermore, this study explores product category as a moderator. Finally, based on the results a recommendation is made. This recommendation illustrates several ways to use the brand love dimensions to get higher brand equity. As mentioned before, brand love is relatively less researched. Due to the fact that there are no existing studies on the influence of brand love on brand equity, this study will not use hypotheses.

## 2. Theoretical Framework

*This chapter gives an outline of previous literature that has been done on the subject of brand love and brand equity. It also gives an explanation of the theory behind this study by using previous literature and examples.*

### 2.1 Brand Love

Research has shown that consumer-brand relationships can be considerably more intense than simple liking. Consumers can experience “love-like” feelings towards a brand (Carroll & Ahuvia, 2006). Consumers become emotionally attached to a brand and describe their feelings towards a brand by using the term love (Ortiz & Harrison, 2011). Carroll and Ahuvia (2006) define brand love as “the degree of passionate emotional attachment a satisfied consumer has for a particular trade name” (p.81). Consumer-brand relationship is the overall relationship a consumer has with a brand. In consumer-brand relationships there is an interpersonal relationship between the brand and the consumer (Fournier & Alvarez, 2012). The consumer-brand relationship consists of various constructs. Brand love is one of the constructs that is part of a consumer-brand relationship (Reimann, Castaño, Zaickowsky, Bechara, 2012). In order to get a better insight into the different conceptualizations of brand love, three articles are discussed. The articles discussed are by Batra, Ahuvia, and Bagozzi (2012), Albert, Merunka, and Valette-Florence (2008), and Carroll and Ahuvia (2006). In Appendix A, a literature scheme that summarizes the three articles about brand love and the different conceptualizations can be found.

The article by Batra et al. (2012) describes brand love as the consumer-brand relationship that corresponds with seven brand love dimensions. These seven dimensions that describe brand love from a consumer’s point of view are: (1) positive attitude valence, (2) self-brand integration, (3) positive emotional connection, (4) separation distress, (5) long-term relationship, (6) passion-driven behavior, and (7) attitude strength. The seven dimensions help better understand the construct of love in a consumer behavior context. The study by Batra et al. (2012) employs two qualitative studies that provide a grounded foundation for the third study. The first study consisted of telephone interviews that examined all types of non-interpersonal love. The second study consisted of detailed interviews that focused on loved brands that were chosen by the respondents. These two studies yielded into ten major components that represent the elements of the brand love prototype. In the third study the authors categorized the antecedents of brand love into the seven brand love dimensions. The



main finding of this study was that brand love is a different form of love and less important than interpersonal love.

The second article used is by Albert, Merunka, and Vallette-Florence (2008). They describe their study as a social psychology conceptualization of love, within which a relationship paradigm applies (Albert et al, 2008). Albert et al. (2008) found 11 brand love dimensions: (1) passion, (2) duration, (3) self-congruity, (4) dreams, (5) memories, (6) pleasure, (7) attractions, (8) uniqueness, (9) beauty, (10) trust, and (11) declaration. For this study they used an exploratory research method. The method consisted of five steps. First, respondents gave their opinions on brands. Second, they stated one to three brands and arguments why they choose these brands. Third, one image had to be selected for each brand and supported by arguments in order “to identify the relationship the consumer has with the brand” (Albert et al., 2008, p.1064). Then, three images appeared on the screens that represent the feeling of love. The respondent had to comment on what the images suggest. The fourth step separated the respondents that chose an image that does represent love and an image that does not represent love. When choosing an image that does not represent love, the respondents were asked why they chose the image and what it says about a person’s relationship with the brand. When choosing an image that does represent love, respondents were asked why the brand is special and if they are in love with the brand and why. Last, respondents were asked demographical questions. From these results, an analysis was conducted that led to establishing the final eleven brand love dimensions. The main finding was that brand love is a set of characteristics and dimensions rather than a psychological state. Another main finding is that different product categories may generate different love feelings. However, they suggest that further research should be conducted on this phenomenon.

The article by Carroll and Ahuvia (2006) is the third article that is discussed. In this article the authors define brand love as “the degree of passionate emotional attachment a satisfied consumer has for a particular name” (Carroll & Ahuvia, 2006, p.81). Carroll and Ahuvia (2006) established five brand love dimensions: (1) passion for the brand, (2) brand attachment, (3) positive evaluation of the brand, (4) positive emotions in response to the brand, and (5) declarations of love towards the brand. The data was collected through a questionnaire. The design of the questionnaire was based on branded products and routinely purchased products. First of all, respondents were asked to mention a brand of packaged good they were satisfied with. Then, they completed the questionnaire that referred to the chosen brand. The main finding from this study was that brand love has a positive direct effect on

brand loyalty as well as on positive word of mouth. Another finding was that hedonic and self-expressive brands have a positive effect on brand love. Yet, hedonic products have a negative effect on brand loyalty.

From the three articles discussed above, it shows that brand love is always associated with a brand that a consumer has established a relationship with. Therefore, brands that consumers have established close relationships with have a higher score on brand love than neutral relationships (Reimann, Castano, Zaichkowsky, & Bechara, 2012). The three articles discussed show that all the dimensions of brand love cover the same topic. In the following paragraphs the difference between the dimensions is discussed.

The seven dimensions of Batra et al. (2012) describe a consumer's "love feeling" for a brand with a great deal of insight. Batra et al. (2012) give more richness and insight into the brand love phenomenon. The dimensions that are established by Batra et al. (2012) give a deeper insight into human characteristics and feelings that contribute to using the brand. The dimensions from Albert, Merunka, and Valette-Florence (2008) are more concerned with the attributes of the brand instead of feelings that are generated by the brand. The main weakness of this study is that it only determines that brand love exists between a consumer and a loved brand through brand attributes like beauty, uniqueness, and attractive features of the brand. Albert et al. (2008) fail to define the feelings behind brand love. The study would have been more beneficial if the authors had included questions concerning the experience of using and/or the feeling of being separated from the loved brand. The dimensions established by Carroll & Ahuvia (2006) are concerned with feelings that are generated by the brand. However, these dimensions do not give enough insight in understanding how consumers experience brand love. To get more insight into the dimensions of Carroll and Ahuvia (2006) they could have added several dimensions that address individual feelings. By using other dimensions as well, they could have given a better understanding of which emotions constitute brand love.

All the dimensions mentioned in the three articles can be found in the seven brand love dimension from Batra et al. (2012). Therefore, for the purpose of this study the seven brand love dimension from Batra et al. (2012) are used. The current study aims to connect the seven brand love dimensions (Batra et al., 2012) with brand equity. Brand equity will be explained in the following chapter. To get a better understanding of the seven brand love dimension

(Batra et al., 2012), the following paragraphs will enlighten the dimensions. In the following paragraphs the article from Batra et al. (2012) is referred to.

### ***Positive attitude valence***

Positive attitude valence is one of the seven brand love dimension. The name basically states the meaning of this dimension. Consumers experience a positive attitude towards the brands they love. Consequently, consumers evaluate the brand they love positively by using any criteria that are relevant for the loved brand.

### ***Positive emotional connection***

This dimension of brand love explains the emotional connection a consumer experiences with the loved brand. The consumer feels emotionally bonded to the loved brand and experiences a positive affect when thinking or using the brand. The consumer believes that there is a natural fit between him and the loved brand.

### ***Self-brand integration***

Self-brand integration says something about the consumers believing that the loved brand is an important part of the self-identity of the brand. It expresses values and group identities that are part of the consumer's self-identity. The loved brand gives the consumer's life meaning and intrinsic rewards.

### ***Passion-driven behavior***

The consumer has a passion driven behavior towards the loved brand. The consumer is passionately involved with the loved brand. He is willing to invest resources into the loved brand, has used the brand in the past, and has a passionate desire to continue the involvement.

### ***Long-term relationship***

Long-term relationship explains this dimension without any added explanation. The consumers will be using the loved brand for a long time and "feels a sense of long-term commitment" towards the loved brand (Batra et al., 2012, p. 8).

### ***Anticipated separation distress***

The dimension of anticipated separation distress explains the fear of being separated from the loved brand. The consumer experience fear, anxiety, and worry if the loved brand would

disappear from his life. It would be emotionally painful for the consumer if this would happen.

### ***Attitude strength***

Attitude strength explains the consumer's attitude regarding the loved brand. The consumer frequently talks about the loved brand, has strong feelings towards the brand, and has a certainty and confidence about his feelings/evaluations of the brand.

## **2.2 Brand Equity**

As mentioned before, this study explores the relation between brand equity and the seven brand love dimension of Batra et al. (2012). When it comes to positively influencing consumers' perception and subsequently consumer's buying behavior, brand equity is regarded as an essential concept (Buil, Chernatony de, & Martínez, 2013). In order to better understand the relationship between brand love and brand equity, it is essential to understand the different aspects of brand equity. Brand equity has been defined as "a set of brand assets and liabilities linked to a brand, its name, and symbol, which add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" (Aaker, 1991, p. 15). It has also been defined as "the differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1993, p. 8). This definition is based on the consumers' experience with the brand during the consumer-brand relationship. In other words, brand equity can be anything that adds or subtracts value to a product and is connected to the brand name. There are two perspectives that define brand equity. Brand equity can be classified based on the financial perspective or the consumer perspective (Buil, Chernatony de, Martínez, 2013). The financial perspective stresses the value of the brand to a firm. The consumer perspective considers the value of a brand to consumers (Leone et al., 2006; Simon & Sullivan, 1993 as cited in Buil, Chernatony de, Martínez, 2013).

The current study focuses on the consumer perspective and not on the financial perspective. The financial perspective would focus on the managerial part of how the brand love dimensions can create more brand value to a firm. The consumer perspective focuses on the value of a brand to a consumer, which coincides with brand love. The seven brand love dimensions can influence consumer's perspective of a brand and consequently the value of the brand to the consumer. The consumer's perspective of brand equity can be measured by

studying the consumers' positive responses towards a brand and their associations with a brand (Aaker, 1991; Keller, 1993). It can be divided into several consumer behaviors. There are many dimensions of brand equity that range from attitude to perceived quality (Keller & Lehman, 2006).

Various researchers have measured different dimensions of brand equity. Several of these researchers use brand awareness, brand image, and brand loyalty as dimensions for brand equity (Aaker, 1991; Keller, 1993; Yoo, Donthu, & Lee, 2000). Brand equity reflects the level of brand awareness, brand image, and brand loyalty that consumers have towards a brand. It is the overall brand strength (Keller, 1993).

For that reason, this study looks at the brand equity dimensions; brand awareness, brand image, and brand loyalty. These three dimensions can be related to brand love. First, consumer's become aware of a certain brand. Second, consumers that are aware of a brand create their own brand image. Third, whether this is a positive or negative brand image it might lead to loyalty towards a brand. And last, if the consumer has a positive brand image and is loyal towards a brand it may generate more brand love. The only question that remains is which of the seven brand love dimensions influence the brand equity dimensions. In the following chapters the brand equity dimensions will be discussed in more depth.

### **2.2.1 Brand Awareness**

The first brand equity dimension discussed is brand awareness. Aaker (1991) defines brand awareness as "the ability for a buyer to recognize or recall that a brand is a member of a certain product category" (p.61). To build brand equity there should be brand awareness. In a consumers mind there needs to be some memory of the brand name. When the consumer links the brand name to his knowledge on the brand he constitutes brand equity by being aware of the brand (Aaker, 1991).

In order for a brand to be loved there should be brand awareness. Consequently, there is a positive association between the consumer's preference for a certain brand and brand awareness (Huang & Sarigöllü, 2012). Brand awareness has an important influence on the brand choice of a consumer purchasing decision. Consumers tend to use awareness as a drive for choosing a certain brand (Huang & Sarigöllü, 2012). Brand love in a consumer-brand relationship indicates that a consumer prefers a certain brand, because he loves the brand. Therefore, brand love can also have a positive association with brand awareness. Consumers

who already experience brand love show a preference towards a certain brand. The question is which of the brand love dimensions drive brand awareness.

Batra et al. (2012) brand love dimension, positive emotional connection with a brand, might drive brand awareness. The consumer already has a positive connection with a brand, perhaps because of advertisements or past experience. Positive reputation of that brand can further advance the consumer-brand relationship. A negative reputation can damage the relationship. Consumers also have a more positive attitude towards brands they are familiar with than with unfamiliar brands (Huang & Sarigöllü, 2012; Macdonald & Sharp, 2000). Thus, brand awareness is higher for brands that consumers have a positive attitude towards (Huang & Sarigöllü, 2012). Another brand love dimension of Batra et al. (2012) is anticipated separation distress. Consumer can have a separation distress towards laundry detergent. The brand of the laundry detergent, a low involvement product, can become a valuable and trusted resource on which the consumer can always count on. From the consumer's usage experience, the consumer would feel anxiety if the laundry detergent would disappear. Therefore, the usage experience creates separation distress and influences brand awareness in the consumer's mind, which influences the consumer to buy that certain brand (Huang & Sarigöllü, 2012). Also, the dimension of long-term relationship can be a driver for brand awareness. A consumer that has a long-term relationship with a brand knows the brands corporate visual identity. "Corporate visual identity comprises all the symbols and graphical elements that express the essence of an organization" (Elving, 2005, p.108). The consumer has seen the brands corporate visual identity many times. Thus, the corporate visual identity facilitates brand awareness.

### **2.2.2 Brand Image**

Consumers that are aware of a certain brand create a brand image in their mind for that brand. Consequently, brand image follows brand awareness. When communicating a certain brand image all the target groups should have associations with the brand (Río, Vásquez, & Iglesias, 2001). Developing a brand image involves integrating personality and human characteristics into the brand in order for the consumer to identify with the brand (Hamilton & Xiaolan, 2007). Accordingly, brand image is seen as the perceptions and associations that a consumer forms as a result of the images created in their mind concerning a product or brand (Keller, 1993). Río, Vásquez and Iglesias (2001) see brand image as perceptions that are a result of a cluster of brand associations that are linked in the consumer's memories. Thus, brand

associations that consumers hold in their memory constitute the brand image (Torres & Bijmolt, 2009). Brand associations are links that the consumer holds in memory with the brand (Torres & Bijmolt, 2009; Aaker, 1991).

Brand associations include brand attributes, benefits, and consumer brand experience (Krishan, 1996). Keller (1993) defines brand associations as informational nodes that are linked to brand nodes in the consumers mind in order to provide meaningful information about the brand. In other words, brand image reflects the customer's perspective which is created through consumer's experiences in relationship with the brand. Consumers might also buy a certain product based on the brand image in order to convey a certain self-concept or desired self-image towards others (Aaker, 1999; Joji & Ashwin, 2012). Thus, there are different associations that consumers attach to brands. For that reason, different brand love dimensions may lead to different influences on brand association.

Considering Batra et al. (2012) love dimensions, several dimensions could influence brand image. Brand image is defined by the associations that consumers have with a brand (Torres & Bijmolt, 2009); this could be positively related to self-brand integration. Consumers associate themselves with the brand image. The brand associations that constitute brand image could be the experience that the consumer has with a brand. The brand image of the product could also be positively related to self-brand integration in the way that consumers buy certain product in order to convey a certain self-image to their environment (Hamilton & Xiaolan, 2007; Joji & Ashwin, 2012). The consumer experiences a fit between his image and the brand image. Strizhakova, Coulter, and Price (2008), mention that brands encompass the ability to communicate consumer identities. In other words, consumers buy certain brands because it says something about their self-identity. The long-term relationship with a brand results from a positive brand experience, which could in turn drive brand image. Positive attitude and positive emotional connection can also be a drive of brand image. As mentioned before, consumers have perceptions and associations of brands that constitute a brand image (Keller, 1993; Río, Vázquez & Iglesias, 2001). Positive associations and perceptions come from a positive attitude and/or an emotional connection with the brand. Thus, positive attitude and/or positive emotional connection with a brand can create a positive brand image.

### **2.2.3 Brand Loyalty**

The last dimension of brand equity that is discussed is brand loyalty. Brand loyalty is the attachment that a consumer has with a brand (Aaker, 1991). Brand loyalty has often been



defined as a consumer behavior that consists of making repeat purchases, preference, and commitment towards a brand (Sahin, Zehir, & Kitapci, 2011). However, Floor and van Raaij (2006) mention that brand loyalty is an attitude, and a preference that facilitates the consumer to make repeat purchases.

Thus, brand loyalty has two perspectives: behavioral loyalty and attitudinal loyalty (Odin, Odin, & Valette-Florence, 2001). Behavioral loyalty comprises consumer having repeated purchases of the same brand. Attitudinal loyalty includes the psychological commitment of the consumer when making a purchasing decision (Odin et al., 2001). The behavioral perspective deals with the consumer's loyalty towards a brand which is shown through the purchase decision. Attitudinal perspective is concerned with consumer's intention to be loyal to the brand.

Since brand loyalty is an attitude that is able to facilitate repeat purchases, brand loyalty is seen as a competitive asset for a brand and a major determinant for brand equity (Dekimpe, Steenkamp, Mellens, & Abeele, 1997). The brand acts as a moderator in creating a long term consumer-brand relationship (Sahin, Zehir, & Kitapci, 2011). The outcome of such a long term relationship is brand loyalty. Loyalty towards a brand is also determined by the intensity of the emotional commitment a person has with a certain brand (Park, Whan, MacInnis, Priester, Eisingerich and Lacobucci, 2010). Therefore, the loyalty towards a brand will be stronger if the person experiences brand love.

The seven brand love dimensions mentioned by Batra et al. (2012) can be drivers for brand loyalty. Carroll and Ahuvia (2006) have confirmed that there is a significant positive effect of brand feelings, such as brand love, on brand loyalty. Passion-driven behavior, which is when a consumer has a strong desire to use a brand, can be a driver for attitudinal loyalty. The passion driven behavior of the consumer shows the intention of being loyal towards a brand. The brand love dimension self-brand integration can also be a driver for brand loyalty. Consumers experience self-identity with a brand and are therefore reluctant to switch to other brands, because of the attachment they have with the brand (Lam, Ahearna, & Schillewaert, 2010 as cited by Stockburger-Sauer, Ratneshwar, & Sen, 2012). Ekinci (2003) defines self-congruency by people using the criteria by which they describe themselves to evaluate products. Jangyoung, Ekinci, and Whyatt (2011), conclude that symbolic values such as brand identification and self-congruency have a positive effect on consumer's loyalty towards a brand. Also, positive emotional connection can be a driver. Strong emotional connections



with a brand create loyalty towards the brand (Grisaffe & Nguyen, 2011). Consumers experience a deep desire to preserve the secure feeling they have with the brand, which leads to brand loyalty (Grisaffe & Nguyen, 2011). They also want to avoid the feeling of anxiety and stress when switching brands (Grisaffe & Nguyen, 2011). Thus, separation distress could also be a driver for brand loyalty. Consumers make repeat purchasing choices, because of their anxiety that a brand might go away without having the intention to stay loyal to that brand. Brand loyalty as well as brand awareness and brand image can also be influenced by hedonic and utilitarian product categories. Also, there could be relations between the brand love dimensions and hedonic and utilitarian products. Therefore, in the next chapter these relations will be discussed in a more elaborate manner.

### **2.3 Product category: hedonic vs. utilitarian**

When it comes to product categories, a distinction can be made between hedonic and utilitarian motives for purchasing products (Jones, Reynolds, & Arnold, 2006). Hedonic purchasing motives are more concerned with emotional and multisensory values of the shopping experience (Jones et al, 2006). Clothing, chocolate, and music fall in the hedonic product category. Utilitarian purchasing motives are non-emotional, task-oriented, and include searching for functional product characteristics (Jones et al, 2006). Computers and dishwashers are examples of utilitarian products. However, different products can be high or low in hedonic or utilitarian benefits (Batra & Athola, 1990). For example, a mobile phone could have both benefits. Purchasing a mobile phone because of the design and/or to be able to chat with friends is a hedonic purchasing motive. However, purchasing a mobile phone to be able to call when you need help is a utilitarian purchasing motive. Thus, product can have both a utilitarian benefit as well as a hedonic benefit (Joji & Aschwin, 2012).

When trying to link brand love dimensions to hedonic and utilitarian products it becomes a bit more complicated. Brand love is expected to be greater for brands that have an emotional connection to the consumers (Caroll & Ahuvia, 2006). Joji and Ashwin (2012) found that products with hedonic benefits have a stronger relationship between the real self-congruence and emotional brand attachment than products with utilitarian benefits. Chandron, Wansink, and Laurent (2000), have similarly mentioned that stronger emotional responses tend to be generated by hedonic products and not utilitarian. This would suggest that brand love is greater for hedonic products as they have a stronger emotional connection with a consumer.

Thus, self-brand integration should have a positive relation with hedonic products since consumer associate their real and/or ideal self with the brand.

The brand love dimension, attitude valence could be related to utilitarian products. For example, when purchasing a washing machine consumers will most likely search for the product functions and be task-oriented. The consumers' attitude is to buy a well-functioning washing machine. Consumers buying a utilitarian product are less concerned about their self-congruency and more concerned with functional values. The intuitive fit of the brand love dimension positive emotional connection could also be related to utilitarian values. Utilitarian products are functional and could therefore be the perfect and/or natural fit that consumers seek for in products. Thus, the utilitarian values could create a positive emotional connection with the brand.

Looking at the brand love dimension positive emotional connection, it seems that the hedonic product category moderates positive emotional connection with brand love instead of utilitarian products. Hedonic product can have a more positive affect due to the pleasurable, emotional, and multi-sensory aspect. Also, the emotional attachment towards products could be influenced by hedonic values. Consumers might experience a bond with the products. This bond could be created by the emotional aspect of hedonic products.

Beside the brand love dimensions mentioned here, there could also be relations with the three brand equity dimensions and hedonic or utilitarian products. First, we will discuss brand awareness and how it could relate to hedonic or utilitarian products. Second, brand image and third, brand loyalty and it's relation to hedonic and utilitarian products.

### **2.3.1 Brand Awareness**

Huang and Sarigöllü (2012) suggest that there are high-involvement products and low-involvement products. Consumers invest energy and time when gathering information prior to purchase for high-involvement products (Huang & Sarigöllü, 2012). They mention that for high-involvement products consumers more often use brand awareness as a first step when making a purchasing decision. Low-involvement products require almost no information gathering prior to purchase (Huang & Sarigöllü, 2012). For low-involvement products they mention that the purchase decision does not necessarily require brand awareness. "The purchase decision could be made right on the spot" (Huang & Sarigöllü, 2012, p.22).

This could also be translated to hedonic and utilitarian products. On one hand, hedonic product purchasing is influenced by emotional motives of the consumers (Jones, Reynolds, & Arnold, 2006; Sloat, Verhoef, & Franses, 2005). The positioning of hedonic brands is based on emotions and sensory aspects. Consequently, brands of hedonic products have established dominant and relevant associations in the consumers' minds (Sloat, Verhoef, & Franses, 2005). Therefore, brand awareness is higher for hedonic products due to the emotional connection with the product which could be translated into high-involvement products. On the other hand, utilitarian product are purchased based on rational, functional motives (Jones, Reynolds, & Arnold, 2006; Sloat, Verhoef, & Franses, 2005). The consumer has no emotional connection with utilitarian products and lacks brand awareness due to the consumer only being concerned with functional aspects of the product and not the brand. On one hand, utilitarian products could be translated to low-involvement products that require less brand awareness. On the other hand, utilitarian products can also be translated to high-involvement product since; utilitarian buying motives require more product information (Jones et al, 2006).

### **2.3.2. Brand Image**

Brand image consists of brand associations that consumers attach to brands. Brand association is a large drive and important element of brand equity (Keller, 1993; Río, Vásquez, & Iglesias 2001). Krishan (1996) found that there are more positive brand associations with brand that have higher brand equity than brands with low brand equity. It is expected that hedonic products would also have a more positive brand image than utilitarian products. Hedonic benefits are derived from sensations of the experience of using a product (Voss, Spangenberg, & Grohmann, 2003). Consumers purchase hedonic products because of the fun, pleasure, and excitement they will experience from using the product. Therefore, consumers already establish a more positive brand image for hedonic products. Utilitarian benefits are derived from the functionality of the product (Voss, Spangenberg, & Grohmann, 2003). The consumer does not base its purchasing on the brand image of the product, but on the functions the product can perform.

### **2.3.3 Brand Loyalty**

Beside the relation between brand loyalty and the brand love dimensions, there might be a relation based on whether the product is utilitarian or hedonic. Hedonic products are purchased based on emotional motives (Sloat, Verhoef, Franses, 2005). Hedonic motives have a stronger influence on loyalty than utilitarian motives (Jones et al, 2006). Therefore, it is

expected that consumers will have a stronger loyalty towards hedonic products because they have an emotional connection with the brand that produces the product. Emotional bonds play an important role in commitment. Consumers that experience increasing levels of emotional value from their purchasing experience, form strong commitments with brands (Carroll & Ahuvia, 2006; Hirshman & Holbrook, 1982 as cited by Jones et al, 2006). Consumer's experience a stronger attachments towards hedonic products than utilitarian products. As mentioned before, utilitarian products are purchased based on functional and rational motives (Sloot, Verhoef, & Franses, 2005). Thus, the brand for this type of product is less relevant. Results from Sloot, Verhoef, and Franses (2005) show that indeed brand loyalty for utilitarian products are weaker, since the consumer is looking for certain product functions that are not related to one certain brand. However, results from Carroll and Ahuvia (2006) show that hedonic products have a negative effect on brand loyalty. They mention that the indirect effect of brand love as a moderator reduces the negative effect of hedonic products on brand loyalty. They explain this by saying that "products that are relatively high in hedonic benefits provide more incentive for exploratory variety seeking" (Carroll & Ahuvia, 2006).

### 3. Pre-test

*This chapter covers the pre-test that was conducted. The purpose of the pretest was to get more insight into which products are utilitarian and which are hedonic. The products that are seen as most hedonic and most utilitarian will be used in the main study.*

#### 3.1 Respondents

A pretest was conducted in order to conclude which product categories to use for the main study. A sample of 19 respondents was gathered of whom 10 were male respondents and 9 were female respondents.

#### 3.2 Instrument

A quantitative research method was used, namely an online and a paper-pencil questionnaire. The online survey was constructed with the online questionnaire software ‘thesistools.com’. The pretest questionnaire can be found in appendix B.

The design of the questionnaire was based on 29 product categories that were chosen beforehand. These product categories ranged from cosmetics to insurance. Respondents were asked to point out on a scale of 1 to 7 to what extent they think the product is pleasant – unpleasant and functional – un-functional. Pleasantness was used to describe hedonic products. Functionality was used to describe utilitarian products.

#### 3.3 Results

The data was analyzed by computing the mean score for each product category. Table 2 shows the mean scores for all the product categories. The higher the mean score the more hedonic or utilitarian the product category is. The table below illustrates that holiday destination is seen as the most hedonic product category and mobile phone as most utilitarian.

In order to get better insight into which of the product categories should be used for the main study, a scatter plot was conducted. The scatter plot is shown in figure 1. The plot shows functionality on the y-axis and pleasantness on the x-axis. By doing this, the product categories can be compared based on both product categories. From the plot it can be

concluded which product categories are most pleasant/least functional and most functional/least pleasant. The product categories that are most pleasant/least functional will be used as the hedonic products. The most functional/least pleasant product categories will be used as the utilitarian products. From the results of the pretest the three utilitarian and hedonic product categories will be used as input in the main study.

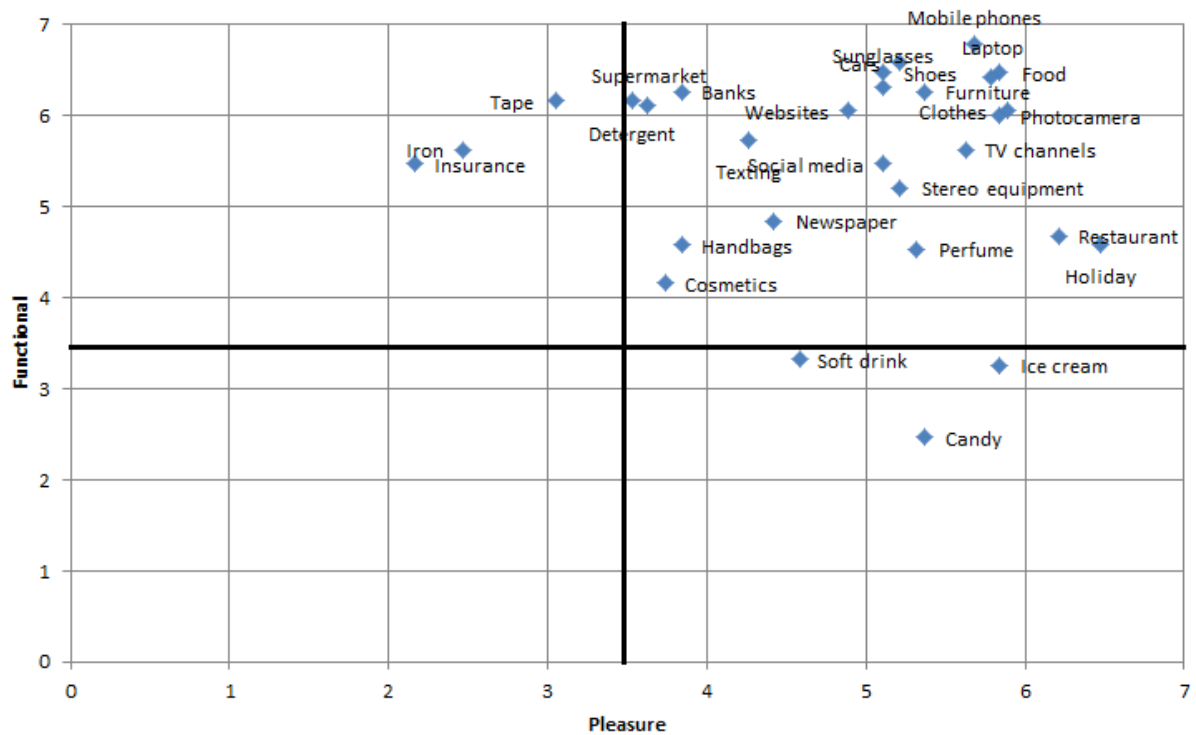
The three product categories that will be used as hedonic are, candy, soft drink, and ice cream. From the plot it is clear that these are the product categories with the highest hedonic benefits. However, for the utilitarian product categories it is more complex. In order to avoid using services afford by companies as a product for the main study, it was chosen to use the product category detergent. Iron and tape were not chosen because of the lack of familiar brands. However, in order to have three different product categories, detergent was split up into different products. For the main study, detergent, toothpaste, and multi-purpose cleaner will be used as the utilitarian product categories.

Table 2  
*Mean Scores for Pleasantness and Functionality*

Product category	Pleasantness (M)	Functionality (M)
Insurance	2.16	5.47
Iron	2.47	5.63
Tape	3.05	6.16
Detergent	3.53	6.16
Supermarket	3.63	6.11
Cosmetics	3.74	4.16
Handbags	3.84	4.58
Bank	3.84	6.26
Texting (SMS)	4.26	5.74
News paper	4.42	4.84
Soft drink	4.58	3.32
Websites	4.89	6.05
Social media	5.11	5.47
Sunglasses	5.11	6.32
Shoes	5.11	6.47

Stereo equipment	5.21	5.21
Cars	5.21	6.58
Perfume	5.32	4.53
Furniture	5.37	6.26
Candy	5.37	2.47
TV shows	5.63	5.63
Mobile phone	5.68	6.79
Laptop	5.79	6.42
Ice cream	5.84	3.26
Photo camera	5.84	6.00
Food	5.84	6.47
Clothing	5.89	6.05
Restaurant	6.21	4.68
Holiday destination	6.47	4.58

Figure 1. Scatter Plot of the Product Categories



## **4. Methodology**

*This chapter covers the research method used to answer the research question and how the data is gathered to answer this question. The following topics are discussed in this chapter: the research design, method of data collection, instrument used for data collection and general data about the respondents.*

### **4.1 Main study**

The purpose of the main study was to show the relation between the seven brand love dimensions and the three brand equity dimensions mentioned before. Based on these relations, it can be concluded which brand love dimensions have an influence on brand awareness, brand image, and/or brand loyalty.

### **4.2 Instrument**

For the main study a quantitative research method was conducted, based on a questionnaire. An online questionnaire as well as a paper-pencil questionnaire was used. The results from the pretest were used as moderators for the main study. Toothpaste, multi-purpose cleaner and detergent were chosen for the utilitarian product categories. The hedonic product categories that were used are, candy, soft drink, and ice cream. For each product category three brands were chosen. These brands were chosen based on a top 100 fast moving consumer goods list of 2012 in the Netherlands that is established by Federatie Nederlandse Levensmiddelen Industrie (FNLI) and Growth from Knowledge (GFK). In appendix C a list of the brand names that are used for the current study can be found. Therefore, all the brands were familiar to the Dutch population, which is important to be able to answer questions about brand equity (Krishnan, 1996). The questionnaire used in this study is presented in appendix D. In the following paragraphs a brief review is given on the structure of the questionnaire.

First of all, a familiarity question was asked. The question asked how familiar the respondents are with four different brands, on a scale of 1 to 7. The respondent is directed to the following questions based on the brand he is most familiar with. If the respondent is equally familiar with the brands, he is randomly directed to the next question of one of the brands.

Once the respondent is directed to the brand he is most familiar with, the second question is about hedonic and utilitarian products. The respondent is asked to grade the product category



on functionality and pleasantness. The questions that follow are about the specific brand that the respondent showed to be most familiar with in the first question.

In the following question the respondent was asked to answer questions that are related to brand equity. The question stated the brand name and the respondents assessed the statements on a scale from 1 (strongly disagree) to 7 (strongly agree). The statements used for this question are based on the article on brand equity by Buil, Chernatony, and Martínez (2013). Buil, Chernatony, and Martínez (2013) developed a brand equity scale that was drawn from various literatures on brand equity (Lassar et al. 1995; Aaker, 1996; Yoo et al., 2000; Netemeyer et al., 2004; Pappu et al., 2005; 2006). For the dimension brand awareness there were five statements. Examples of the statements are; I am aware of the brand and I can recognize brand X among other competing brands of the product category. The dimension brand image included 13 statements. An example of the statements that were included are; brand X offers very good quality products, brand X is good value for the money, and I like the company which makes brand X. There were three statements for brand loyalty, which included the statement; brand X would be my first choice when considering the product category.

A question on brand love followed, and included a total of 27 statements. Respondents were asked to answer on a scale from 1 (strongly disagree, not important, very little) to 7 (strongly agree, extremely important, very much) how they think and/or feel about the 27 statements. The statements about the seven brand love dimensions are based on the article by Batra et al. (2012). For each dimension there were one or more statements that explain the feeling an individual would have if he experiences brand love. Finally, three questions were formulated for providing information regarding demographic background, namely age, sex, and education.

### **4.3 Data collection**

An online questionnaire was created with the software 'thesistools.com', a tool to create and distribute online questionnaires. Participants were invited via several online media to participate in the study. After a short introduction, the respondents were able to start with the questionnaire. The questionnaire was online for about two months. At the campus of the University of Twente and other workplaces individuals were asked to participate in the study by filling in the paper-pencil questionnaire. The data were gathered by random sampling. However, in the online questionnaire the first question is a familiarity question which directs

the respondent to the brand he is most familiar with in order for the respondent to be able to answer particular questions about the brand. As for the paper-pencil questionnaire, the respondents were asked beforehand which brand they are most familiar with and then given the questionnaire that included that brand.

A sample of 506 respondents was gathered of whom 252 were female and 254 were male respondents that participated in the study with an average age of 27 ( $M=26.89$ ,  $S=9.50$ ). In appendix E, a table can be found with the number of participants for each brand. 62.30% of the respondents have or are attending a University. There were 25.10% of the respondents that have a HBO education. 8.50% are educated in MBO and only 4.20% of the respondents have a high school education. In the following chapter the results of the analysis are presented.

## 5. Results

*In this chapter the data were analyzed and the results of the study are presented. Conclusion and recommendations are presented based on the results in the final chapter.*

### 5.1 Factor Analysis

A Confirmatory Factor Analysis (CFA) was conducted for the brand love dimensions. The principal component analysis with Varimax (orthogonal) rotation was used for the factor analysis. Items that correlated at least .30 on one other item, suggests reasonable factorability. The seven brand love dimensions are composed from a theoretical perspective. The factor analysis will show the statistical dimensionality of the brand love dimensions. Six factors were yielded explaining a total of 80.34% of the variance of the total set of variables. The Bartlett's test of sphericity was significant ( $\chi^2(351) = 12859.03, p < .0001$ ), Kaiser-Meyer-Olkin measure of sampling adequacy was .94, above the commonly recommended value of .6. These dimensions are to some extent similar to the seven brand love dimensions from Batra et al. (2012). Table 4 presents the results from the factor analysis for the brand love dimensions.

Thus, the factor analysis suggests six dimensions that represent brand love. The concept of brand love is relatively new, meaning that the brand love dimensions from Batra et al. (2012) are not unchangeable. The new dimensions are statistically strong and could give another perspective on the relation between brand love and brand equity. The new dimensions are named, (1) self-brand integration, (2) positive and passion driven behavior, (3) attitude valence and strength, (4) anticipated separation distress of emotions, (5) positive emotional connection, and (6) passion driven behavior. Nevertheless, the literature review provides strong arguments for the brand love dimensions from Batra et al. (2012). Regardless of the dimensionality of the new brand love dimensions, they do not describe a clear image of the emotions of the brand love dimension. Most of the new brand love dimensions are driven by passion and/or positive emotion. This causes for a combination of diverse emotions in one dimension. In the continuing of this study the original brand love dimensions from Batra et al. (2012) are used.

Table 4.

*Factor Analysis for Brand Love Dimensions*

Dimensions (Batra et al. 2012)	SBI	PDB	PEC	LTR	ASD	AV	AS
<b>Self-brand integration</b>							
1. Says something deep and meaningfull about the person I am.	<b>,766</b>						,356
2. It is an important part of how I see myself	<b>,735</b>						,439
3. It fits with my image	<b>,717</b>			,300			,330
4. Gives me the feeling I want	,398	,546					,414
5. Makes life meaningful	<b>,786</b>			,352			
6. Makes life worth living	<b>,690</b>			,469			
7. I think about a lot	<b>,857</b>						
8. I often have to think about it	<b>,872</b>						
<b>Passion driven behavior</b>							
9. I want to use/wear/eat etc. often	,394	<b>,681</b>					
10. I desperately long for it	<b>,679</b>				,373		
11. I have often been in contact with in the past		<b>,830</b>					
12. Was an important part of my life in the past		<b>,807</b>					
13. I spend a lot of money on it	,332	,465		,321		<b>,649</b>	
14. I spend a lot of time on it	,545					<b>,652</b>	
<b>Positive emotional connection</b>							
15. Immediately gave me the feeling “Yes, this is what I’ve been looking for”		<b>,639</b>		,371			
16. Was immediately a natural fit		<b>,670</b>		,339			,326
17. I feel a emotional connection with the brand	,464	,301		<b>,604</b>			
18. Feels like an old friend	,419	,400		<b>,584</b>			
19. Is a fun brand		<b>,593</b>	,373		,492		
20. Is a exciting brand	,317				<b>,725</b>		
<b>Long-term relationship</b>							
21. Will be using for a long time		<b>,671</b>	,354		,364		
<b>Anticipated separation distress</b>							
22. I get scared of the thought that the brand might disappear	,360			<b>,701</b>	,302		
23. I feel anxiety of the thought that the brand might disappear	,465			<b>,704</b>			
<b>Attitude valence</b>							
24. Give a score of 1 (Totally not) tot 7 (Very much) on how satisfied you are with the brand			<b>,828</b>				

25. To what extent does the brand live up to your expectations as long as you have used it?	<b>,832</b>
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**Attitude strength**

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26. How sure are you of your answers above?	<b>,907</b>
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27. How confined are you about your answers and feelings in the preceeding questions?	<b>,895</b>
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*Note.* Factor loadings that are grouped together are in boldface, Factor loadings <.30 are suppressed, SBI = Self-brand integration, PDB = Passion driven behavior, PEC = Positive emotional connection, LTR = Long-term relationship, ASD = Anticipated separation distress, AV = Attitude valence, AS = Attitude strength.

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A factor analysis was also conducted for the brand equity dimensions. The brand equity dimensions are awareness, brand image, and loyalty. The principal component analysis with Varimax (orthogonal) rotation was used for the factor analysis. The factor analysis yielded four factors explaining a total of 71.48% of the variance of the total set of variables. The Bartlett's test of sphericity was significant ( $\chi^2(210) = 8148.59, p < .0001$ ), Kaiser-Meyer-Olkin measure of sampling adequacy was .94, above the commonly recommended value of .6. The factor analysis suggests brand image to be divided into two dimensions. Based on the statistical analysis, brand image will be divided into two dimensions namely, brand associations and brand quality. The article by Buil, Chernatony, and Martínez (2013) used for the brand equity scale, also divides brand image into brand association and brand quality. Therefore, the decision was made to do the same for the continuing of this study. Table 5 presents the factor loadings for the new brand equity dimensions. In order to be sure that all dimensions are reliable, a reliability analysis is conducted in the following subchapter.

Table 5.

*Factor Analysis for Brand Equity Dimensions*

Items	Awareness	Quality	Associations	Loyalty
<b>Brand Awareness</b>				
1. I am aware of brand X	<b>,807</b>			
2. When I think of this PC, brand X is one of the brands that comes to mind	<b>,731</b>			
3. This is a brand of PC I am very familiar with	<b>,829</b>			
4. I know what this brand looks like	<b>,838</b>			
5. I can recognize this brand among other competing brands of PC	<b>,796</b>	,309		
<b>Brand Image</b>				
6. This brand offers good quality products	,586	<b>,651</b>		
7. This brand offer products of consistent quality	,598	<b>,635</b>		
8. This brand offers very reliable products	,505	<b>,698</b>		
9. This brand offers products with excellent features	,361	<b>,732</b>		
10. This brand is good value for the money		<b>,745</b>		,324
11. Within PC I consider brand X as a good buy	,311	<b>,582</b>		,390
12. Considering what I would pay for this brand, I would get much more than my money's worth		,342		,564
13. This brand has a personality			<b>,783</b>	
14. This brand is interesting			<b>,764</b>	
15. I have a clear image of the type of person who would use this brand			<b>,638</b>	
16. I trust the company which makes this brand		,522	<b>,554</b>	
17. I like the company which makes this brand		,370	<b>,640</b>	
18. The company which makes this brand has credibility		,550	<b>,568</b>	
<b>Brand Loyalty</b>				
19. I consider myself loyal to this brand				<b>,802</b>
20. This brand would be my first choice when considering PC				<b>,747</b>
21. I will not buy other brands of PC if this brand isn't available at the store				<b>,824</b>
<i>Note.</i> Factor loadings that are grouped together are in boldface, PC = product category.				

## 5.2 Reliability Analysis

Cronbach's Alpha was used to calculate the reliability of the brand love dimensions as well as for the brand equity dimensions. This was done to analyze whether the dimensions are reliable. For a dimension to be reliable the alpha has to be 0.70 to be acceptable.

All the brand love dimensions scored higher than 0.70. Also, the brand equity dimensions are all reliable with scores higher than 0.70. Table 6 below, shows the reliability scores for all the dimensions. The following analysis was done in the order of, brand awareness, brand quality, brand associations, and brand loyalty. In this order the analysis will show which brand love dimensions have an influence on the brand equity dimensions. However, first the control for hedonic and utilitarian product categories was analyzed.

Table 6.

### *Reliability Analysis of Brand Love Dimensions and Brand Equity Dimensions*

<b>Brand Love Dimensions</b>	Reliability ( $\alpha$ )	Items (N)
Passion Driven Behavior	0.86	6
Self-brand Integration	0.94	8
Positive Emotional Connection	0.88	6
Anticipated Separation Distress	0.90	2
Attitude Valence	0.81	2
Attitude Strength	0.94	2
Long-term Relationship	1.00	1
<b>Brand Equity Dimensions</b>		
Awareness	0.91	5
Brand Quality	0.90	6
Brand Associations	0.87	7
Loyalty	0.83	3

## 5.3 Product categorization

The question used for this analysis is; to what extend does the respondent find this product from 1 (pleasant) to 7 (unpleasant) and from 1 (un-functional) to 7 (functional). Results showed no significant difference ( $t(491) = -1.79$ ,  $p = .074$ ) between hedonic products ( $M = 3.03$ ) and utilitarian products ( $M = 2.85$ ) on brand love. However, the non-significant results

show that the mean score for hedonic products is higher than for utilitarian products. Thus, this concludes that non statistically consumers experience more brand love for hedonic products than for utilitarian products. The results of each product separately can be found in appendix E.

There is also no significant difference for hedonic products ( $t(503) = .57, p = .567$ ), when it comes to females ( $M = 4.59, SD = 1.93$ ) and males ( $M = 4.68, SD = 1.69$ ). The utilitarian product category did show significant results. Females scored higher ( $M = 4.63, SD = 2.08$ ) than males ( $M = 4.19, SD = 2.08$ ) conditions;  $t(503) = -2.39, p = .02$ .

#### **5.4 Brand Love and Brand Equity correlation**

A regression analysis was executed to find evidence for correlations between brand love, brand equity, and the moderator product category. Table 7 presents the correlation between the brand love dimensions and the brand equity dimensions. The table also presents the results for the correlation with brand love and brand equity for hedonic and utilitarian products. The results show that there is a significant correlation between all of the brand love dimensions with the brand equity dimensions. It shows that hedonic products have a higher correlation for the overall brand love dimensions. Passion driven behavior, self-brand integration, and positive emotional connection have the highest correlation with the brand equity dimensions for both hedonic and utilitarian products.



Table 7.

*Brand Love and Brand Equity Correlation table*

	Brand Equity			Brand Awareness			Brand Quality			Brand Association			Brand Loyalty		
	Total	Hed.	Ut.	Total	Hed.	Ut.	Total	Hed.	Ut.	Total	Hed.	Ut.	Total	Hed.	Ut.
BL	.504**	.509**	.496**	.318**	.335**	.295**	.416**	.441**	.391**	.433**	.446**	.414**	.463**	.408**	.519**
PDB	.521**	.496**	.540**	.319**	.308**	.323**	.436**	.419**	.449**	.414**	.393**	.428**	.511**	.460**	.564**
SBI	.390**	.329**	.450**	.110*	-	.150*	.286**	.263**	.312**	.355**	.299**	.419**	.498**	.408**	.576**
PEC	.534**	.514**	.547**	.297**	.292**	.287**	.429**	.438**	.414**	.495**	.490**	.487**	.509**	.430**	.596**
ASD	.362**	.290**	.435**	.118**	-	.163**	.245**	.182**	.309**	.309**	.253**	.370**	.481**	.399**	.560**
AV	.194**	.179**	.200**	.165**	.170**	.152*	.163**	.177**	.145*	.196**	.196**	.186**	.111*	-	.172**
AS	.225**	.258**	.187**	.201**	.253**	.141*	.189**	.225**	.151*	.197**	.238**	.150*	.143**	-	.172**
LTR	.549**	.555**	.536**	.411**	.406**	.401**	.501**	.526**	.470**	.429**	.440**	.403**	.441**	.409**	.485**

*Note.* \*  $p < .05$ , \*\*  $p < .01$ , BL = Brand love, PDB = Passion driven behavior, SBI = Self-brand integration, PEC = Positive emotional connection, ASD = Anticipated separation distress, AV = Attitude valence, AS = Attitude strength, LTR = Long-term relationship, Hed. = Hedonic, Ut. = Utilitarian

## 5.5 Brand Awareness

A general linear model was conducted to find evidence for the influence of the brand love dimensions on the brand equity dimensions. Passion driven behavior ( $\beta = .31$ ,  $p < .01$ ) and long-term relationship ( $\beta = .24$ ,  $p < .01$ ) have a significant positive influence on brand awareness. Self-brand integration ( $\beta = -.28$ ,  $p < .01$ ) and anticipated separation distress ( $\beta = -.16$ ,  $p < .05$ ) have a significant negative influence on brand awareness. The overall model fit was  $R^2 = .21$ . Figure 2 below, presents the significant results. Interestingly, self-brand integration is a negative predictor of brand awareness. Consumers could be more aware of brands that they can relate to, based on their self-image therefore it would have been expected that self-brand integration is a positive predictor of awareness. As mentioned in the theoretical framework, it would also be expected that positive emotional connection would be a predictor for brand awareness. For passion driven behavior the product category hedonic ( $\beta = .40$ ) has an influence on brand awareness. For self-brand integration the product category hedonic ( $\beta = -.39$ ) has a negative influence on brand awareness. Both, hedonic ( $\beta = .23$ ) and utilitarian ( $\beta = .28$ ) product categories influence the relation between long-term relationship and brand awareness positively.

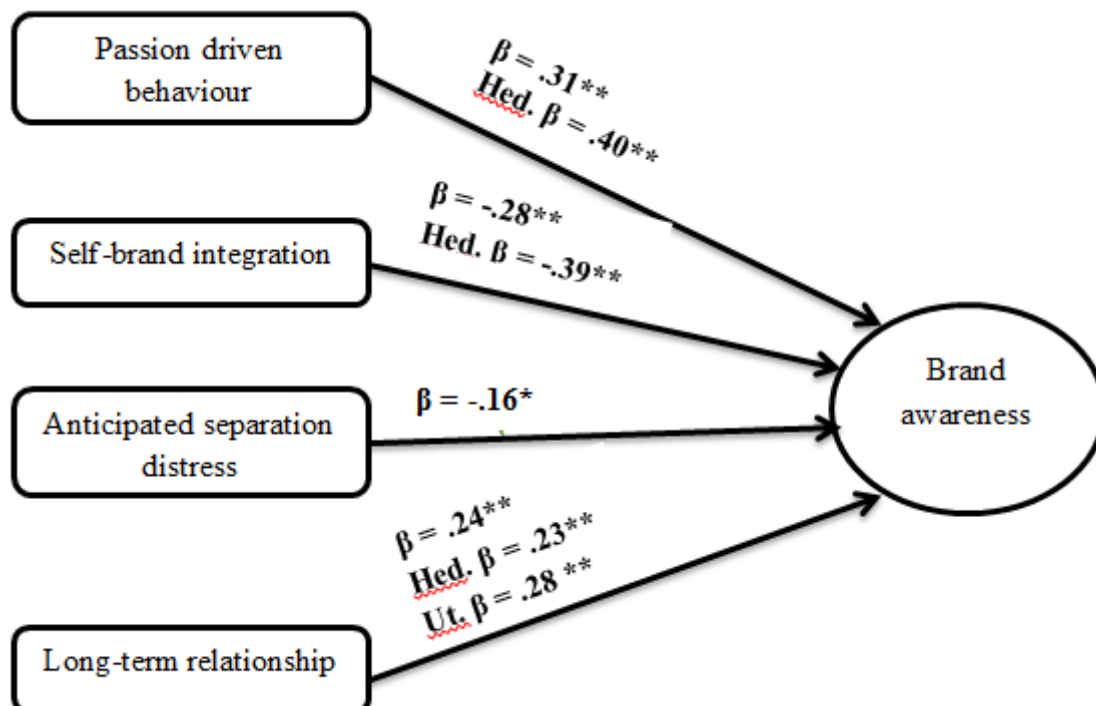


Figure 2. Significant results for brand awareness

Note. \*  $p < .05$ , \*\*  $p < .01$ , Hed. = Hedonic, Ut. = Utilitarian

## 5.6 Brand quality

Passion driven behavior ( $\beta = .17$ ,  $p < .05$ ), and long-term relationship ( $\beta = .24$ ,  $p < .01$ ) have a significant positive influence on brand quality. Anticipated separation distress ( $\beta = -.13$ ,  $p < .05$ ) has is negatively significant. The overall model fit is  $R^2 = .28$ . Figure 3 presents the significant results. There were no significant results for attitude valence and attitude strength. Attitude valence and attitude strength explain the consumer's attitude of being certain about his evaluations of the brand and positively evaluating the brand on any criteria that is relevant. Thus, it would have been expected that attitude valence and attitude strength are predictors of brand quality. For anticipated separation distress, the product category hedonic ( $\beta = -.19$ ) negatively influences brand quality. The influence of long-term relationship on brand quality is significantly influenced by hedonic ( $\beta = .25$ ) and utilitarian ( $\beta = .22$ ) product category.

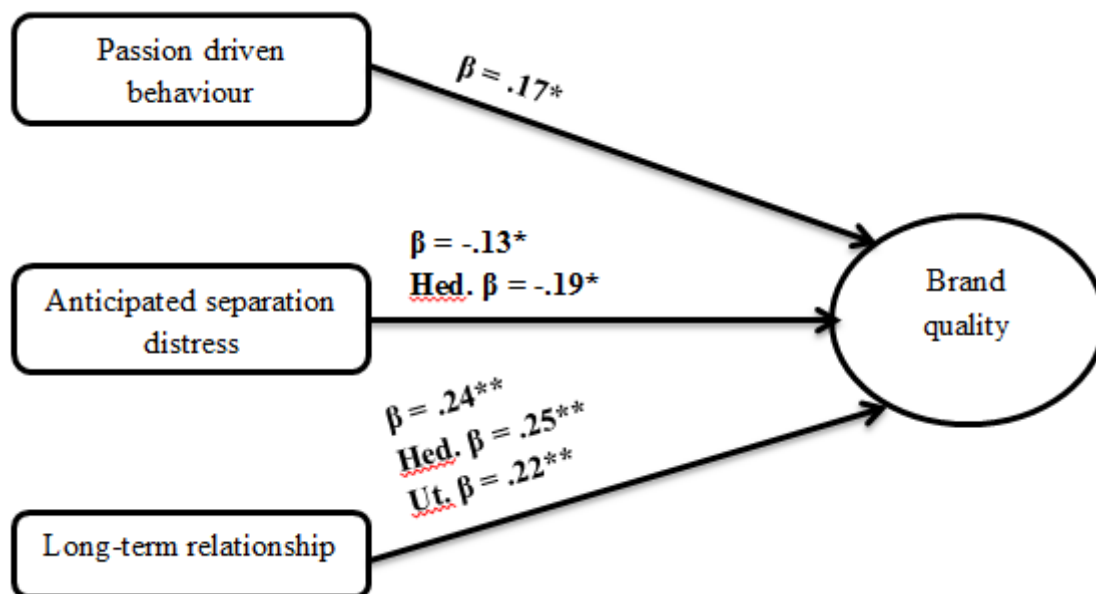


Figure 3. Significant results for brand quality

Note. \*  $p < .05$ , \*\*  $p < .01$ , Hed. = Hedonic, Ut. = Utilitarian

## 5.7 Brand association

The results show that positive emotional connection ( $\beta = .42$ ,  $p < .01$ ) and long-term relationship ( $\beta = .09$ ,  $p < .05$ ) are significant. Positive emotional connection is the strongest predictor for brand association. Results also show that for positive emotional connection, hedonic ( $\beta = .45$ ) and utilitarian ( $\beta = .34$ ) product category are significant for brand association. The overall model fit was  $R^2 = .26$ . Figure 4 presents the significant results from the analysis. Interestingly, self-brand integration is a not predictor for brand association. As mentioned in the theoretical review, self-brand integration is concerned with how the consumer wants to portray himself by associating himself with a brand. Therefore, it would be expected that self-brand integration would be a predictor for brand association.

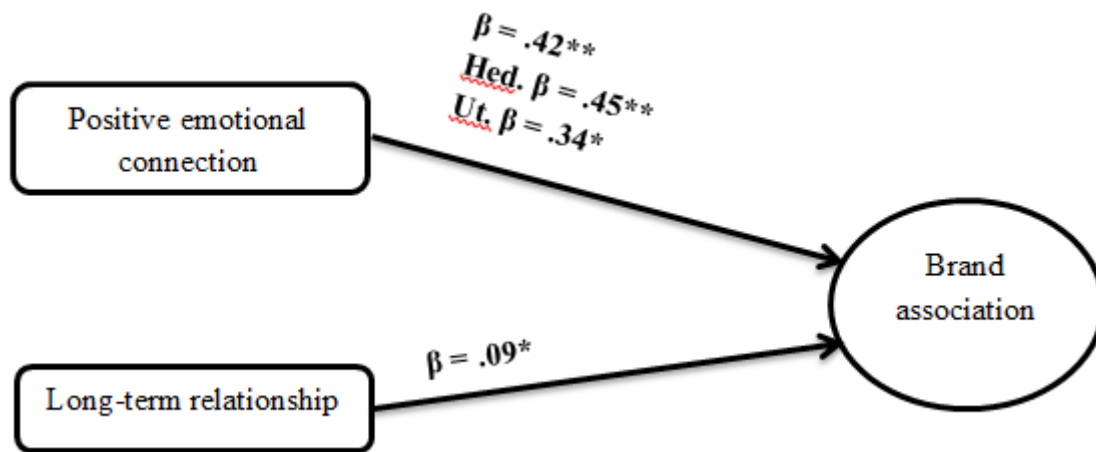


Figure 4. Significant results for brand association

Note. \*  $p < .05$ , \*\*  $p < .01$ , Hed. = Hedonic, Ut. = Utilitarian

## 5.8 Brand loyalty

Self-brand integration ( $\beta = .31, p < .01$ ), anticipated separation distress ( $\beta = .19, p < .05$ ), and long-term relationship ( $\beta = .17, p < .01$ ) are positively significant. Attitude valence ( $\beta = -.11, p < .05$ ) is a negative predictor for brand loyalty. The overall model fit was  $R^2 = .33$ . Self-brand integration is the highest predictor for loyalty. Figure 5 presents the results from the analysis. Interestingly, passion driven behavior is not a predictor for brand loyalty. Consumer's that are passionate about a brand would be expected to have high loyalty. Results also show that self-brand integration and brand loyalty are influenced by the product category utilitarian ( $\beta = .35$ ). The relation between long-term relationship and brand loyalty is influenced by both hedonic ( $\beta = .19$ ) and utilitarian ( $\beta = .16$ ) product category.

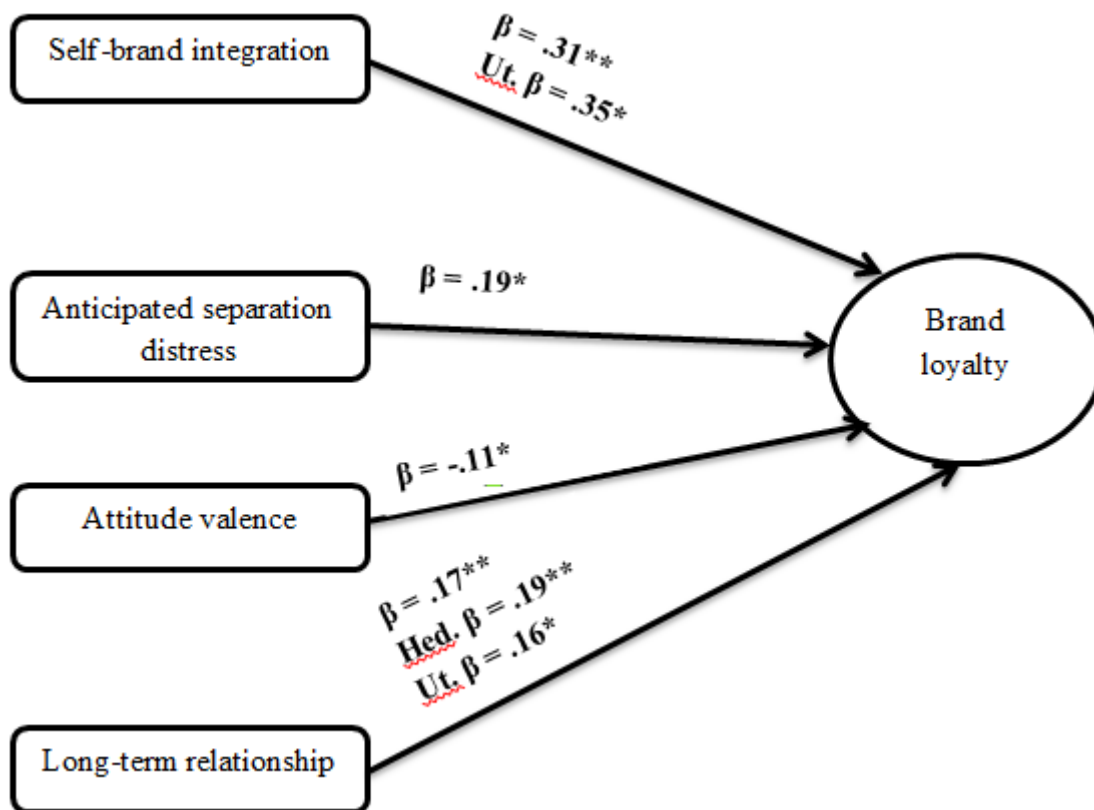


Figure 5. Significant results for brand loyalty

Note. \*  $p < .05$ , \*\*  $p < .01$ , Hed. = Hedonic, Ut. = Utilitarian

## 6. General Discussion

*In this chapter a conclusion of the results and limitations can be found. In addition, this chapter aims to provide a recommendation to the use of brand love in creating higher brand equity.*

### 6.1 Discussion

The study explored the influence of seven brand love dimension from Batra et al. (2012) on brand awareness, brand quality, brand association, and brand loyalty. Product categories hedonic and utilitarian were used as a moderator. The purpose was to see whether these categories play any role in the influence of brand love on brand equity. Results did not show any significant results between hedonic and utilitarian products. However, there was a significant result for gender. Females significantly scored higher on the utilitarian product category. Thus, female respondents experienced the products as more utilitarian than males.

The results show that there are several brand love dimensions that significantly have an influence on the brand equity dimensions. The results will be discussed in order of brand awareness, brand quality, brand association, and brand loyalty.

Brand awareness is influenced by several brand love dimensions. Passion driven behavior and long-term relationship are positive predictors of awareness. This means, consumers who are passionate about certain product attributes are more aware of the brands that offer the attributes they are passionate about. Thus, they become passion driven to use and invest resources into that brand. Long-term relationship also positively influences brand awareness. Consumers, which have seen a brand many times i.e. in commercials or marketing campaigns, are familiar with that brand. Thus, the relationship they have established through the marketing campaigns of the brand facilitates brand awareness. Results provided significant evidence that for brand awareness self-brand integration and anticipated separation distress have a negative influence. It is not expected that self-brand integration would be negatively influencing awareness. The results mean that consumers who want to express a desired self-image are more aware of brands than consumers looking to express their own self-image. Consumers that want to express their self-image are not aware of any other brand than the brands they already make use of. However, the consumer looking for an ideal or desired self-image to identify with a certain group is more aware of brands that offer that image. Anticipated separation distress is also a negative influence on awareness. This means,

consumers who are vulnerable to anxiety for separation are not aware of brands, because they would feel anxiety to stop using the brand they already use.

Passion driven behavior and long-term relationship are significant predictors for brand quality. Consumers that have experienced the quality of a brand and are positive about the experience, portray a passionate behavior to continue using this brand. Thus, a reason to buy a brand is the quality of a product (Aaker, 1991). Evidence shows the same for long-term relationship. Consumers are fulfilled and passionate about the quality, which gives them a sense of commitment towards that brand. Anticipated separation distress is a negative predictor of brand quality. Thus, consumers that are too attached to a brand are not even concerned about the quality. For this consumer it would not matter if there is another brand that has a better quality. They have become used to this brand and would experience anxiety if it would disappear.

Brand association is influenced by positive emotional connection and long-term relationship. Positive emotional connection shows to have the most influence on brand association. Aaker (1991), states that the brand associations create a positive feeling within the consumer. Results provided significant evidence that positive emotional connection is a predictor of brand association. Consumers believe that there is a natural fit between them and the brand and therefore, they experience a positive connection with that brand. The positive emotional connection the consumer feels constitutes positive brand associations. The positive connection can come from the appearance of the brand, the symbol, the logo, the slogan, etc. The consumer identifies with the brand and experiences a natural fit which creates a positive emotional connection.

Self-brand integration, anticipated separation distress, and long-term relationship are positive predictors of brand loyalty. Attitude valence is a negative influence on brand loyalty. Self-brand integration is the strongest predictor for loyalty. Consumers that experience self-identity with a brand are more reluctant to switch brands. They stay loyal to a brand because they can identify with the brand. Self-brand integration is defined as consumers believing that the loved brand is part of their self-identity (Batra et al. 2012). This similarity is also called self-congruity. Self-congruity is described as the match between consumers' self-image and the image of a brand (Sirgy, Lee, Johar, & Tidwell, 2008). Literature confirms that comparable to self-brand integration, self-congruity has a positive influence on brand loyalty (Kang, Tang, & Lee, 2013; Sirgy et al., 2008). As for long-term relationship, consumers have

already established a relationship with a brand. The consumer feels a sense of commitment for that brand. Thus, the consumer stays loyal. A habitual buyer that feels no stimulation to change brands, especially if effort is involved, will stay loyal to a brand (Aaker, 1991). Thus, the results found in this study support existing literature. Consumers might also want to preserve the positive feeling and/or the self-identity they experience with a brand. This leads to consumers having anxiety to switch brands. The consumer feels anxiety of not knowing if another brand would offer the same feelings. Thus, the consumer stays loyal to a brand in fear of that the brand might disappear.

Furthermore, the study tested whether the moderator influences the relation between brand love and brand equity. Results indicated that there is a significant influence. Long-term relationship has the most influence in utilitarian products. Most influence of the brand love dimensions is on brand loyalty for utilitarian products. Thus, for utilitarian products consumers are mostly influenced by the long-term relationship they have with the brand. Utilitarian products have more functional product characteristics. The purchasing motives are also non-emotional and task oriented (Jones et al, 2006). Thus, consumers purchasing a utilitarian product are searching for quality. These consumers purchase this product with the intention to use it for a long period of time. This creates a long-term relationship. Also, by using a brand for a longer period of time, the consumer becomes loyal towards the brand. For hedonic products, long-term relationship is also the dominant influencer. Brand love dimensions drive brand awareness the most in the hedonic category. Hedonic products are more pleasurable. Consumers are aware of brands that give them an enjoyable and fun feeling instead of functional benefits. For hedonic products and long-term relationship is that the consumer has experienced the pleasure the product gives him. Thus, he intends to use that brand for a long time in order to preserve the feeling it gives him.

From the results of this study it can be concluded that several brand love dimensions have significant influence on brand awareness, brand quality, brand association, and brand loyalty. Long-term relationship is the dominant brand love dimension that drives the brand equity dimensions. It also shows that long-term relationship is important for both hedonic and utilitarian products in order to drive brand equity dimensions. In the following subchapter, a recommendation will be given on how long-term relationship and the other brand love dimensions can be used to get higher brand equity.



## 6.2 Managerial Implications

As mentioned before, this subchapter discusses how companies can make use of the results from this study to improve their brand equity. Recommendations are given for the four brand equity dimensions. Namely, brand awareness, brand quality, brand association, and brand loyalty.

Results indicate that long-term relationship and passion driven behavior have the highest influence on brand awareness. Therefore, companies should focus using these two brand love dimensions in their marketing. For example, to make consumers aware of the brand, use design techniques in marketing and for the product to create senses of desire within the consumer. The marketing should give the consumer the feeling of desire and passion to use the brand. Consumers that experience desire and passion for a product through the marketing will create higher brand awareness. Also, long-term relationship should be incorporated into the marketing. The sense of a long-term relationship with the brand can be created by having regular marketing buzz around the brand. The consumer will get to know the brand through the marketing campaign and gain more confidence to buy and use the brand. Long-term relationship can also be used in the marketing itself, by emphasizing regular use of the brand. However, anticipated separation distress has showed to have negative influence on brand awareness. Thus, when emphasizing on long-term relationship, it should be carefully considered that the marketing campaign does not mention anything related to the anxiety or panic feeling if the consumer is not able to use the brand.

Passion driven behavior and long-term relationship have the highest influence on brand quality. Passion driven behavior can be used by emphasizing mostly on the product attributes. Create a desire to use the products, by passionately emphasizing the product attributes. Long-term relationship can be used by showing the consumers that the brand offers consistent quality. The sense of a long-term relationship can also be created by making use of a webpage where the consumer can look up the materials used for the brand, the production process, different ways of using the product, other products from the brand that are complementary to the product they already have, involve the consumer by letting them mention what they find is the best attribute of the product. Thus, incentivizing the consumers to read about your brand, and involving the consumer.

Positive emotional connection and long-term relationship are predictors for brand association. To create a positive emotional connection with the brand and influence brand association, it is

important to relate to the consumer. As mentioned by Batra et al. (2012), positive emotional feeling can be created by having sense authenticity to the brand in order for the consumer to feel a sense of association with the brand. The consumer needs to feel a connection with the brand. This can be created through the creation of a brand community, or associating the brand with charity events or other events that correspond to the brand. By doing this, the consumer feels associated with the brand. Long-term relationship has also an influence on brand association. Long-term relationship should emphasize the feeling of an old friend. This can be used in collaboration with positive emotional connection very well. For instance, brand communities create the feeling of an emotional connection as well as having a long-term relationship with the brand. Creating a Facebook page for the brand is another option to create a long-term relationship. The page should incentivize frequent visits, posts, and conversations. The Facebook page should feel like a friend to the consumer.

Results indicate that loyalty is influenced by self-brand integration, anticipated separation distress, and long-term relationship. Brands that are able to create a sense of self-identity can influence brand loyalty through self-brand integration. The brand should give the consumer the sense of self-identity with the brand. Self-identity could be created by emphasizing on intrinsic rewards the consumer gets from the brand. Long-term relationship can be created by giving the consumer the feeling that the brand will grow along with the desires of the consumer through innovation. This will show the consumer that the desires they will have in the future will be part of the innovation of the brand. Thus, creating the feeling that the brand will grow and develop based on the consumers' needs. Long-term relationship can also be created through loyalty programs that focus on intrinsic rewards. Anticipated separation distress can be created by giving the consumer the feeling that they cannot live without the brands. As mentioned by Batra et al., (2012), sources of expertise and giving advice to the consumer are able to create the feeling of anticipated separation distress. This will in turn create the feeling of loyalty towards the brand since, the consumer will long for the advice and expertise the brand has to offer. Also, in the marketing campaigns it could be emphasized that the consumer needs to have the brand because if the brand is not used it might cause other issues. For example, if the consumer does not buy brand X face cream they will have a very dry and wrinkled face. This would create anticipated separation distress without only focusing on the brand to disappear, but focusing on the consumer not being able to be without the brand. It will also create loyalty, because the consumer will have to use the product to get the best result.

### **6.3 Limitations and Further Research**

A preselected collection of products were used for this study. The respondents were selected based on their familiarity with the products. Therefore, the study also included respondents that only have a high familiarity and no brand love, with the product. For further research, it would be interesting to develop a survey where the respondents can name their loved brand and answer the question based on that brand. This could give a deeper insight into the emotions of experiencing brand love. There are also other measures to be used to analyze and measure the influence of brand love on brand equity for instance, the use of a focus group.

For further research it would also be interesting to do a study with the use of different advertising that are aimed at the brand equity dimensions. Thus, respondents that have brand love for a certain brand would be able to participate in order to see how they react to different advertising of the loved brand. This would show a deeper insight of how to make use of the brand love dimensions with different techniques in advertising. The use of more in-depth brand equity dimensions would be another way of approaching brand love. This can be done by making use of literature that gives a deeper insight into the brand equity dimensions separately. By looking deeper into a certain brand equity dimension, it could give a better understanding of how and what parts of that dimension are mostly influenced or most adaptive to the brand love dimensions. For this study, the brand equity dimensions that are used are based on Aaker (1991) and Keller (1993). However, the use of other brand equity dimension would also be interesting for further research. The use of the brand love dimensions from other literature can also be used for conducting a similar study. This would give a good comparison between the influences of the brand love dimensions established by different methods.

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## Appendix A: Literature scheme

Table 1

*Literature scheme*

	Topic	Topic definition	Elements	Pro's	Con's	Main findings
<b>Batra, Ahuvia, &amp; Bagozzi (2012)</b>	Brand love	The consumer-brand relationship that corresponds with the brand love elements.	(1) Passion-driven behaviors, (2) self-brand integration, (3) positive emotional connection, (4) separation distress, (5) long-term relationship, (6) positive attitude valence, and (7) high confidence and certainty	- A study on brand love from the ground down up. - Leads to a better understanding of how consumers actually experience brand love.		- Brand love is a different form of love than interpersonal love. - Brand love is less important than interpersonal love.
<b>Albert, Merunka, &amp; Valette-Florence (2008)</b>	Brand love	Social psychology's conceptualization of love within which a relationship paradigm applies.	(1) Passion, (2) duration, (3) self-congruity, (4) dreams, (5) memories, (6) pleasure, (7) attraction, (8) uniqueness, (9) beauty, (10) trust, and (11) declaration	- Exploratory research method.	- The study does not clarify which dimensions are most important to generate love. - Elements used to describe brand love are more about the exterior of the brand instead of deeply held feelings from the consumer.	- Brand love is defined as a psychological state rather as a set of characteristics and dimensions. - Product categories are treated differently in terms of generating love feelings
<b>Carrol &amp; Ahuvia (2006)</b>	Brand love	The degree of passionate emotional attachment a satisfied consumer has for a particular trade name.	(1) Passion for the brand, (2) brand attachment, (3) positive evaluation of the brand, (4) positive emotions in response to the brand, and (5)	- Gives a good argument on the negative effect of hedonic products on brand loyalty.	- The study only looks at hedonic products and doesn't compare it with utilitarian products. -- Elements used to	- Brand love has a positive direct effect on both brand loyalty and positive word of mouth. - Hedonic and self-

---

declarations of love  
towards the brand

describe brand love  
are a bit too general

expressive brands  
have a positive  
effect on brand  
love.  
-Hedonic products  
have a negative  
effect on brand  
loyalty.

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## Appendix B: Pretest questionnaire

**Wat is uw geslacht?**

- ☐ Man
- ☐ Vrouw

**Geef in de onderstaande schaal aan, waar dit product thuishoort volgens jouw mening. Omcirkel het cijfer dat van toepassing is.**

1. Cosmetica  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig  
Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

2. Vakantie bestemming  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig  
Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

3. Stereo apparatuur  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig  
Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

4. Foto Camera  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig  
Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

5. Banken (Rabo en zo)  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig  
Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

6. Meubelen  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig  
Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

7. Supermarkten  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig  
Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

8. Kleding  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig  
Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

9. Parfum  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig  
Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

10. Verzekeringen  
Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

11. Candybar

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

12. Restaurants

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

13. Voeding

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

14. Softdrink

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

15. Bier

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

16. Social Media

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

17. Kranten

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

18. Websites

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

19. Strijkbout

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

20. TV zenders

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

21. Mobiele telefoon

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

22. laptop

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

23. Schoenen

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

24. Handtassen

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

25. Plakband

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

26. Zonnebril

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

27. Auto's

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

28. SMS

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

29. Wasmiddelen

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

30. Ijsje

Plezierig 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet plezierig

Functioneel 1 – 2 – 3 – 4 – 5 – 6 – 7 Niet functioneel

## **Appendix C: List of brand names**

List of brands used for the main study:

### 1. Detergent

- Ariel
- Omo
- Robijn

### 2. Multi-purpose cleaner

- Ajax
- Andy
- Cillit Bang

### 3. Toothpaste

- Sensodyne
- Aquafresh
- Oral B

### 4. Candy

- Haribo
- Moam
- Redband

### 5. Ice cream

- Häägendazs
- Ben & Jerry's
- Magnum

### 6. Soft drink

- Schweppes
- Coca cola
- Fanta

## Appendix D: Main study questionnaire

Geef in de onderstaande schaal aan, in hoeverre het product functioneel en plezierig is.

### Allesreiniger

Plezierig	1	2	3	4	5	6	7	Niet plezierig
Functioneel	1	2	3	4	5	6	7	Niet functioneel



De volgende items omschrijven het merk Ajax. Geef bij de items aan in welke mate je vindt dat deze voldoen aan jouw persoonlijke ervaring met het merk Ajax.

1 = Helemaal niet mee eens – 7 = Helemaal mee eens

1. Ik ben me bewust van dit merk  
1      2      3      4      5      6      7
2. Wanneer ik denk aan allesreiniger, dan is dit merk één van de merken waar ik aan moet denken.  
1      2      3      4      5      6      7
3. Dit is een merk van allesreiniger waar ik bekend mee ben  
1      2      3      4      5      6      7
4. Ik weet hoe dit merk eruit ziet  
1      2      3      4      5      6      7
5. Ik kan dit merk herkennen tussen concurrerende merken van allesreiniger  
1      2      3      4      5      6      7
6. Dit merk levert goede kwaliteit producten  
1      2      3      4      5      6      7
7. Dit merk levert producten met consistente kwaliteit  
1      2      3      4      5      6      7
8. Dit merk levert hele betrouwbare producten  
1      2      3      4      5      6      7
9. Dit merk levert producten met uitstekende eigenschappen  
1      2      3      4      5      6      7
10. Dit merk is het geld waard  
1      2      3      4      5      6      7
11. Binnen allesreiniger vind ik dit merk een goede koop  
1      2      3      4      5      6      7
12. Dit product is voor mij meer waard dan wat ik er voor moet betalen  
1      2      3      4      5      6      7
13. Dit merk heeft persoonlijkheid  
1      2      3      4      5      6      7
14. Dit merk is interessant  
1      2      3      4      5      6      7
15. Ik heb een duidelijk beeld van het type persoon dat dit merk zou gebruiken  
1      2      3      4      5      6      7
16. Ik vertrouw het bedrijf dat dit merk maakt

- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
17. Ik vind het bedrijf leuk dat dit merk maakt
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
18. Het bedrijf dat dit merk maakt is geloofwaardig
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
19. Ik vind mijzelf loyaal aan dit merk
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
20. Dit merk zou mijn eerste keus zijn als ik denk aan allesreiniger
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
21. Ik zou geen ander merk van allesreiniger willen wanneer dit merk niet beschikbaar is in de winkel
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|

**Bij de volgende vragen word jou mening gevraagd over merk Ajax. Geef in de schaal aan hoe jij hierover denkt of voelt.**

1= helemaal niet, onbelangrijk of heel weinig – 7 = helemaal wel, heel erg belangrijk, heel erg veel

- |     |  |
|-----|--|
| 1.  | Zegt iets dat heel diep en waarachtig is over wie ik ben als mens                |
|     | 1      2      3      4      5      6      7                                      |
| 2.  | Maakt echt deel uit van hoe ik mijzelf zie                                       |
|     | 1      2      3      4      5      6      7                                      |
| 3.  | Hoort bij mijn imago   |
|     | 1      2      3      4      5      6      7                                      |
| 4.  | Geeft mij precies het gevoel dat ik wil hebben                                   |
|     | 1      2      3      4      5      6      7                                      |
| 5.  | Doet dingen waardoor mijn leven meer betekenis krijgt                            |
|     | 1      2      3      4      5      6      7                                      |
| 6.  | Draagt echt iets bij zodat mijn leven de moeite waard is                         |
|     | 1      2      3      4      5      6      7                                      |
| 7.  | Denk ik vaak over na   |
|     | 1      2      3      4      5      6      7                                      |
| 8.  | Moet ik vaak aan denken  |
|     | 1      2      3      4      5      6      7                                      |
| 9.  | Wil ik vaak gebruiken/dragen/drinken etc.  |
|     | 1      2      3      4      5      6      7                                      |
| 10. | Daar verlang ik hevig naar   |
|     | 1      2      3      4      5      6      7                                      |
| 11. | Ben ik in het verleden geregeld mee in contact geweest                           |
|     | 1      2      3      4      5      6      7                                      |
| 12. | Maakte vroeger (ook) een belangrijk deel van mijn leven uit                      |
|     | 1      2      3      4      5      6      7                                      |
| 13. | Geef ik een hoop geld aan uit  |
|     | 1      2      3      4      5      6      7                                      |
| 14. | Besteed ik veel tijd aan   |
|     | 1      2      3      4      5      6      7                                      |
| 15. | Gaf mij vanaf het begin gelijk het gevoel van “Ja, hier was ik nou naar op zoek” |
|     | 1      2      3      4      5      6      7                                      |
| 16. | Paste meteen perfect bij mij   |

- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
17. Ik voel echt een emotionele band met dat merk
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
18. Voelt bijna als een oude vriend(in) van mij
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
19. Is een leuk merk
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
20. Is een opwindend merk
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
21. Zal ik nog heel lang blijven gebruiken
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
22. Ik word best bang van de gedachte dat dit merk ooit zou verdwijnen
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
23. Van de gedachte dat dit merk ooit zou verdwijnen wordt ik onrustig
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
24. Geef s.v.p. met een cijfer van 1 (helemaal niet) tot 7 (helemaal wel)  
aan hoe tevreden jij bent met dit merk
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
25. In welke mate voldoet dit merk aan jouw verwachtingen zolang als jij het al gebruikt?  
1 = schiet elke keer tekort of 7= overtreft elke keer mijn verwachting
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
26. Hoe zeker ben jij van al je antwoorden en gevoelens hierboven?
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|
27. Hoe overtuigd ben je van al je antwoorden en gevoelens hierboven?
- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--|---|---|---|---|---|---|---|

**Wat is je geslacht?**

0 Man

0 Vrouw

**Wat is je leeftijd?**

.....

**Wat is je huidige of hoogst genoten opleiding?**

0 Middelbareschool

0 MBO

0 HBO

0 WO

0 Anders, .....

## Appendix E: Number of participant per brand

Table 2

*Number of participant per brand*

	Frequency (n)	Percent (%)
Ajax	34	6,7
Andy	24	4,7
Aquafresh	28	5,5
Ariel	25	4,9
BenJerry	33	6,5
Cillitbang	22	4,3
CocaCola	29	5,7
Fanta	36	7,1
Haagendasz	21	4,2
Haribo	26	5,1
Magnum	34	6,7
Moam	29	5,7
Omo	27	5,3
OralB	33	6,5
Redband	27	5,3
Robijn	33	6,5
Schweppes	22	4,3
Sensodyne	23	4,5
Total	506	100,0



## Appendix F: Mean score for products

Table 6.

*Categorization of products by respondents*

	<b>Hedonic (M)</b>	<b>Utilitarian (M)</b>
Cillit Bang	3.32	5.32
Ariel	3.52	4.68
Andy	3.54	5.33
Sensodyne	4.00	5.48
Robijn	4.15	5.76
Ajax	4.18	4.85
Aquafresh	4.29	5.61
Omo	4.33	5.41
Schweppes	4.50	4.59
Oral-B	4.61	6.06
Haribo	4.88	3.12
Coca cola	4.97	3.76
Magnum	4.97	3.79
Fanta	5.17	3.46
Redband	5.22	2.26
Moam	5.34	3.10
Ben & Jerry's	5.70	3.70
Haägendazs	6.19	3.19
<i>Total</i>	<i>3.37</i>	<i>3.59</i>

*Note.* 1= not hedonic/utilitarian – 7 = very hedonic/utilitarian.

## Appendix G: Relations between brand love and brand equity

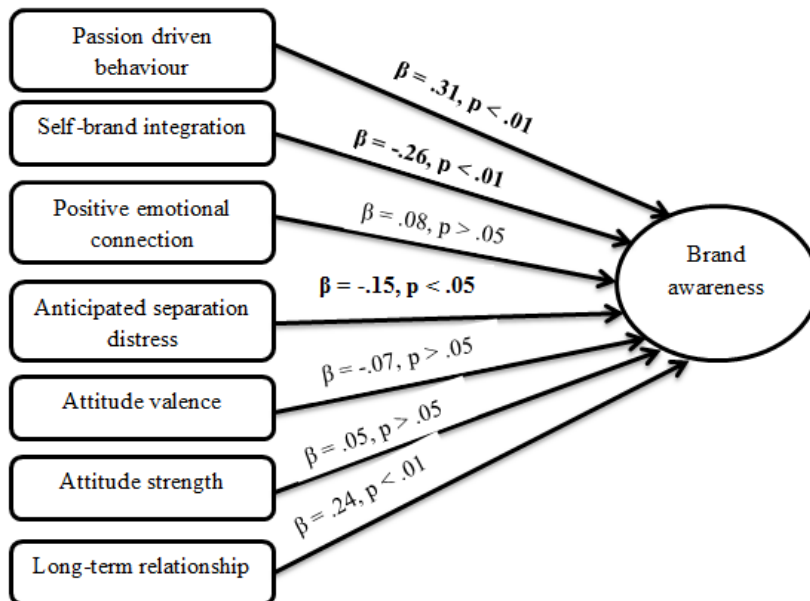


Figure 6. Brand love dimensions and awareness. Significant relations are in boldface.

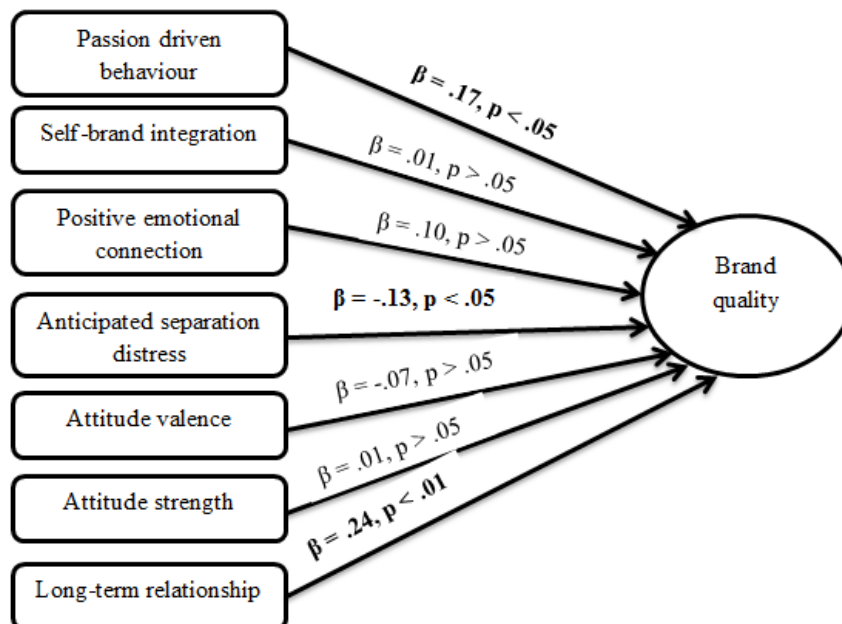


Figure 7. Brand love dimensions and brand quality. Significant results are in boldface.

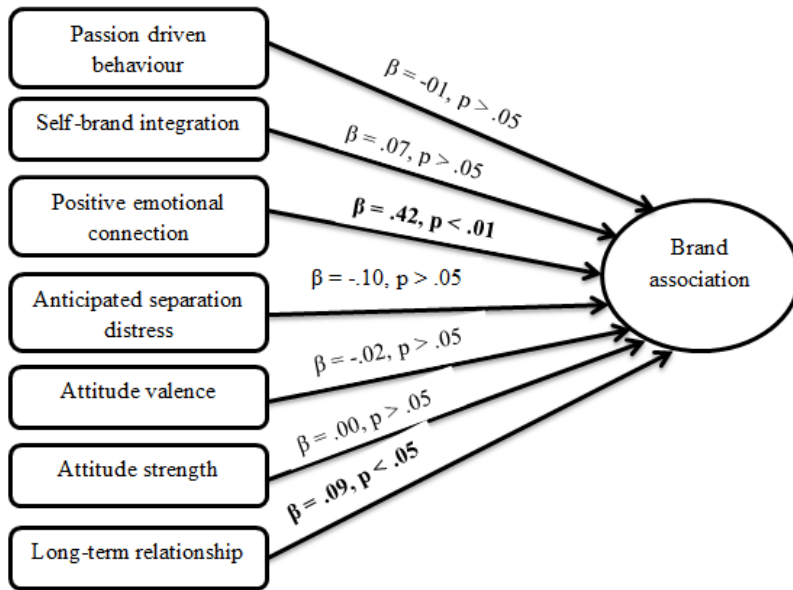


Figure 8. Brand love dimensions and brand association. Significant results are in boldface.

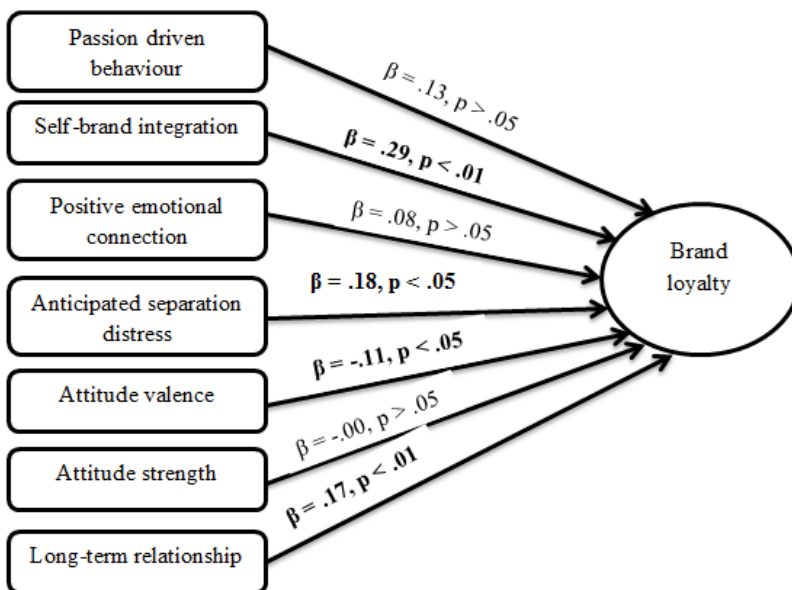


Figure 9. Brand love dimensions and brand loyalty. Significant results are in boldface.