

## Falling in Love with your Favourite Brand:

Relationship between Brand Consciousness, Public Self-Consciousness, and Brand Love  
Intensity

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## FALLING IN LOVE WITH YOUR FAVOURITE BRAND

### **Abstract**

Brand love has become an important research topic since several studies have shown that brand love can lead to considerable benefits for companies. However, although the interest in this topic suggests that brand love is an important marketing topic, little agreement exists how brand love does really manifest itself among consumers. This research investigates what types of consumers could fall in love with their favourite brand and therefore examines to what extent brand consciousness and public self-consciousness influence consumers' level of brand love intensity. Besides, this study investigates the role of brand visibility in brand love relationships. An online questionnaire was designed to test whether consumers loved their favourite brands among the four product categories clothing, electronics, foods, and personal care. Although there were no significant differences between the brand love intensity scores of each product category, the results show that subject's brand love score for food brands was the highest while clothing brands were least loved. Additionally, the findings suggest that visible brands are more loved than invisible brands. With regard to what types of consumers are suitable or sensitive for developing brand love relationships, this research reveals that brand conscious consumers tend to develop more intense love relationships with brands than consumers who are less or not brand conscious. Furthermore, this study demonstrates that high publicly self-conscious people tend to score higher on brand love intensity than low publicly self-conscious consumers. Brand managers and marketers should take these findings into consideration when to develop the design of the packaging of a brand, the content of advertisements, or the desired image of the company or product. In fact, paying attention to the visible aspects of a brand allows consumers to enhance their social image and to express their actual self which will result in lasting brand love relationships.

**Keywords:** brand love intensity, brand consciousness, public self-consciousness, brand visibility, product category

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## FALLING IN LOVE WITH YOUR FAVOURITE BRAND

### 1. Introduction

To survive in a consumer market with numerous competitors, companies' main goal is to build lasting and unending strong relationships with their customers. On the other hand, from the customer perspective, people are overwhelmed with products and brands nowadays. Since products become more and more similar due to product performances getting closer and closer, consumers can choose among countless products and brands that could satisfy their needs. It seems consumers are being brainwashed through this big consumer market with numerous products, brands, and suppliers. However, next to the functional value of a product, brands are being able to give the product a symbolic value (Bhat & Reddy, 1998). Where the functional value of a product becomes more and more similar, the symbolic value of a brand is particularly suitable to differentiate the brand from others. Although for decades practitioners and academics have studied how companies can build and maintain powerful consumer-brand relationships, in the past few years academics have investigated consumers' "love" to brands. They have shown that this phenomenon, which is called brand love, can be very beneficial to companies in order to build and maintain these relationships. To illustrate, brand love enhances consumers' loyalty to the brand (Carrol & Ahuvia, 2006; Thomson, MacInnis, & Park, 2005; Fournier, 1998), consumers' willingness to pay a higher price (Thomson et al., 2005), positive word of mouth (Carroll & Ahuvia, 2006) and consumer's forgiveness of brand failures (Bauer, Heinrich, & Albrecht, 2009).

Although the growing interests in brand love, little agreement exists as to what brand love actually is (Albert, Merunka, & Valette-Florence, 2008). For example, one of the main discussions is whether brand love falls in the bidirectional or in the unidirectional category. According to Pang, Keh, and Peng (2009), brands cannot love back or initiate relationships and therefore it seems a unidirectional relationship instead of a bidirectional relationship such as between parents, friends, or with your pet. Albert et al. (2008) support this by arguing that love for brands can never be of the same intensity than love for persons. On the other hand, from a consumer perspective, it might be possible that people perceive brand love as such an intense love relationship that is comparable to interpersonal love. In other words, the strength and intensity of consumers' love for brands have to be considered as an individual variable and can be influenced by several personal characteristics.

For example, some people are more interested in other people, make easier contact with other people, and fall in love easier than other people. In fact, the same is true for people's interest in brands. Some people are more interested in brands and have more intense relationships with brands than other people. In branding literature, this phenomenon is called brand consciousness (LaChance, Beaudoin, & Robitaille, 2003). Brand conscious consumers are able to encode and decode brand signals and to access brand associations to understand brand meanings (Elliott & Wattanasuwan, 1998). Due to this ability, brand conscious consumers are more concerned with brands and attach more importance to brands in their buying decisions than consumers who are less brand conscious.

Recent research has shown that consumers are more brand consciousness when they buy products for public consumption rather than private consumption (Huang & Mitchel, 2013). Besides, Huang and Mitchell (2013) suggest to further explore the role of brand consciousness in consumer behaviour because it has been neglected in consumer research. Therefore this study will further investigate the role of brand consciousness and proposes that brand consciousness not only plays an important role in predicting the types of brands consumers are willing to purchase but also in predicting the intensity of consumers' love for brands.

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Huang and Mitchell (2013) did not explain why consumers are more brand conscious in public rather than private consumption situations. A possible explanation could be that consumers are more brand conscious in public consumption situations because of their need to express their actual self or in order to show their social environment which brands they use or wear. However, do these types of people also develop more intense love relationships with brands? In order to get a deeper understanding of consumers' level of brand consciousness, present study will examine the role of public self-consciousness (Fenigstein, Scheier, & Buss, 1975) in brand love relationships.

Publicly self-conscious consumers are characterized as people who care about physical appearance, self-expression, and how to present themselves to the outside world (Carver & Scheier, 1981; Fenigstein et al., 1975). Furthermore, brand names and image are very important for those people (Bushman, 1993). Besides, highly public self-conscious consumers gain positive emotions that result from self-expression through brands that are corresponding with their actual self (Fenigstein, 1987). Based on these features of public self-consciousness, the question raises whether publicly self-conscious consumers are also brand conscious. Therefore present study supposes that public self-consciousness acts as a mediator between brand consciousness and brand love intensity.

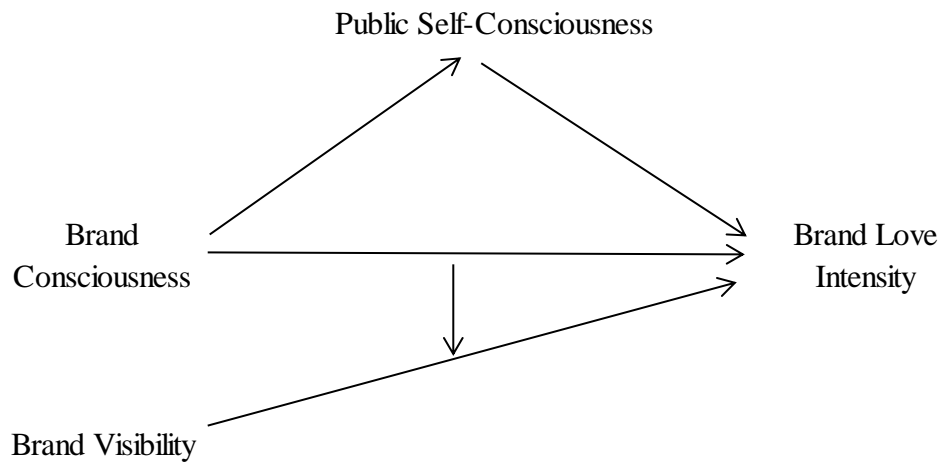
Eventually, several empirical studies have studied the role of product type in predicting brand love (Batra, Ahuvia, & Bagozzi, 2012; Rauschnabel, Ahuvia, Ivens, & Leischnig, 2013). However, these studies were particularly focused on one brand. With regard to consumers' love for brands, Carrol and Ahuvia (2006) claim that self-expressive brands are relatively more loved. They suggest that consumers' love for brands should be greater when it plays a significant role in shaping their identity. Rossiter, Percy, and Donovan (1991) support this by pointing out that consumers score higher on brand love when it concerns value or self-expressive brands rather than utilitarian brands.

To expand the current knowledge about which brands are more loved, this study will focus on the visibility of brands in predicting brand love intensity. Specifically, the effect of visible versus invisible brands in predicting brand love will be investigated in order to find a significant difference between these two types of brands. Additionally, based on Huang and Mitchell's (2013) findings about the influence of brand consciousness in public versus private consumption situations, this research proposes that brand consciousness acts as a moderator between brand visibility and brand love intensity. Hence, this study attempts to answer the following research questions:

- RQ1: To what extent does brand consciousness influence brand love intensity?
- RQ2: To what extent does public self-consciousness mediate the relationship between brand consciousness and brand love intensity?
- RQ3: To what extent does brand consciousness moderate the relationship between brand visibility and brand love intensity?

The aim of this study is to expand the current knowledge of the brand love phenomenon. In particular, present research focusses on the consumer perspective of brand love and examines how consumers perceive brand love. Therefore it seeks to answer how personal characteristics influence consumers' brand love intensity. Figure 1 shows the research model of this study.

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*Figure 1.* Research model brand love intensity

## 2. Literature Review

### 2.1 Brand Love

In branding literature, the construct of brand love has been the topic of many recent studies (Bergkvist & Bech-Larsen, 2010; Batra et al., 2012; Rossiter, 2012; Rossiter & Bellman, 2012). However, although the interests in brand love suggest that brand love is an important marketing topic, little agreement exists as to what brand love really is (Albert et al., 2008). Also Batra et al. (2012) support this by arguing that further research is still needed to understand how consumers experience brand love. Therefore, the first step in understanding brand love is to figure out how academics define the term brand love and to what extent brand love is similar to interpersonal love.

#### 2.1.1 Definitions of brand love

Several studies present different conceptualizations of the term brand love. Rosch (1975) claims that love is a fuzzy and complex construct which could be best described by prototypes. A prototype is a list of attributes that humans associate with a certain kind of thing, in this case the object of love (Fehr, 2006). The more attributes a prototype has, and the more central that attributes are to the prototype, the more likely a consumer is to consider it some type of love (Batra et al., 2012). In that way, Albert et al. (2008) argue that 11 dimensions underlie the prototype brand love: passion, a long-duration relationship, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, trust (satisfaction), and a willingness to state this love. However, they fail to find a connection related to the aspects of brand attachment and brand commitment, which is found in most other prior studies to brand love (Batra et al., 2012).

Additionally, in their own research, Batra et al. (2012) describe the prototype brand love based on the following ten attributes: high quality, linkages to strongly held values, beliefs that the brand provided intrinsic rather than extrinsic rewards, use of the loved brand to express both current and desired self-identity, positive affect, a sense of rightness and a feeling of passion, an emotional bond, investments of time and money, frequent thought and use, and length of use. However, prototype-based definitions are in a certain sense unclear because they are always featured by fuzzy boundaries. In this context, it means that a typical consumer will view some brands as definitely loved and some brands as definitely not loved, but what about the other brands that do not fall in one of those categories? Besides, prototype definitions are fuzzy because their features frequently include not only elements of the phenomenon itself but also antecedents and outcomes (Shaver, Schwartz, Kirson, & O'Connor, 1987).

In addition to abovementioned prototypes, Carroll and Ahuvia (2006) also conceptualize their definition of brand love consistent with the literature on the love prototype (Batra et al., 2012). They claim that brand love includes the attributes passion for the brand, attachment to the brand, positive evaluation of the brand, positive emotions in response to the brand, and declarations of love for the brand. Specifically, Carroll and Ahuvia (2006) define brand love as the passionate emotional attachment a satisfied consumer has for the brand.

Nonetheless, Pang, Keh, and Peng (2009) have their doubts about this definition. They argue that the limitation of this definition is that it focuses only on the intimacy and passion aspects of brand love, and ignores the important role of commitment. They assert that brand love is more complicated than Carroll and Ahuvia's (2006) definition. A more comprehensive definition of brand love will be the tri-dimensional model of brand love (Keh,



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Pang, & Peng, 2007) that is based on the triangular theory of love (Sternberg, 1986). These academics define brand love as a reciprocal, dynamic, multiplex, and purposeful relationship between satisfied consumers and their brands. Furthermore, according to Sternberg's triangular theory of love, brand love consists of three key components: brand intimacy, brand passion, and brand commitment. This research adopts Keh, Pang, and Peng's (2007) tri-dimensional model of brand love and will be outlined in the paragraph below.

### 2.1.2 Tri-dimensional brand love model

Brand intimacy outlines the closeness and harmonization in a favourable consumer-brand relationship. It declares consumers' emotional willingness to keep in touch with the brand, to share feelings with the brand, and to support the brand in difficult times (Keh et al., 2007). In loving relationships, intimacy builds "the core of many loving relationships" (Sternberg, 1986, p. 120) – independently whether it is a member of the family, a lover, or a close friend. Emotional closeness without intimacy is impossible by definition (Heinrich & Mühl, 2008). In addition, many studies support the idea that consumers can build strong connections and closeness to products and brands or even think of these things as parts of themselves and their personality (Ahuvia, 1993; Price, Arnould, and Curasi, 2000; Belk, 2004).

Brand passion is conceptualized as the "motivating force behind much of contemporary consumption" (Belk, Ger, & Askegaard, 2003, p. 326). They associate passionate consumption with "objects and states of passionate desire" (p. 327). Furthermore, Sternberg (1986) argues that brand passion implies the zeal and enthusiasm in brand love. Brand passion is driven by various motivations and arousal, containing self-extension, uniqueness, and social identification. Hence, brand passion is a motivational force in many consumption contexts and expresses strong consumer emotions (Heinrich & Mühl, 2008).

Finally, brand commitment deals with a lasting desire to continue the relationship and the willingness to make efforts toward that end (Morgan & Hunt, 1994). It is consisting of the cognitive elements involved in consumers' decision-making about the existence of and potential long-term pledge to a loving consumer-brand relationship (Gundlach, Achrol, & Mentzer, 1995; Chaudhuri & Holbrook, 2002). Consequently, strong commitment can be considered, analogously to interpersonal relationships, as a facet of brand love. And therefore consumers with higher brand commitment probably have a more intense love relationship with a brand than consumers with lower brand commitment.

According to the tri-dimensional brand love model (Keh, Pang, & Peng, 2007) the three key components brand intimacy, brand passion, and brand commitment have the possibility to interact with each other. For example, brand intimacy is positively related to brand commitment as consumers are willing to develop and maintain an affective bond with the brand that makes consumers feel happy and enjoyable (Keh, Pang, & Peng, 2007; Chaudhuri & Holbrook, 2002; Fournier & Yao, 1997). Moreover, consumers with high brand commitment would have stronger affective attachment and support for the brand. Eventually, brand passion will interact with brand intimacy as well. On the one hand, when the brand meets a person's need for passion, brand intimacy can be seen as the emotional outcome. On the other hand, brand passion may well be stimulated by intimacy in that way that the consumer will perceive a certain kind of response of the brand after experiencing frequent close interactions with it, or establishing a deep understanding about it.

However, still raises the question whether consumers perceive brand love as a unidirectional love relationship or a bidirectional love relationship. Therefore the paragraph below discusses what kind of love brand love is and outlines the differences between interpersonal love and parasocial love.

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### 2.1.3 Brand love versus interpersonal and parasocial love

In branding literature, specifically in the context of brand love, a common discussion is the comparison between love for a brand and interpersonal or parasocial love. Albert et al. (2008) claim that brand love is a culturally determined phenomenon and falls neither in the interpersonal nor in the parasocial category. They state that love for a brand can never be the same as love for a person. In addition, also Batra et al. (2012) argue that although interpersonal love is a good begin to start to look for an explanation about the love relationship between consumers and brands, there are, however, significant differences. For example, Batra et al. (2012) find that brand love is mostly considered as a less important relationship. Brand love does not include any of the acts of altruism normally associated with interpersonal love and a brand cannot love back people. Therefore, although theories on interpersonal love seem to be a good starting point, one needs to be careful in applying those theories directly on brand love.

Actually, a more appropriate comparison is that between parasocial love and brand love. Parasocial love is a sort of relationship in which people love particular movie stars or artists. Compared with the relationship between a consumer and a brand, both kinds of relationships are only one-directional (Fetscherin & Conway Dato-on, 2012). In that sense it differs substantially from the triangular theory of love (Sternberg, 1986) in which the dimensions intimacy, passion, and commitment that exist in a relationship between two persons and their levels of intensity explain the strength of their love. According to Fetscherin and Conway Dato-on (2012), the relation from the brand towards the consumer can only be a perceived relationship in the mind of the consumer. Therefore, Fetscherin and Conway Dato-on (2012) define parasocial love as “a perceived relationship of love by a consumer with a brand” (p. 153) and claim that this is the same kind of love as brand love. Besides, based on their own research, they find that brand love seems to have a stronger connection with the theory of parasocial love than with interpersonal love.

As noted, there are many obscurities whether the relation between consumers and brands is an interpersonal or more parasocial love relationship. However, it may be dependent on the individual whether a consumer's relationship with a brand is interpersonal or more parasocial. Where someone could be totally in love with a brand and considers that brand as his or her counterpart, anyone else could also have love feelings for a particular brand but on a lower level than the other person. From the consumer perspective, it has its reasons why some people are totally in love with a particular brand whereas others do not experience that intensity or strength of brand love.

This study examines the relation between persons' characteristics and their love feelings towards their favourite brand. Moreover, present study does not go deeper into the discussion whether brand love is an interpersonal or parasocial relationship. Whatever the type of relationship it is, above described discussion reveals that up to now little agreement exists as to what kind of love relationship brand love is. This study continues with the focus on brand consciousness as a predictor of brand love.

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### 2.3 Brand Consciousness

This study has noted that up to now little is known about what type of people could fall in love with their favourite brands. Rauschnabel et al. (2013) find that singles score higher on brand love than people who are married or in a steady dating relationship and that men score higher on brand love than women. In addition to these findings, this study will focus on people's level of brand consciousness as an influencer on brand love.

Brand consciousness refers to the importance of brands in a buyer's decision-making process (LaChance, Beaudoin, & Robitaille, 2003). LaChance et al. (2003) claim that brand consciousness does not focus on how much consumers like a certain brand, rather, it focusses on how important consumers perceive brands to be when they buy a product. Additionally, if consumers are conscious about the brands they use, their consciousness may indicate their ability to encode and decode brand signals and to access brand associations to understand brand meanings (Elliott & Wattanasuwan, 1998). Furthermore, Kalra and Goodstein (1998) state that brand conscious people are less price sensitive. Besides, in their study to the role of achievement and brand consciousness in public versus private consumption situations, Huang and Mitchell (2013) find evidence that when consumption situations are visible, there is a greater influence of brand consciousness in predicting the types of brands consumers are willing to purchase. To be more precise, the higher the brand consciousness, the more prestige the brand the consumers will buy. Nonetheless, they did not investigate the influence of personal characteristics in order to examine what types of people were brand conscious in visible consumption situations.

However, thus far, most research conducted on brand consciousness has been focussed on the United States. For instance, research has shown that men are more brand conscious than women (Punj & Staelin, 1983; Cobb & Hoyer, 1985). The underlying reason is that women shop more than men and they search for more information when they make buying decisions. On the contrary, it can be assumed that men generally do not shop as frequently or do not put as much effort into searching for information about brands than women. In fact, they choose the products they recognize and use the name of the brand as a signal of quality. Furthermore, previous research done in the United States suggests that older-aged students are more brand conscious than younger-aged students (Marx, 1995). In another study, parents express their concerns about the extremely high level of brand consciousness of their children in which high school students are being the most brand conscious (Liebeck, 1996).

Overall, brand consciousness is not the same for everyone and should be considered as an individual variable. Some individuals are brand conscious in general which means that this consumer style influences them in how likely they attend to and think favourably of brands, whereas other individuals do not own that consumer style or perhaps to a lesser extent or just in specific situations (Nelson & Devanathan, 2005). Similar to the analogy with interpersonal love, some individuals are interested in people in general whereas others are more introvert and less interested in other persons. Those interested people tend to fall in love easier and have more intense love relationships with persons than those who are more introvert and less interested in other people. For this reason this study proposes H1: brand consciousness positively influences brand love intensity.

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### 2.4 Public Self-Consciousness

Following on Huang and Mitchel's (2013) research to brand consciousness in public versus private consumption situations, the question raises what the underlying reasons are why the influence of brand consciousness in predicting the types of brands was greater in public rather than private consumptions situations. Present study supposes that consumers' level of public self-consciousness could have contributed to the explanation of the relation between brand consciousness and the types of brands consumers were willing to purchase. Although Huang and Mitchell (2013) did not investigate the role of other personal characteristics or personalities, they suggest expanding investigating the influence of brand consciousness in predicting consumer behavior. Within the context of brand love, this research will investigate the role of public self-consciousness as a mediator between brand consciousness and brand love intensity.

Public self-consciousness is derived from self-consciousness, which is the awareness of the self, the self-system, and the self as a social object. Research has shown that people differ in dispositional tendencies to self-consciousness and that this construct consists of two dimensions: private versus public self-consciousness (Fenigstein, Scheier, & Buss, 1975). As more fully described below, private self-consciousness is thought to be a type of self-consciousness in which attention is paid to the more private, unobservable aspects of the self, such as thoughts, feelings, and emotions, whereas the focus of public self-consciousness is on the more public and easily observable characteristics of the self, such as appearance and the way one behaves in the company of others (Wojslawowicz, 2005).

#### **Private self-consciousness**

With regard to the first mentioned, private self-consciousness involves covert, personal, unshared aspects of the self that are not observable by other people (Carver & Scheier, 1981). Individuals who are high in private self-consciousness tend to be aware of their perceptions, beliefs and feelings, and to be self-reflective and introspective (Fenigstein et al., 1975). Moreover, those persons are less likely to succumb to social pressure and see themselves as independent and autonomous. To illustrate, privately self-conscious people regulate their behaviour by attending to private, autonomous, egocentric goals such as goals that do not necessarily involve considering, or even recognizing, the opinions or desires of other people (Carver & Scheier, 1981). In addition, persons who score high on private self-consciousness report themselves to be thoughtful (Turner, Scheier, Carver, & Ickes, 1978) and possess more accurate self-knowledge than people who score low on private self-consciousness (Siegrist, 1996).

#### **Public self-consciousness**

Relating to public self-consciousness, high publicly self-conscious people are more concerned about the impression they make and continuously think about how they present themselves to the outside world (Carver & Scheier, 1981; Fenigstein, Scheier, & Buss, 1975). Due to this, those people are more aware that others can judge them based on their consumption of brands. In accordance with this argument, Bushman (1993) suggests that brand names have a significant meaning for the publicly self-conscious consumer. More specifically, publicly self-conscious consumers have a preference for premium brand labels versus store brand labels because these brands are important means of self-expression. Furthermore, Bushman asserts that people who are high rather than low public self-conscious are more concerned about physical appearances and fashions, are more likely to use self-expression strategies to gain approval from others, are more compliant with normative standards in social contexts, are more likely to distance themselves from negative reference

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groups, and, finally, they are more sensitive to interpersonal rejection (Bushman, 1993). Miller and Cox (1982) support Bushman's assertions by revealing a positive association between public self-consciousness and women's makeup use and beliefs about the positive effects of makeup in social situations. Similarly, Solomon and Schopler (1982) report also a positive association between public self-consciousness and women's concerns about clothing and fashion. However, Fenigstein (1987) argues that less publicly self-conscious consumers are much less concerned about others' impressions and therefore care less about expressing themselves in a particular way. Additionally, they do not gain the same positive emotions that result from self-expression through brands that are corresponding with the actual self.

Referring to Huang and Mitchel's (2013) article, present study supposes that consumers who score high on brand consciousness in public consumption situations concern people who are high rather than low public self-conscious. Indeed, as previously stated, publicly self-conscious people care about physical appearance, self-expression, and how to present themselves to their social environment (Fenigstein et al., 1975; Carver & Scheier, 1981; Miller & Cox, 1982; Bushman, 1993). In contrast, privately self-conscious consumers are less likely to succumb to social pressure and see themselves as independent and autonomous. Based on Huang and Mitchel's (2013) research, it is less assumable that privately self-conscious consumers are more brand conscious in public consumption situations than private consumption situations. In fact, these types of consumers will not be considering or recognizing the opinions or desires from other people. This study assumes that public self-consciousness is more related to brand consciousness than private self-consciousness. Specifically, this study propose H2: public self-consciousness positively influences brand consciousness.

Fournier (1998) argues that self-expression is often a key motive for the consumption of brands, and satisfying that need leads to emotional happiness. Based on this reasoning, high publicly self-conscious consumers are more aware of abovementioned argument because they care more about how to express themselves to others and thus better recognize the self-expression potential of a particular brand. Rossiter et al. (1991) point out higher brand love scores for self-expressive brands and lower scores for utilitarian products. In addition, Carrol and Ahuvia (2006) claim that more hedonic products and self-expressive brands tend to be more loved. Self-expressive brands are defined as the consumer's perception of the degree to which the specific brand enhances one's social self and/or reflects one's actual self (Carroll & Ahuvia, 2006). Consequently, consumers' love should be greater for brands that play a significant role in shaping their identity. For that reason, this study proposes H3: public self-consciousness positively influences brand love intensity.

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### 2.5 Brand Visibility

Previous studies on brand love were focused on single product categories. To illustrate, in Rauschnabel et al.'s (2013) research, brand love was measured on respondents' favourite fashion brand. Moreover, most mentioned brands in this study were Esprit, Adidas, H&M, and Tommy Hilfiger. Furthermore, Batra et al.'s (2012) qualitative study on brand love was focussed on specifically loved brands. Respondents discussed brands of their own choosing in various product categories such as electronics and clothing. However, in addition to Rossiter et al.'s (1991) findings, little research is conducted in the field of brand love that compares brand love scores of different types of brands.

White (1966) suggests that consumers are not necessarily looking for the lowest priced product or even the highest priced product, but rather for a product that enhances their image. Furthermore, he argues that consumers seek perceived enhancement not only in their own mind, but also in the minds of their family, friends, and associates. In fact, it seems that visible brands such as clothing and electronics are particularly suitable to enhance consumers' social image (Sutton & Riesz, 1979). Besides, Carroll and Ahuvia (2006) argue that consumers' love should be greater for brands that are able to express their actual self. Therefore, this study proposes H4: consumers tend to develop more intense love relationships with visible rather than invisible brands.

Additionally, Lambert (1970) points out that if the social importance of brand choice increases, consumers are willing to purchase higher priced brands. To illustrate, brand choice would be socially important when it concerns visible brands. Therefore it seems that consumers are willing to purchase higher priced brands when the brands are visible to their social environment. Next to the role of product visibility in purchasing higher priced brands, this study already indicated that product visibility also plays a role in predicting the types of brands consumers are willing to purchase. Specifically, Huang and Mitchell (2013) indicate that consumers are more brand conscious when purchasing brands for public rather than for private consumption situations. In fact, the higher consumers' level of brand consciousness, the more prestige the brand the consumers will buy.

These results (Lambert, 1970; Huang & Mitchell, 2013) raise the question whether visible brands will be more loved by brand conscious consumers than invisible brands. Present study proposes that consumers' level of brand consciousness has an influence on the relationship between product visibility and brand love intensity. In other words, it is proposed that brand consciousness moderates the relationship between product visibility and brand love intensity. Therefore H5 reads as follows: brand consciousness positively influences the relationship of product visibility on brand love intensity.

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Table 1 gives an overview of all hypotheses that are formulated in this study and which will be tested in the results section.

Table 1  
*Overview of All Hypotheses*

<b>Hypotheses</b>	<b>Content</b>
H1	brand consciousness positively influences brand love intensity
H2	public self-consciousness positively influences brand consciousness
H3	public self-consciousness positively influences brand love intensity
H4	consumers tend to develop more intense love relationships with visible rather than invisible brands
H5	brand consciousness positively influences the relationship of product visibility on brand love intensity

### 3. Methodology

#### 3.1 Research design

Present study was an experimental field study in which the dependent variable brand love intensity was manipulated, and the independent variables brand consciousness and public self-consciousness were measured on subjects in a natural setting. The aim of this study was to examine the effect of brand consciousness and public self-consciousness on consumers' level of brand love intensity to different product categories. Therefore, a 2x2x2 between subjects design was developed in order to test the hypotheses. More specifically, this study investigated the influence of higher versus lower brand consciousness and higher versus lower public self-consciousness on subjects' brand love intensity of visible versus invisible brands. Table 2 shows the experimental research design of this study.

Table 2  
*2x2x2 Experimental Research Design*

		High Public Self- Consciousness	Low Public Self- Consciousness
<b>High Brand Consciousness</b>	Visible products		
	Invisible products		
<b>Low Brand Consciousness</b>	Visible products		
	Invisible products		

#### 3.2 Procedure

In order to conduct abovementioned field experiment, an online questionnaire (see Appendix A) was designed using the online questionnaire tool [www.qualtrics.com](http://www.qualtrics.com). The questionnaire was translated from English to Dutch and verified by two persons who spoke and understood the English language. Hereafter, using a convenience sample, the questionnaire was pre-tested among five persons in order to test whether the questions were clear and comprehensible. Eventually, next to little alterations in the formulation of certain questions, they all understood the questionnaire.

The online questionnaire was open from December 2, 2014 till February 27, 2015. Within this period of time, the questionnaire was distributed by e-mail to family, friends, (former) classmates, sports friends, colleagues, and other people out of my social network. Moreover, the questionnaire was also posted on the authors Facebook and LinkedIn account. In addition to using a convenience sample, snowball sampling was used by asking people to share the questionnaire to their own social network. Hence, people sent my e-mail to their own social network and people shared my message that was posted on Facebook and LinkedIn in order to recruit as much as possible subjects. The most important requirement was that each condition of the experimental research design included sufficient subjects in order to conduct the experiment.

#### 3.3 Materials

The online questionnaire started with several demographic questions about the subjects such as age, gender, and education level. Hereafter, subjects were asked to give their opinion about



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multiple statements that measured their level of brand consciousness and public self-consciousness. Since the outcomes of the questionnaire were not traceable to a person or individual, subjects were asked to fill out the questionnaire in all honesty.

### Brand consciousness

The scale that was used to measure brand consciousness was a modified 11 item version derived from multiple brand consciousness' scales (Kapferer & Laurent, 1983; LaChance, Beaudoin, & Robitaille, 2003; Nelson & McLeod, 2005). An example of an item was "Brand names tell me something about the quality of the product" (1= totally disagree, 7= totally agree). The 11 items formed a reliable scale ( $\alpha = .84$ ).

### Public self-consciousness

Public self-consciousness was operationalized with the Self-Consciousness Scale (Fenigstein, Scheier, & Buss, 1975). Although present study was focused on the public part of self-consciousness, all 22 items of the self-consciousness scale were measured on the subjects in order to make them aware of the opposite part of public self-consciousness, namely private self-consciousness. An example of an item was "I am concerned about my style of doing things" (1= totally disagree, 7= totally agree). The 7 of the 22 items that concerned public self-consciousness formed a somewhat reliable scale ( $\alpha = .67$ ). However, deleting item "I am self-conscious about the way I look" resulted in a more reliable scale ( $\alpha = .74$ ).

### Brand love intensity

After measuring subjects' level of brand consciousness and public self-consciousness, as a brief introduction to the experiment, subjects had to call brands in which they really cannot live without it. Brands those are very close to you, brands that you support, and which you recommend to others. Subjects had the opportunity to call a maximum of ten brands that characterized previous sentence. The aim of this introduction to the experiment was to introduce the subjects into the research topic without naming the word brand love. Besides, it provided an indication to what extent subjects called a lot or just a few of these brands.

In the real experiment the subjects were asked to mention their four favourite brands out of four different product categories. The product categories that were chosen in this study were clothing, electronics, foods, and personal care. To each brand, the brand love intensity of the chosen brand was measured using a 12 item scale derived from several existing scales (Heinrich & Mühl, 2008; Keh, Pang, & Peng, 2007). An example of an item was "This brand gives me a good feeling" (1= totally disagree, 7= totally agree). The 12 items formed a very reliable scale ( $\alpha = .94$ ).

The reliability of the measurement instruments were tested by calculating Cronbach's alpha (Cortina, 1993). An overview of these scores can be seen in Table 3. For a fuller overview of the statistics of the used scales and their Cronbach's alpha scores (including if item deleted) see appendix B.

Table 3

*Cronbach's Alpha and Descriptive Statistics of the Constructs (N = 269)*

Measurement Scale	N-items	Rel. ( $\alpha$ )	Mean	SD
Brand Consciousness	11	.84	3.84	1.39
Public Self-Consciousness	6	.74	4.42	1.39
Brand Love Intensity	12	.94	3.46	1.79

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### Brand visibility test

With regard to subjects' favourite brand among the four product categories, a brand visibility test was performed in order to check which brands were perceived as visible and which brands as invisible (as can be seen in Appendix C). Four judges with an age between 20 and 23 ( $M = 21.75$ ,  $SD = 1.50$ ) rated 274 brands on their level of visibility using a 7-point Likert scale (1 = totally invisible, 7 = totally visible). The judges were considered as experts due to their study in the field of marketing communication and because they already filled in the online questionnaire of present experiment. They were familiar with the aim of the experiment thus they knew the differences between the features of visible and invisible brands, i.e., visible brands have more self-expressive functions and are more able to enhance consumers' social image than invisible brands.

The judges were informed about the goal of this brand visibility test. The judges had to imagine whether the brand is observable to their social environment when they use or wear the brand. To illustrate, people probably quicker notice the brand name of your mobile phone or the jacket you wear than the brand name of your underwear or toothpaste. In case the judge did not know the brand, he or she was advised to search information about the brand in order to rate the brand visibility.

In order to assess the inter-rater reliability, intraclass correlation coefficient (*ICC*) (Shrout & Fleiss, 1979) was calculated to determine the reliability of the four judges, i.e., whether the judges were in agreement regarding the visibility of a particular brand. *ICC* was calculated with a data of 274 brands rated by four judges, and found to reflect a high level of inter-rater agreement,  $ICC(3, 4) = .99$ . This result indicated an excellent agreement between the four judges so there was not a lot of variability between the ratings of the judges.

### 3.4 Participants

Table 4 shows the demographic characteristics of the subjects that participated in the field experiment. Of the total of 529 subjects that started the questionnaire, 269 subjects (50.85%) completed the survey and were useful for conducting analyses. In general, the other 260 subjects that not completed the survey ended the questionnaire within one or two minutes. Possibly those subjects opened the questionnaire, started to read the introduction, and decided to close the survey.

Table 4  
*Demographic Characteristics of the Subjects*

Gender & Age (N = 269)					Educational Level (N = 269)			
	n	%	Mean	SD		n	%	Cumulative %
Male	147	54.65%	31.90	12.23	Elementary school	3	1.12%	1.12%
Female	122	45.35%	29.08	10.93	Lower vocational education	1	0.37%	1.49%
Total	269	100.00%	30.62	11.72	Vocational education	67	24.91%	26.39%
Job Status (N = 269)					Bachelor degree	121	44.98%	71.38%
	n	%			University degree	77	28.62%	100.00%
Studying	135	50.19%			Total	269	100.00%	
Employee	106	39.41%			Marital Status (N = 269)			
Unemployed/jobseeker	1	0.37%				n	%	Cumulative %
Entrepreneur	22	8.18%			Married	91	33.83%	33.83%
Retired	1	0.37%			In a relation living together	37	13.75%	47.58%
Housewife/other	4	1.49%			In a relation living at home	60	22.30%	69.89%
Total	269	100.00%			Single	81	30.11%	100.00%
					Total	269	100.00%	

From the 269 subjects who completed the survey, 147 subjects were men (54.65%) and 122 were female (45.35%). The age of the subjects varied from 15 to 65 with a mean of 30.62

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(SD = 11.72). Furthermore, a majority of the subjects were students (50.19%), followed by 106 employees (30.11%). Moreover, a majority of the subjects were highly educated with a bachelor degree (44.98%) or a university degree (28.62%). Finally, 91 (33.83%) subjects were married, 81 subjects were single (30.11%), and the other 97 subjects (36.05%) were in a steady dating relationship.

In general, a majority of the subjects that participated to the experiment were highly educated students. An explanation for this could be the used method of sampling. Because convenience sampling was used to recruit subjects and the author himself was a highly educated student, it was not surprisingly that a majority of the subjects were also highly educated students.

## 4. Results

### 4.1 Demographic Findings

#### Marital Status

As known, in a recent study on brand love, Rauschnabel et al. (2013) find that singles have higher scores on brand love than people who are married or in a steady dating relationship. An independent samples t-test was conducted to compare brand love intensity scores between singles and married. There was a significant difference in the scores for singles ( $M = 3.75$ ,  $SD = 1.21$ ) and for married ( $M = 3.02$ ,  $SD = 1.44$ );  $t(683.49) = -7.29$ ,  $p < .001$ . These results suggest that marital status really does have an effect on brand love intensity. Specifically, the results point out that singles score higher on brand love intensity than married and therefore support Rauschnabel et al.'s (2013) findings.

Furthermore, the results also suggest that singles are significantly more brand conscious than married. An independent samples t-test was conducted to compare brand consciousness scores between singles and married. There was a significant difference in the scores for singles ( $M = 3.92$ ,  $SD = .79$ ) and for married ( $M = 3.61$ ,  $SD = .92$ );  $t(685.14) = -4.65$ ,  $p < .001$ . These results suggest that marital status does have an effect on brand consciousness. Specifically, the results reveal that singles are more brand conscious than married.

Finally, the results point out that singles are significantly more public self-conscious than married. An independent samples t-test was conducted to compare public self-consciousness scores between singles and married. There was a significant difference in the scores for singles ( $M = 4.72$ ,  $SD = .88$ ) and for married ( $M = 4.01$ ,  $SD = .86$ );  $t(686) = -10.77$ ,  $p < .001$ . These results indicate that marital status does have an effect on public self-consciousness. Specifically, the results suggest that singles are more public self-conscious than married.

#### Gender

With regard to gender, Rauschnabel et al. (2013) also discover that men score significantly higher on brand love than women. This study did not find support for Rauschnabel et al.'s findings. However, this study reveals that men are significantly more brand conscious than women. An independent samples t-test was conducted to compare brand consciousness scores between men and women. There was a significant difference in the scores for men ( $M = 3.92$ ,  $SD = .92$ ) and for women ( $M = 3.73$ ,  $SD = .80$ );  $t(1070.80) = 3.69$ ,  $p < .001$ . These results suggest that gender really does have an effect on brand consciousness. Specifically, the results point out that men are more brand conscious than women and therefore support Punj and Staelin's (1983) and Cobb and Hoyer's (1985) findings.

In addition to these findings, the results also suggest that women score significantly higher on public self-consciousness than men. An independent samples t-test was performed to compare public self-consciousness scores between men and women. There was a significant difference in the scores for men ( $M = 4.25$ ,  $SD = .93$ ) and for women ( $M = 4.62$ ,  $SD = .88$ );  $t(1074) = -6.60$ ,  $p < .01$ . These results suggest that gender really does have an effect on public self-consciousness. Specifically, this result points out that women score higher on public self-consciousness than men. In other words, women care more about physical appearance, self-expression, and how to present themselves to their social environment.

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### Others demographics

With regard to the other demographics, Appendix D provides a complete overview of the demographic statistics related to the constructs brand love intensity, brand consciousness, and public self-consciousness. Additionally, Appendix E demonstrates the brand love intensity scores of each product category related to the demographics. This study will continue with analyzing the brands that the subjects have chosen as their favourite brand out of the product categories clothing, electronics, foods, and personal care.

## 4.2 The Relationship between the Product Categories

Before subjects' level of brand love intensity was measured to their favourite brands, they were asked to mention brands which they really cannot live without, brands that are very close to them, which they support, and recommend to others. Of the 269 subjects, 23 subjects indicated they had no favourite brand that is close to them or which they support. However, the other 246 subjects mentioned at least one brand. Overall, the 269 subjects mentioned together 1069 brands. Based on the average, each subject called 3.97 brands.

The number of brands a subject mentioned could be an indicator for his or her level of brand consciousness or brand love intensity. For example, the more the numbers of brands a subject mentioned in this test, the more brand conscious they are or the more intense love relationships they could have with brands. In that case the 20 subjects who indicated ten brands are more brand conscious than the subjects who mentioned fewer than ten brands. However, as it was just intended to introduce the subjects prior to the experiment, this study will continue with focussing on subjects' brand love intensity scores to their favourite brands out of the four product categories clothing, electronics, foods, and personal care.

### 4.2.1 Brand love intensity score for each product category

A one-way between groups analysis of variance (ANOVA) was used to investigate the impact that product category had on subject's level of brand love intensity. The ANOVA was not significant, indicating that there were no statistically significant differences between the group means of the four product categories,  $F(3, 1072) = 1.55, p = .20$ . Table 5 shows the group mean and standard deviation of each product category while Figure 2 presents a comparison of the brand love intensity scores across the four product categories graphically.

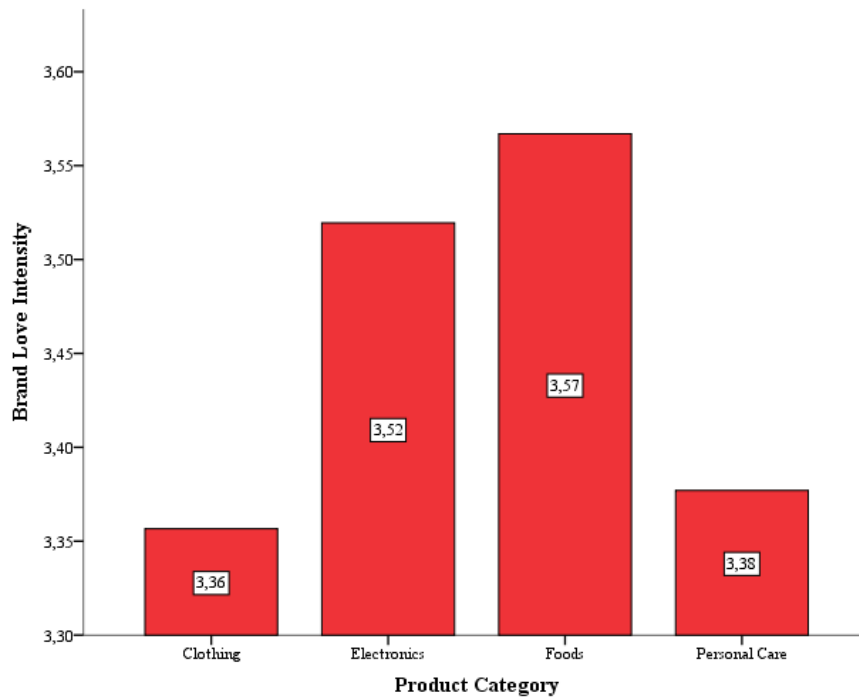
Table 5

*Descriptive Statistics of the Brand Love Intensity Scores among the Four Product Categories*

	<b>N</b>	<b>Mean</b>	<b>SD</b>
Clothing	269	3.36	1.27
Electronics	269	3.52	1.40
Foods	269	3.57	1.41
Personal Care	269	3.38	1.39
Total	1076	3.46	1.37

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Figure 2. Comparison of brand love intensity scores across the four product categories



The product category food had the highest brand love intensity score of the four product categories. Besides, subjects' brand love intensity score to clothing brands was relatively the lowest score, indicating that clothing brands were less loved than electronics, food, and personal care brands.

### 4.2.2 Brand love dimension score for each product category

Although there was found no statistical evidence for significant differences between the group means of the four product categories, a factor analysis was used to investigate the underlying structure of brand love intensity. As described in the methodology section, brand love intensity was measured based on the triangular theory of love (Sternberg, 1986). According to Sternberg's triangular theory of love, brand love consists of three components: brand intimacy, brand passion, and brand commitment.

Specifically, a principal component analysis with varimax rotation was performed in order to investigate whether the construct brand love intensity really consists of three components. However, the results demonstrate only two components: brand intimacy and brand commitment. The items that measured brand passion did not include a clear component. Appendix F provides the outcomes of the factor analysis.

In addition to this factor analysis, a one-way ANOVA was used to investigate the impact that product category had on subject's level of brand intimacy and brand commitment. The ANOVA of brand intimacy was not significant, indicating that there were no statistically significant differences between the group means of the four product categories,  $F(3, 1072) = .96, p = .41$ . Table 6 shows the descriptive statistics of the brand intimacy component.

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Table 6  
*Descriptive Statistics Brand Intimacy Component*

<b>Product Category</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
Clothing	269	3.69	1.57
Electronics	269	3.72	1.60
Foods	269	3.74	1.68
Personal Care	269	3.53	1.62
Total	1076	3.67	1.62

With regard to brand commitment, there was a statistically significant difference between groups as determined by one-way ANOVA,  $F(3, 1072) = 3.81, p < .05$ . Table 7 shows the results of a LSD post-hoc test which revealed that the brand commitment score of clothing brands was statistically significantly lower than the brand commitment scores of electronics, food, and personal care brands.

Table 7  
*Descriptive Statistics Brand Commitment and Results of the LSD Post-Hoc Test*

<b>Descriptive Statistics</b>						
		<b>N</b>	<b>Mean</b>	<b>SD</b>		
Clothing		269	2.96	1.39		
Electronics		269	3.34	1.60		
Foods		269	3.35	1.59		
Personal Care		269	3.28	1.61		
Total		1076	3.23	1.56		

<b>Product Category</b>		<b>Mean Difference</b>	<b>SE</b>	<b>Sig.</b>	<b>95% CI</b>	
					<b>Lower Bound</b>	<b>Upper Bound</b>
Clothing	Electronics	-.38*	.13	.00	-.65	-.12
	Foods	-.39*	.13	.00	-.65	-.12
	Personal Care	-.32*	.13	.02	-.59	-.06
Electronics	Clothing	.38*	.13	.00	.12	.65
	Foods	.00	.13	.98	-.27	.26
	Personal Care	.06	.13	.66	-.20	.32
Foods	Clothing	.39*	.13	.00	.12	.65
	Electronics	.00	.13	.98	-.26	.27
	Personal Care	.06	.13	.64	-.20	.33
Personal Care	Clothing	.32*	.13	.02	.06	.59
	Electronics	-.06	.13	.66	-.32	.20
	Foods	-.06	.13	.64	-.33	.20

Note. \* $p < .05$ , CI = confidence interval

In other words, subjects within this study had a less desire to continue their relationship with clothing brands rather than with electronics, food, and personal care brands. According to Morgan and Hunt (1994), a low level of brand commitment deals with a low willingness to make efforts to continue that relationship. This might be an explanation why clothing brands

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were relatively less loved than brands from the other three product categories. Perhaps consumers do not buy all their clothing from one and the same brand. Instead, they could have more favourite clothing brands which could explain their low commitment to this product category.

### 4.2.3 Most mentioned brands for each product category

In order to analyze which brands were measured in this research, Table 8 gives an overview of the ten most mentioned brands by each product category. It is remarkable that the chosen clothing brands are very scattered since the most mentioned clothing brands show a low frequency. Moreover, in the product category electronics, Apple and Samsung are obviously the most mentioned brands. Examples of products from these brands are smart phones, laptops, and tablets. Furthermore, it is remarkable that the three most mentioned food brands are drinks and in particular two of these brands are beer brands. Eventually, it is assumable to suggest that the most mentioned personal care brand for men was the shaving brand Gillette. In addition, Nivea is a typical skin- and body-care brand whereas Andrélon products are used for hair-care.

Table 8

*Overview of the 10 Most Mentioned Brands by Product Category with their Score of Brand Visibility and Brand Love Intensity*

<b>Clothing</b>	<b>n</b>	<b>M (visibility)</b>	<b>M (brand love intensity)</b>	<b>Electronics</b>	<b>n</b>	<b>M (visibility)</b>	<b>M (brand love intensity)</b>
H&M	19	3.50	3.77	Apple	97	6.75	4.12
Nike	17	7.00	4.63	Samsung	76	7.00	3.26
Jack & Jones	15	6.50	3.80	Philips	21	5.75	3.34
ZARA	12	3.25	3.66	Sony	9	6.25	3.75
G-Star	11	6.50	3.19	Miele	6	3.75	2.99
Chasin	10	6.25	4.00	Xbox	5	5.75	4.50
Floris van Bommel	9	6.00	3.33	HTC	4	6.50	4.40
Only	9	4.75	3.32	Android	2	3.25	3.30
Adidas	7	7.00	3.19	Bang & Olufsen	2	4.25	2.63
Vero Moda	7	3.00	3.04	harman kardon	2	4.50	4.13
<b>Foods</b>	<b>n</b>	<b>M (visibility)</b>	<b>M (brand love intensity)</b>	<b>Personal Care</b>	<b>n</b>	<b>M (visibility)</b>	<b>M (brand love intensity)</b>
Coca Cola	28	5.00	3.89	Gillette	37	1.50	3.20
Grolsch	20	5.25	3.88	Nivea	32	2.75	3.80
Heineken	20	5.25	4.29	Andrélon	22	1.50	2.88
Douw Egberts	18	3.25	3.67	Schwarzkopf	14	1.50	3.79
Albert Heijn	11	5.00	3.81	AXE	13	1.75	3.53
Pickwick	8	4.00	3.33	L'Oréal Paris	13	1.50	4.04
Pepsi	7	4.00	3.50	Dove	12	2.00	3.18
Campina	6	2.75	3.93	Maybelline	8	1.50	4.05
Lay's	6	4.00	2.64	Rituals	8	2.75	4.30
Calvé	5	2.75	4.52	Prodent	7	1.50	2.94

Note. n = frequency of mentioned brands, M = mean of brand visibility and mean of brand love intensity (1 = totally invisible / low brand love intensity, 7 = totally visible / high brand love intensity)



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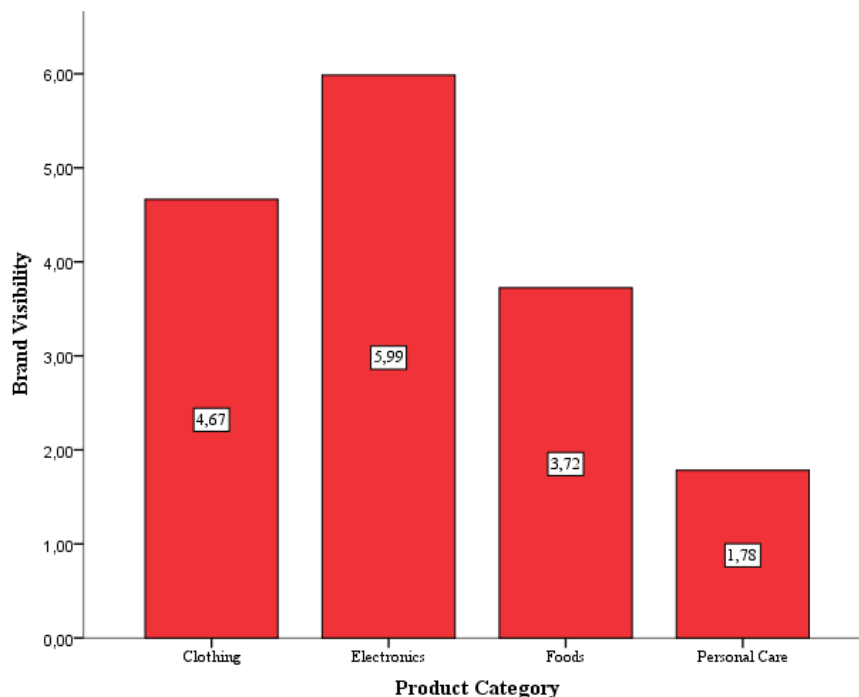
### 4.2.4 Brand visibility score for each product category

Surprisingly, the brand visibility mean scores of Table 8 show somewhat remarkable results with regard to the brands that were mentioned most frequently. Based on studies of Carroll and Ahuvia (2006) and Sutton and Riesz (1979), it was supposed that clothing and electronics brands were particularly suitable to enhance consumers' social image due to their brand visibility, and as a result more intense consumers love to brands.

However, the results of Table 8 indicate that this suggestion does not apply for every clothing and electronic brand. To illustrate, the clothing brands H&M, ZARA, and Vero Moda scored relatively low in comparison to the other clothing brands. In fact, these brands scored even lower on brand visibility than particular food brands such as Coca Cola, Grolsch, and Heineken. The same was true for the electronic brands Miele and Android. These brands were perceived as relatively invisible compared to other electronics brands and particular food brands. Nevertheless, it is clear that brands from the personal care product category that are mentioned most frequently were perceived as invisible. Moreover, Appendix C presents a complete overview of all 274 rated brands for each product category which is ranked from most visible to most invisible brands.

In addition to these surprising findings, Figure 3 presents a graph of the brand visibility mean scores among the four product categories.

Figure 3. Comparison of brand visibility scores across four product categories



The results indicate higher brand visibility mean scores for clothing and electronics brands than for the food and personal care brands. Hence, in general clothing and electronics brands were perceived as more visible product categories than food and personal care brands.

The findings suggest that we have to be careful in adopting product categories in terms of visible or invisible product categories. The findings argue that not every clothing or electronic brand is visible by definition. Therefore we cannot draw the conclusion that present findings are contrary to Carroll and Ahuvia's (2006) and Rossiter et al.'s (1991) findings due to the higher brand love intensity scores of food and personal care brands in

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comparison to clothing brands. Actually, we have to take into consideration that within visible product categories such as clothing and electronics not every brand is visible by definition.

In order to test whether visible brands are being more loved than invisible brands, regression analysis will be conducted to test the relationship between brand visibility and brand love intensity. However, first the relationship between all constructs will be tested in order to analyze whether they are correlated to each other which allows performing mediation and moderation analysis.

### 4.3 The Relationship between the Constructs

As shown in the research model of this study, it is proposed that brand consciousness is a predictor of brand love intensity and public self-consciousness supposed to act as a mediator between these variables. Furthermore, it is proposed that brand consciousness moderates the relationship between brand visibility and brand love intensity. Before conducting mediation and moderation analysis using Hayes PROCESS, Pearson's product-moment correlation coefficients ( $r$ ) were calculated in order to assess the size and direction of the linear relationships between the constructs. Moreover, one of the key aspects of mediation is that all the variables should correlate pairwise. Furthermore, there needs to be a linear relationship between brand visibility and brand love intensity in order to conduct a moderator analysis. Table 9 presents the findings of the correlation analysis.

Table 9  
*Results of the Bivariate Correlation Analysis of the Constructs*

	Brand Visibility	Brand Love Intensity	Brand Consciousness	Public Self-Consciousness
<b>Variables</b>				
Brand Visibility	1			
Brand Love Intensity	.28**	1		
Brand Consciousness	.17**	.32**	1	
Public Self-Consciousness	.04	.22**	.35**	1

Note. \*\* $p < .01$

With regard to the variables used in the mediation analysis, the bivariate correlation between brand consciousness and brand love intensity was significant and positive,  $r(269) = .32, p < .01$ . Similarly, the bivariate correlation between brand consciousness and public self-consciousness was also significant and positive,  $r(269) = .35, p < .01$ . Eventually, the bivariate correlation between public self-consciousness and brand love intensity was significant and positive,  $r(269) = .22, p < .01$ . Concerning the moderator analysis, the bivariate correlation between brand visibility and brand love intensity was significant and positive,  $r(269) = .38, p < .01$ . However, there was no significant correlation between brand visibility and public self-consciousness. Since the variable public self-consciousness was not included in the moderator analysis, it does not really matter there was no significant relationship between brand visibility and public self-consciousness.

The findings suggest that the constructs brand consciousness, public self-consciousness, and brand love intensity were significantly positively related to each other. Furthermore, the correlation coefficients propose that the relation between brand consciousness and brand love intensity is stronger than the relation between public self-consciousness and brand love intensity. Due to these significant correlations, it is allowed to

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perform a mediation analysis in order to test whether public self-consciousness mediates the effect of brand consciousness on brand love intensity.

### 4.4 Mediation Effect of Public Self-Consciousness

Hayes PROCESS model 4 was used to perform a mediation analysis in order to test whether public self-consciousness mediates the relationship between brand consciousness and brand love intensity. The outcomes of this analysis indicated that the relationship between brand consciousness and brand love intensity was mediated by public self-consciousness. As Table 10 and Figure 4 illustrate, the standardized regression coefficient between brand consciousness and public self-consciousness (a path) was statistically significant, as was the standardized regression coefficient between public self-consciousness and brand love intensity (b path). The standardized indirect effect was .08 (c' path). The significance of this indirect effect was tested using bootstrapping procedures. Specifically, bias corrected 95% confidence interval was computed for each of 10,000 bootstrapped samples. Since the 95% confidence interval ranged from .04, .13 and thus zero does not contain in the interval, this study suggests the indirect effect was statistically significant.

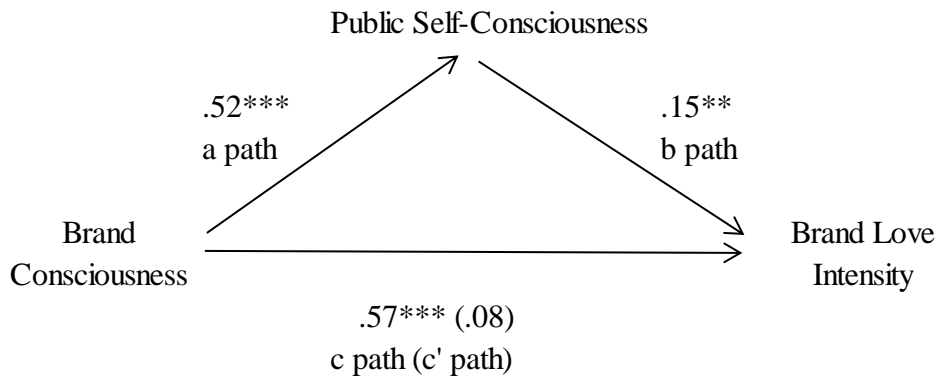
Table 10  
*Results of the Mediation Analysis*

	<b>B</b>	<b>SE</b>	<b>t</b>	<b>LL 95 CI</b>	<b>UL 95 CI</b>
<b>Direct Effects</b>					
a path	.52	.04	13.58***	.45	.60
b path	.15	.05	3.17**	.06	.24
<b>Direct Effect of Brand Consciousness on Brand Love Intensity</b>					
c path	.57	.06	8.90***	.44	.70
<b>Indirect Effect of Brand Consciousness on Brand Love Intensity</b>					
	<b>B</b>	<b>Boot SE</b>	<b>Boot LL 95 CI</b>	<b>Boot UL 95 CI</b>	
c' path	.08	.03	.03	.13	

Note. \*\*\* $p < .001$ , \*\* $p < .01$ , Boot LL/UL 95 CI = 95% confidence interval using bootstrapping with 10,000 resamples

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Figure 4. Standardized regression coefficients for the relationship between brand consciousness and brand love intensity as mediated by public self-consciousness



Note. The standardized regression coefficient between brand consciousness and brand love intensity, controlling for public self-consciousness, is in parentheses.

\*\*\* $p < .001$ , \*\* $p < .01$ .

Furthermore, the results of the mediation analysis find support for some hypotheses. First, brand consciousness accounted for a significant 9.97% of the variance in brand love intensity,  $R^2 = .0997$ ,  $F(1, 1074) = 118.95$ ,  $p < .001$ . The regression results suggest a positive significant relationship between brand consciousness and brand love intensity. Specifically, consumers with a higher level of brand consciousness have more intense love relationships with brands than consumers with a lower level of brand consciousness. Therefore H1 is supported.

Second, brand consciousness accounted for a significant 14.65% of the variance in public self-consciousness,  $R^2 = .1465$ ,  $F(1, 1074) = 184.40$ ,  $p < .001$ . The results of the regression analysis indicate a positive significant relationship between brand consciousness and public self-consciousness. In other words, consumers with a higher level of public self-consciousness are more brand conscious than consumers with a lower level of public self-consciousness. Hence, there is evidence for supporting H2.

Finally, public self-consciousness accounted for a significant 4.13% of the variance in brand love intensity,  $R^2 = .0413$ ,  $F(1, 1074) = 47.27$ ,  $p < .001$ . The regression results suggest a positive significant relationship between public self-consciousness and brand love intensity. Specifically, high publicly self-conscious consumers have more intense love relationships with brands than low publicly self-conscious consumers. This means there is statistical evidence for supporting H3.

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**4.5 Moderator Effect of Brand Consciousness**

Hayes PROCESS model 1 was used to conduct a moderator analysis in order to test whether brand consciousness moderates the relationship between brand visibility and brand love intensity. As Table 11 illustrates, brand consciousness does not act as a moderator between product visibility and brand love intensity. Therefore this study did not find support that brand consciousness influences the relationship of brand visibility on brand love intensity (H5).

Table 11  
*Results of the Moderator Analysis*

	<b>B</b>	<b>SE</b>	<b>t</b>	<b>LL 95 CI</b>	<b>UL 95 CI</b>
Brand consciousness	.56	.06	8.72***	.44	.69
Brand visibility	.16	.02	8.29***	.12	.20
Interaction	-.03	.03	-1.07	-.08	.02

Note. \*\*\* $p < .001$ , LL/UL 95 CI = 95% confidence interval

However, the findings present a statistical significant relationship between brand visibility and brand love intensity. Specifically, brand visibility accounted for a significant 8.91% of the variance in brand love intensity,  $R^2 = .0891$ ,  $F(1, 1074) = 106.13$ ,  $p < .001$ . The results suggest that visible brands are more loved than invisible brands which mean there is evidence for supporting H4.

In order to analyze which brands were perceived as visible or invisible, Table 12 shows the ten most visible and the ten most invisible brands. As known, four students rated all the brands on their visibility that were mentioned by the 269 subjects as their favourite clothing, electronic, food, and personal care brand. Besides, the students were familiar with the aim of this experiment so they knew that visible brands are brands with self-expressive functions and are able to enhance a consumers' social image.

Table 12  
*Overview of the 10 Most Visible and 10 Most Invisible Brands*

	<b>Visible brands</b>			<b>Invisible brands</b>	
	<b>M</b>	<b>SD</b>		<b>M</b>	<b>SD</b>
Adidas	7.00	.00	Benzyolperoxide	1.25	.50
Assics	7.00	.00	Colgate	1.25	.50
Nike	7.00	.00	De Tuinen	1.25	.50
Samsung	7.00	.00	Guhl	1.25	.50
Apple	6.75	.50	John Frieda	1.25	.50
Nikon	6.75	.50	Louis Widmer	1.25	.50
Puma	6.75	.50	Nutrilon	1.25	.50
Tommy Hilfiger	6.75	.50	Oral-B	1.25	.50
Vans	6.75	.50	Sensodyne	1.25	.50
Gaastra	6.50	1.00	Syoss	1.25	.50

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The results indicate that the ten most visible brands are especially clothing brands. In fact, the three most visible brands are sports brands (Adidas, Assics, and Nike). In addition to these clothing/sports brands, Samsung, Nike, and Nikon are the electronics brands that were perceived as most visible brands. With regard to the product category clothing, although this product category had the lowest brand love intensity score, brands out of this product category were perceived as the most visible brands. Therefore it seems a bit contradictory to propose that clothing brands in general are more loved due to their brand visibility. An explanation for this inconsistency could be that not all clothing brands will be perceived as visible brands. To illustrate, clothing brands such as H&M and ZARA are not really appropriate to express yourself or to enhance your social image because these brands are generally not labelled with, for example, a logo on the chest of outerwear.

Considering the most invisible brands, not surprisingly all these brands are related to the product category personal care. Followed by clothing brands, personal care brands are relatively less loved than electronics and food brands. An explanation could be that with personal care brands consumers can less express their selves and enhance their social image because these brands are pretty invisible for consumers' social environment. To illustrate, it is quite strange to enhance your social self by brushing your teeth with Colgate instead of Sensodyne. Based on this reasoning it is understandable that invisible brands such as personal care brands are less loved than visible brands.

### 4.6 Overview of All Hypotheses and the Findings

To summarize the findings of this study as far it concerns hypotheses, Table 13 presents an overview of all the hypotheses that were tested in this study.

Table 13

*Overview of All Hypotheses and the Findings*

<b>Hypotheses</b>	<b>Content</b>	<b>Result</b>
H1	brand consciousness positively influences brand love intensity	Supported
H2	public self-consciousness positively influences brand consciousness	Supported
H3	public self-consciousness positively influences brand love intensity	Supported
H4	consumers tend to develop more intense love relationships with visible rather than invisible brands	Supported
H5	brand consciousness positively influences the relationship of product visibility on brand love intensity	No support

## 5. Discussion

The main purpose of this study was to investigate the influence of brand consciousness on consumers' level of brand love intensity. In addition, this study investigated the role of public self-consciousness as a mediator in the relationship between brand consciousness and brand love intensity, and brand consciousness as a moderator in the relationship between brand visibility and brand love intensity. In order to examine this research problem, five hypotheses were formulated. Overall, four of the five hypotheses were supported by the data collected with a sample of 269 subjects. This research contributes to the knowledge of the brand love phenomenon and further investigated the existing frameworks of studies such as by Batra et al. (2012), Rauschnabel et al. (2013), and Huang and Mitchell (2013). Besides, this study has laid a basis to further investigate the phenomenon brand love, especially from a consumer perspective. This section discusses the main findings of the present study, followed by managerial implications and limitations.

### 5.1 Summary and Discussing of Findings

In order to build and maintain strong consumer-brand relationships, research has already shown that brand love could be very beneficial for companies to enhance these relationships (Bauer et al., 2009; Carrol & Ahuvia, 2006; Thomson et al., 2005; Fournier, 1998). This study has contributed to this by focussing on the influence of personal characteristics on consumers' love for brands. Specifically, to obtain a better understanding of consumers' love for brands, an online survey of 269 subjects was conducted in order to examine the influence of consumers' level of brand consciousness and public self-consciousness on brand love.

#### **The influence of brand consciousness on brand love intensity**

The first objective of this study was to investigate the influence of brand consciousness on brand love intensity. This study found that consumers with a higher level of brand consciousness could have more intense love relationships with brands than consumers with a lower level of brand consciousness. An explanation for that could be that brand conscious consumers are more interested in and concerned with brands. Actually, brand conscious consumers have the ability to encode and decode brand signals and to access brand associations to understand brand meanings (Elliott & Wattanasuwan, 1998). Because brand conscious consumers possess these abilities, this study asserts that higher levels of brand consciousness lead to more intense love relationships with brands.

It is assumed that subjects were brand conscious in general and not in specific situations such as public or private consumption situations. In fact, the items of the brand consciousness scale used in this study measured subjects' level of brand consciousness in general and therefore was not focussed on consumers' level of brand consciousness in different situations. In that respect this study differs from Huang and Mitchell's (2013) research to the role of brand consciousness in public versus private consumption situations. In that study brand consciousness was measured in public as well as private consumption situations in order to predict the types of brands consumers were willing to purchase. Results of that study pointed out that the influence of brand consciousness in predicting the types of brands consumers are willing to purchase was greater in public rather than private consumptions situations (Huang & Mitchel, 2013). Therefore this study investigated whether brand consciousness also influences the relationship between brand visibility and brand love intensity.

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### **The mediation effect of public self-consciousness**

Before discussing the findings of the influence of brand consciousness in the relationship of brand visibility on brand love intensity, the second objective of this study was to investigate the role of public self-consciousness as a mediator in the relationship of brand consciousness on brand love intensity. This study shows that public self-consciousness mediates the relationship of brand consciousness on brand love intensity. In other words, consumers' level of public self-consciousness explains why brand conscious consumers could develop more intense love relationships with brands. Therefore the findings also reveal that high publicly self-conscious consumers are more brand conscious than low publicly self-conscious consumers.

Besides, high publicly self-conscious consumers could also develop more intense love relationships with brands than low publicly self-conscious consumers. With regard to the latter, an explanation could be that high publicly self-conscious consumers are more concerned about how to present themselves to their social environment and therefore care more about brands with particularly self-expressive functions. In fact, they gain positive emotions that result from self-expression through brands that are corresponding with their actual self. Moreover, Carroll and Ahuvia (2006) argue that consumers' love should be greater for brands that play a significant role in shaping consumers identity. Despite not all product categories that were used as stimuli in this study are suitable for self-expression, in general, high publicly self-conscious consumers have more intense love relationships with brands than low publicly self-conscious consumers.

Not surprisingly, this study found evidence that these high publicly self-conscious consumers are more brand conscious than low publicly self-conscious consumers. Research into public self-consciousness has shown that these types of consumers care about physical appearance, self-expression, and how to present themselves to others (Fenigstein et al., 1975; Carver & Scheier, 1981; Miller & Cox, 1982; Bushman, 1993). Furthermore, brand names have a significant meaning for high publicly self-conscious consumers and social image is very important for these types of consumers (Bushman, 1993). Because those publicly self-conscious consumers are much interested in and concerned with brands, consequently, those consumers attach more importance to brands in their purchasing decisions and thus are more brand conscious.

### **The moderation effect of brand consciousness**

Eventually, the third objective of this study was to investigate how brand consciousness moderates the relationship between brand visibility and brand love intensity. The findings did not reveal a moderation effect of brand consciousness in the relationship of brand visibility on brand love intensity. According to this research, there is no reason to suggest that brand consciousness enhances the strength of the relationship between brand visibility and brand love intensity when it concerns visible rather than invisible brands.

Based on Huang and Mitchell's (2013) findings of the role of brand consciousness in public versus private consumption situations, this study proposed similar findings. Specifically, it was proposed that the influence of brand consciousness in predicting brand love intensity was greater when it concerned visible rather than invisible brands. However, the interaction between brand visibility and brand consciousness revealed a non-significant relationship. An explanation for that could be the way how the experiment was conducted. In the first place, the visibility level of each brand out of the product categories clothing, electronics, foods, and personal care was measured after the real experiment. A better alternative was to use a control question after rating each favourite brand on their level of brand love intensity that indicated to what extent that brand was perceived as visible or invisible. Furthermore, because repeated measures were used in order to collect four brand



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love intensity scores of each subject, carryover effects may have occurred. Therefore an alternative could be to randomly assign each subject to a visible or invisible product category in order to avoid fatigue and practical issues. Anyway, present study did not find a moderation effect of brand consciousness within the relationship between brand visibility and brand love intensity.

On the other hand, this study found support for a significant relationship between brand visibility and brand love intensity. Specifically, the higher the visibility of a brand, the higher consumers' brand love intensity score. In addition to Rossiter et al.'s (1991) and Carrol and Ahuvia's (2006) findings that self-expressive brands and hedonic products are more loved than utilitarian brands, this study points out that visible brands are more loved than invisible brands. Besides, it is important to notice that self-expressive brands and hedonic products such as clothing and electronics are definitely not visible brands by definition. To illustrate, it is true that this study points out that the most visible brands were the clothing-, footwear-, and/or sport brands Adidas, Assics, and Nike. However, this study also points out that food brands are significantly more loved than clothing brands. Hence, this study does not agree with the argument that clothing and electronics brands are more loved than utilitarian products due to their brand visibility. However, on the other hand, this study supports the argument that visible brands are more loved than invisible brands.

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### 5.2 Managerial Implications

Since brand love can result in substantial benefits such as consumers' loyalty to brands, consumers' willingness to pay higher prices, positive word of mouth, and their forgiveness of brand failures, the main purpose of a brand manager seems to create such a love feelings in his products that their customers start to develop brand love. In order to understand how brand love manifests itself among consumers, it is important to know what types of consumers are suitable or sensitive for developing brand love.

From a consumer perspective, this study demonstrates that brand consciousness and public self-consciousness are particularly suitable features to develop brand love. Having these types of customers in their portfolio would be a considerable benefit for brand managers in the battle to capture market share. However, therefore it is recommended to investigate why these types of consumers are particularly suitable for developing brand love relationships in order to respond to these types of consumers.

Furthermore, this study demonstrates that the product category a brand belongs to does not automatically mean that brand love can be generated. In other words, it is not by definition that all brands within hedonic and/or self-expressive product categories such as clothing and electronics are more loved.

In contrast, this study shows that the visibility of a brand can directly lead to brand love. In order to create brand love, brand managers have to be aware that consumers attach importance to the visible elements of a brand. Actually, these visible elements allow consumers to enhance their social image and to express their actual self. It would be wise to take these findings into consideration for developing the design of the packaging of a brand, the content of advertisements, and the desired image of the company or product.

According to Keh et al.'s (2007) tri-dimensional model of brand love that is used in this study to measure brand love intensity, brand love consists of three key components: brand intimacy, brand passion, and brand commitment. Using factor analysis, this study found only brand intimacy and brand commitment as components that could explain the underlying structure of brand love. Moreover, this study found statistically evidence that consumers' commitment to clothing brands was significantly lower than their commitment to electronics, food, and personal care brands.

Despite these results, for brand managers it is important to know that brand love is a dynamic relationship (Keh et al., 2007). In general, the intensity of each brand love component will increase over time, reaches a peak, and then begins to decline. In order to build and maintain lasting and unending consumer-brand relationships, marketers' main challenge is to create permanent brand love in the hearts of their customers.

### 5.3 Limitations and Future Research Directions

This study was performed in the Netherlands using a convenience sample (Dooley, 2008) via Facebook, LinkedIn, and e-mail. Therefore a majority of the 269 subjects were familiar with the researcher which resulted in a non-random sample. Due to the selection of the subjects one should be careful in generalizing the results of this study to the whole population. In order to have better generalizable results, random sampling would have been recommended with a greater population. Furthermore, translating the questionnaire from English to Dutch might have caused some translational errors although it was verified by two persons who understood the Dutch as well as the English language.

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With regard to the chosen product categories, it was presumed that clothing and electronics presented the visible product categories whereas foods and personal care indicated the invisible product categories. However, the findings pointed out this was not true. Therefore a brand visibility test was conducted to rate each of subject's favourite brand on their level of visibility. The results of this test indeed showed that clothing and electronics brands were not perceived as visible product categories by definition, nor were food and personal care brands perceived as invisible product categories.

For future research it is recommended to use a control question testing the perceived brand visibility of consumers' favourite brand with regard to the different product categories. Moreover, a pre-test among several consumers could determine which product categories will be perceived as totally visible and which one as totally invisible. In addition, perhaps a moderation effect would then have been occurred when other product categories were chosen. Therefore it might be interesting to expand the role of brand visibility in brand love relationships by selecting other product categories or specific products.

The goal of this study was to figure out what types of consumers could fall in love with their favourite brand. This goal was partially achieved since brand consciousness and public self-consciousness were significant predictors of brand love intensity. However, only 9.97% of the variation of brand love intensity was explained by brand consciousness whereas 4.13% of the variation of brand love intensity was explained by public self-consciousness. From a consumer perspective, there might be other influencers that could explain brand love intensity but that were not present in this study.

Although this study demonstrates that brand conscious consumers and public self-conscious people tend to develop more intense love relationships with brands, it is recommended to further explore consumers' personalities and their personal characteristics related to the topic of brand love. For example, qualitative studies could deeper examine the underlying reasons why consumers' favourite brand is not just their favourite brand but in fact the brand they love. Future research could expand the findings demonstrated in this study to investigate why brand conscious consumers and public self-conscious people tend to develop more intense love relationships with brands. Perhaps this provides new insights in what types of people are suitable and/or sensitive to develop intense brand love relationships. Besides, these new insights could be valuable for brand managers in order to analyze why brand conscious and public self-conscious consumers could develop more intense love relationships with brands.

An additional interesting issue for future research is to operationalize Keh et al.'s (2007) tri-dimensional brand love model in order to investigate which brand love components have the strongest influence in brand love relationships. Present study found only the components brand intimacy and brand commitment, but did not find a clear brand passion component. Future research could adjust certain items of the brand love intensity scale that was used in this study in order to obtain three clear components that could explain the underlying structure of brand love. Actually, figuring out which components (i.e., brand intimacy, brand passion, and brand commitment) explain the underlying structure of brand love intensity and to what extent these components are related to each other can provide a deeper understanding how brand love does really manifest itself among different types of consumers.

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## FALLING IN LOVE WITH YOUR FAVOURITE BRAND

## 7. Appendix

## Appendix A: Questionnaire brand love intensity

English (original)	Dutch (translated)
Dear participant,	Beste respondent,
Thank you for participating to this investigation. The questionnaire will discuss brands and in particular your relation with your favourite brands. In other words, there are no wrong or good answers; it is just your own opinion	Dank voor uw medewerking aan dit onderzoek. De vragenlijst zal ingaan op merken en in het bijzonder op uw relatie met uw favoriete merken. Kortom, er zijn dus per definitie geen foute of goede antwoorden; het is immers uw eigen mening.
Filling in this questionnaire will take approximately ten minutes of your time. The outcomes of this questionnaire are not traceable to a person or individual.	Het invullen van de vragenlijst zal ongeveer 10 minuten van uw tijd in beslag nemen. De resultaten van deze vragenlijst zijn niet tot een persoon of individu herleidbaar.
Again, thank you for your participating	Nogmaals bedankt voor uw medewerking.
<b>Demographics</b>	<b>Demografische gegevens</b>
1. What is your age?	1. Wat is uw leeftijd?
2. What is your gender?	2. Wat is uw geslacht?
3. What is your highest level of education?	3. Wat is uw hoogst genoten opleidingsniveau?
4. What is your marital status?	4. Wat is uw burgerlijke staat?
5. What situation is most applicable to you currently?	5. Welke situatie is op dit moment op u het meest van toepassing?
Before this questionnaire will figure out your relationship with brands, you first get a number of statements which concerns your level of brand consciousness and public self-consciousness.	Voordat deze enquête ingaat op uw relatie met uw favoriete merken krijgt u eerst een aantal stellingen voorgehouden die betrekking hebben uw mate van merkbewustzijn en een aantal stellingen over uw zelfbewustzijn.
Try to fill in these statements in all honesty. After all, the results of this questionnaire are not traceable to a person or individual	Probeer deze stellingen naar alle eerlijkheid in te vullen. Immers, de resultaten van deze vragenlijst zijn niet tot een persoon of individu herleidbaar.
<b>Brand consciousness</b>	<b>Merkbewustzijn</b>
1. Brand names tell me something about the quality of the product	1. Merknamen zeggen mij iets over de kwaliteit van een product
2. Brand names tell me something about how 'cool' a product is	2. Merknamen zeggen mij iets over hoe 'cool' een product is
3. I pay attention to the brand names of products that gives me pleasure	3. Ik besteed aandacht aan merknamen van producten die mij plezier geven
4. The brand name is the least important information to me when I am considering a product ( <i>reverse code item</i> )	4. De merknaam vind ik de minst belangrijke informatie wanneer ik een product overweeg ( <i>omgekeerd gecodeerd item</i> )
5. Sometimes I am willing to pay more money for a product because of its brand name	5. Soms ben ik bereid om meer geld te betalen voor een product vanwege de merknaam
6. Brand name products that cost a lot of money are good quality	6. Merknamen die veel geld kosten zijn van goede kwaliteit
7. Product features are more important than brand names in my buying decisions ( <i>reverse code item</i> )	7. In mijn aankoopbeslissing zijn producteigenschappen belangrijker dan de merknaam ( <i>omgekeerd gecodeerd item</i> )
8. I pay attention to the brand names of most of the products I buy	8. Ik besteed aandacht aan merknamen bij de meeste producten die ik koop
9. When I am considering products, the brand name is more important to me than any other information	9. Bij het overwegen van een product vind ik de merknaam belangrijker dan alle andere informatie
10. I pay only attention to brand names when the product is visible to others	10. Ik besteed alleen aandacht aan merknamen wanneer het product zichtbaar is voor anderen
11. Brands are important to me because they indicate social status	11. Merken zijn belangrijk voor mij omdat dit sociale status weergeeft
<b>Public self-consciousness</b>	<b>Publiek zelfbewustzijn</b>
1. I am concerned about my style of doing things	1. Ik ben bezorgd over mijn manier van werken
2. I care a lot about how I present myself to others	2. Ik hecht veel waarde aan de manier waarop ik mij presenteer tegenover andere mensen
3. I am self-conscious about the way I look	3. Ik staal zelfvertrouwen uit
4. I usually worry about making a good impression	4. Doorgaans maak ik me zorgen over hoe ik een goede indruk kan maken
5. Before I leave my house, I check how I look	5. Voordat ik de deur uitga controleer ik hoe ik eruitzie
6. I am concerned about what other people think of me	6. Ik maak me zorgen over hoe andere mensen over mij denken
7. I am usually aware of my appearance	7. Doorgaans ben ik bewust van mijn uiterlijke vertoning



## FALLING IN LOVE WITH YOUR FAVOURITE BRAND

<p>Questioning:</p> <p>All day, you are surrounded by brands. Products you use and buy, stores where you shop, clothes you wear etc. Daily, you can choose from lots of brands. There are brands that you only know by name, brands that you use sometimes, and brands that are yours favourite.</p> <p>However, there are also brands that you really cannot live without it. Brands that are very close to you, brands that you support, and which you recommend to others. In other words: brands which you really cherish!</p> <p>Reading abovementioned sentence, which brands are typically related to you? (the respondent had the opportunity to mention a maximum of ten brands)</p>	<p>Vraagstelling:</p> <p>U bent de hele dag omgeven door merken. Producten die u gebruikt en koopt, winkels waar u shopt, kleding die u draagt etc. U kunt dagelijks kiezen uit heel veel merken. Er zijn merken die u alleen kent van naam, die u wel eens gebruikt, en merken die uw favoriet zijn.</p> <p>Maar er zijn soms ook merken waar u écht niet meer zonder wil, die heel dicht bij u staan, waar u fan van bent en die u anderen aanraadt. Kortom: merken die u echt bemint!</p> <p>Wat zijn voor u nou typisch van die merken die slaan op bovenstaande zin? (de respondent had de mogelijkheid om maximaal tien merken te benoemen)</p>
<p>In the remainder of this questionnaire a distinction will be made between four product categories: clothing, electronics, foods, and personal care. In each product category, you are asked to mention your favourite brand. Additionally, you have to give your opinion to several statements about your relationship with that brand.</p>	<p>In het vervolg van deze enquête wordt een onderscheid gemaakt tussen vier productcategorieën: kleding, elektronica, voedingsmiddelen en persoonlijk verzorging. In iedere productcategorie wordt gevraagd naar uw favoriete merk waarna u vervolgens een aantal stellingen krijgt voorgehouden. Deze stellingen hebben betrekking op uw relatie met het gekozen favoriete merk.</p>
<p><b>Brand love</b></p> <ol style="list-style-type: none"> <li>1. I feel emotionally connected to this brand</li> <li>2. There is a certain bond of trust between me and this brand</li> <li>3. This brand and I have a strong connection</li> <li>4. I experience a warm relationship with this brand</li> <li>5. This brand gives me a good feeling</li> <li>6. Living without this brand is inconceivable to me</li> <li>7. I cannot imagine any other brand that makes me as happy as this brand</li> <li>8. I stand for this brand</li> <li>9. I consider my relationship with this brand as permanent</li> <li>10. As long as this brand exists, I do not choose any other brand out of this product category</li> <li>11. I will not purchase any other brand when this brand is out of stock temporarily</li> <li>12. I will continue to purchase this brand although the brand is in news negatively</li> </ol>	<p><b>Merkliefde</b></p> <ol style="list-style-type: none"> <li>1. Ik voel me emotioneel verbonden met dit merk</li> <li>2. Er is een zekere vertrouwensband tussen mij en dit merk</li> <li>3. Dit merk en ik hebben een sterke connectie</li> <li>4. Ik ervaar een warme relatie met dit merk</li> <li>5. Dit merk geeft mij een goed gevoel</li> <li>6. Leven zonder dit merk is ondenkbaar voor mij</li> <li>7. Ik kan me geen ander merk inbeelden dat me zo blij maakt als dit merk</li> <li>8. Ik sta voor dit merk</li> <li>9. Ik beschouw mijn relatie met dit merk als blijvend</li> <li>10. Zolang dit merk bestaat kies ik er niet voor om een ander merk uit deze productcategorie te kopen</li> <li>11. Ik koop geen andere merken wanneer dit merk tijdelijk niet verkrijgbaar is</li> <li>12. Ik blijf dit merk kopen, ook al komt het merk negatief in het nieuws</li> </ol>

## FALLING IN LOVE WITH YOUR FAVOURITE BRAND

**Appendix B: Descriptive statistics of all items**

Note. Brand consciousness, public self-consciousness, and brand love intensity were measured on 7-point Likert scale (1 = totally disagree, 7 = totally agree)

Construct	Dimension	Item	M	SD	Cronbach's alpha if item deleted
Brand Consciousness			3.84	1.39	.84
		Brand names tell me something about the quality of the product	5.15	1.18	.83
		Brand names tell me something about how 'cool' a product is	4.66	1.48	.83
		I pay attention to the brand names of products that gives me pleasure	5.04	1.41	.82
		The brand name is the least important information to me when I am considering a product (recoded)	4.51	1.59	.84
		Sometimes I am willing to pay more money for a product because of its brand name	4.72	1.59	.82
		Brand name products that cost a lot of money are good quality	3.60	1.41	.84
		Product features are more important than brand names in my buying decisions (recoded)	2.46	1.05	.83
		I pay attention to the brand names of most of the products I buy	4.21	1.48	.81
		When I am considering products, the brand name is more important to me than any other information	2.57	1.20	.83
		I pay only attention to brand names when the product is visible to others	2.49	1.35	.83
		Brands are important to me because they indicate social status	2.80	1.53	.83
Public Self-Consciousness			4.42	1.39	.67
		I am concerned about my style of doing things	2.99	1.53	.65
		I care a lot about how I present myself to others	5.01	1.29	.59
		I am self-conscious about the way I look	5.03	1.08	.74
		I usually worry about making a good impression	3.97	1.48	.59
		Before I leave my house, I check how I look	4.99	1.41	.60
		I am concerned about what other people think of me	4.26	1.61	.61
		I am usually aware of my appearance	5.29	1.01	.63
Brand Love Intensity			3.46	1.79	.93
	Brand Intimacy				.93
		I feel emotionally connected to this brand	3.44	1.79	.91
		There is a certain bond of trust between me and this brand	3.95	1.84	.92
		This brand and I have a strong connection	3.66	1.77	.89
		I experience a warm relationship with this brand	3.63	1.76	.90
	Brand Passion				.82
		This brand gives me a good feeling	4.57	1.79	.81
		Living without this brand is inconceivable to me	2.35	1.56	.80
		I cannot imagine any other brand that makes me as happy as this brand	2.67	1.66	.74
		I stand for this brand	3.55	1.87	.75
	Brand Commitment				.84
		I consider my relationship with this brand as permanent	3.95	1.87	.80
		As long as this brand exists, I do not choose any other brand out of this product category	3.24	1.95	.77
		I will not purchase any other brand when this brand is out of stock temporarily	2.77	1.74	.79
		I will continue to purchase this brand although the brand is in news negatively	3.69	1.83	.83

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**Appendix C: Results of the brand visibility test**

Note. Brand visibility was measured on 7-point Likert scale (1 = totally invisible, 7 = totally visible)

<b>Product Category</b>	<b>Brand Name</b>	<b>Mean</b>	<b>SD</b>	<b>Product Category</b>	<b>Brand Name</b>	<b>Mean</b>	<b>SD</b>
Clothing	Adidas	7.00	.00	Foods	Lipton	4.25	1.71
Clothing	Assics	7.00	.00	Foods	Redband	4.25	1.26
Clothing	Nike	7.00	.00	Foods	Verkade	4.25	.96
Clothing	Puma	6.75	.50	Foods	Skullcandy	4.00	2.45
Clothing	Tommy Hilfiger	6.75	.50	Foods	Dr. Pepper	4.00	2.31
Clothing	Vans	6.75	.50	Foods	Nestle	4.00	2.16
Clothing	Lacoste	6.50	1.71	Foods	Rochefort	4.00	2.16
Clothing	Gaastra	6.50	1.00	Foods	Westmalle	4.00	2.16
Clothing	G-Star	6.50	.58	Foods	Pickwick	4.00	1.83
Clothing	Jack & Jones	6.50	.58	Foods	Smiths	4.00	1.63
Clothing	Ralph Lauren	6.50	.58	Foods	Pepsi	4.00	1.41
Clothing	Scotch & Soda	6.50	.58	Foods	Lays	4.00	.82
Clothing	Chasin	6.25	.96	Foods	Yakult	4.00	.82
Clothing	Pall Mall	6.25	.96	Foods	Senseo	3.75	1.50
Clothing	Replay	6.25	.96	Foods	Chocomel	3.75	1.50
Clothing	State of Art	6.25	.96	Foods	Bolletje	3.75	.96
Clothing	Hummel	6.25	.50	Foods	Sportlife	3.75	.96
Clothing	The North Face	6.25	.50	Foods	Oliehoorn	3.75	.58
Clothing	O'Neill	6.00	1.83	Foods	Ribhouse	3.50	2.38
Clothing	Floris van Bommel	6.00	.82	Foods	Cup a Soup	3.50	1.91
Clothing	Armani	5.75	1.26	Foods	Marks & Spencer	3.50	1.73
Clothing	Cast Iron	5.75	.96	Foods	After Eight	3.50	1.73
Clothing	Tom Tailor	5.75	.96	Foods	AriZona	3.50	1.73
Clothing	LTB jeans	5.75	.96	Foods	Innocent	3.50	1.29
Clothing	Mc Gregor	5.50	2.38	Foods	Danone	3.25	1.50
Clothing	EDC Esprit	5.50	1.00	Foods	Douwe Egberts	3.25	1.50
Clothing	Abercrombie & Fitch	5.50	.58	Foods	Optimel	3.25	1.50
Clothing	Diesel	5.25	.96	Foods	Westminster Ice Tea	3.25	1.50
Clothing	Lee Jeans	5.00	2.16	Foods	Danio	3.00	1.83
Clothing	Gymshark	4.75	2.50	Foods	Ehrmann	3.00	1.83
Clothing	Pierre Cardin	4.75	1.89	Foods	Hela	3.00	1.83
Clothing	Rehab	4.75	1.89	Foods	Mona	3.00	1.83
Clothing	Retour	4.75	1.89	Foods	Unilever	3.00	1.83
Clothing	Mexx	4.75	1.50	Foods	Unox	3.00	1.83
Clothing	Only	4.75	1.26	Foods	Wasa	3.00	1.83
Clothing	Superdry	4.75	1.26	Foods	Amarula	3.00	1.63
Clothing	Maison Scotch	4.50	2.38	Foods	Grey Goose	3.00	1.63
Clothing	Betty Barclay	4.50	1.91	Foods	Chiquita	3.00	1.41
Clothing	Black Milk Clothing	4.50	1.91	Foods	Jameson	3.00	1.41
Clothing	New Look	4.50	1.91	Foods	Nespresso	3.00	1.41
Clothing	Shabbies	4.50	1.91	Foods	Schwepes	3.00	1.41

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Clothing	Van Gils	4.50	1.91	Foods	Alpro	3.00	1.15
Clothing	Vanilia	4.50	1.91	Foods	Milsani	3.00	1.15
Clothing	Dr. Adam's Footwear	4.50	1.73	Foods	Nutella	3.00	1.15
Clothing	Gardeur	4.50	1.73	Foods	Rewe	2.75	2.06
Clothing	Supertrash	4.50	1.73	Foods	Zonnatura	2.75	2.06
Clothing	Tod's	4.50	1.73	Foods	Calve	2.75	1.71
Clothing	Via Vai	4.50	1.73	Foods	De Ruijter	2.75	1.71
Clothing	Michael Kors	4.50	1.29	Foods	Kanis & Gunnik	2.75	1.71
Clothing	Object	4.50	.82	Foods	Nutricia	2.75	1.71
Clothing	Britisch Indigo	4.25	1.71	Foods	Campina	2.75	1.50
Clothing	Cambio	4.25	1.71	Foods	Knorr	2.75	1.50
Clothing	Claudia Sträter	4.25	1.71	Foods	Rituals	2.75	1.50
Clothing	Costes	4.25	1.71	Foods	Bacardi	2.75	1.26
Clothing	Desigual	4.25	1.71	Foods	Malibu	2.75	1.26
Clothing	El Hangar	4.25	1.71	Foods	Kellogs	2.75	.96
Clothing	Entre Amis	4.25	1.71	Foods	Dr. Oetker	2.50	1.73
Clothing	Forever 21	4.25	1.71	Foods	Heinz spagheroni	2.50	1.73
Clothing	Isabel Marant	4.25	1.71	Foods	Hellofresh	2.50	1.73
Clothing	Kuyichi	4.25	1.71	Foods	Kips	2.50	1.73
Clothing	Martinique	4.25	1.71	Foods	Koopmans	2.50	1.73
Clothing	Paris2day	4.25	1.71	Foods	Conimex	2.50	1.29
Clothing	Human Nature	4.25	.96	Foods	PCD Pindakaas	2.50	1.29
Clothing	Josh V	4.00	2.16	Foods	Torres	2.50	1.29
Clothing	Shoebly	4.00	1.63	Foods	Fair Trade Originals	2.50	1.00
Clothing	LeDûb	3.75	2.06	Foods	100% Gold Standard	2.25	1.89
Clothing	Berska	3.75	1.71	Foods	Hak	2.25	.96
Clothing	Lining	3.75	1.71	Foods	Honig	2.25	.96
Clothing	Vila	3.75	1.71	Foods	Puro	2.25	.96
Clothing	America Today	3.75	1.50	Foods	Soya	2.00	1.15
Clothing	H&M	3.50	1.91	Foods	Becel	2.00	.82
Clothing	Espresso	3.50	1.73	Foods	Blue band	2.00	.82
Clothing	Steps	3.50	1.29	Foods	Grande Italia	1.75	.96
Clothing	Tensson	3.50	1.29	Foods	GutBIO	1.50	.58
Clothing	Sutherland	3.25	2.63	Foods	Jonnie Boer	1.50	.58
Clothing	ZARA	3.25	1.89	Foods	Nutrilon	1.25	.50
Clothing	Primark	3.00	1.83	Personal Care	Roc	3.75	2.63
Clothing	The Sting	3.00	1.41	Personal Care	Boss	3.75	1.71
Clothing	Vero Moda	3.00	1.41	Personal Care	The Body Shop	3.25	2.63
Clothing	WE	3.00	1.41	Personal Care	Ombra	3.00	1.26
Clothing	Calvin Klein	3.00	1.15	Personal Care	Hema	3.00	1.15
Clothing	Mack Weldon	2.00	1.41	Personal Care	Etos	2.75	2.22
Clothing	Prima Donna	2.00	2.00	Personal Care	Nivea	2.75	2.22
Clothing	Beeren	1.75	.96	Personal Care	Labello	2.75	.58
Clothing	Com4	1.50	1.00	Personal Care	Chanel	2.50	1.73
Electronics	Samsung	7.00	.00	Personal Care	Elmex	2.25	1.26
Electronics	Apple	6.75	.50	Personal Care	Palmolive	2.00	1.41

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Electronics	Nikon	6.75	.50	Personal Care	Yves Saint Lauren	2.00	.96
Electronics	HTC	6.50	.58	Personal Care	Dove	2.00	.82
Electronics	LG	6.50	.58	Personal Care	Yves Rocher	2.00	.58
Electronics	Nokia	6.50	.58	Personal Care	Amando deodorant	1.75	.96
Electronics	Sony	6.25	.96	Personal Care	AXE	1.75	.96
Electronics	Lenovo	6.25	.96	Personal Care	Blistex	1.75	.96
Electronics	Nintendo	6.00	1.41	Personal Care	Davinex	1.75	.96
Electronics	Acer	6.00	.82	Personal Care	Rexona	1.75	.96
Electronics	Hp	6.00	.82	Personal Care	Sanex	1.75	.96
Electronics	Huawei	6.00	.82	Personal Care	Schwarzkopff	1.75	.96
Electronics	Oneplus	6.00	.82	Personal Care	Wilkinson	1.75	.96
Electronics	Philips	5.75	1.26	Personal Care	Odorex	1.50	2.08
Electronics	Playstation	5.75	1.26	Personal Care	Lavera	1.50	.58
Electronics	Xbox	5.75	1.26	Personal Care	American Crew	1.50	.58
Electronics	Bose	5.50	1.73	Personal Care	Andrélon	1.50	.58
Electronics	Pioneer	5.50	1.73	Personal Care	Biodermal	1.50	.58
Electronics	Siemens	5.50	1.73	Personal Care	Bon-Hair	1.50	.58
Electronics	Dell	5.50	1.00	Personal Care	Clinique	1.50	.58
Electronics	Panasonic	5.00	1.41	Personal Care	Comfort Zone	1.50	.58
Electronics	Sonos	4.75	1.89	Personal Care	Essence	1.50	.58
Electronics	Harman Kardon	4.50	2.38	Personal Care	Eucerin	1.50	.58
Electronics	Bang & Olufsen	4.25	2.06	Personal Care	FA	1.50	.58
Electronics	Google	3.75	3.20	Personal Care	Gillette	1.50	.58
Electronics	Microsoft	3.75	3.20	Personal Care	Herbal	1.50	.58
Electronics	Miele	3.75	2.75	Personal Care	Keune	1.50	.58
Electronics	Android	3.25	2.63	Personal Care	L'Oréal Paris	1.50	.58
Electronics	Intel	3.25	2.06	Personal Care	Lush	1.50	.58
Electronics	AEG	3.00	2.83	Personal Care	MAC	1.50	.58
Foods	Mars	6.00	.00	Personal Care	Maybelline	1.50	.58
Foods	Mac Donalds	5.75	1.26	Personal Care	Olaz	1.50	.58
Foods	Red Bull	5.75	1.26	Personal Care	Oriflame	1.50	.58
Foods	Grolsch	5.25	.96	Personal Care	Paradontax	1.50	.58
Foods	Heineken	5.25	.96	Personal Care	Prodent	1.50	.58
Foods	Jumbo	5.25	.96	Personal Care	Pupa	1.50	.58
Foods	Liga	5.00	1.41	Personal Care	Revlon	1.50	.58
Foods	Coca Cola	5.00	1.15	Personal Care	Sabon	1.50	.58
Foods	Fanta	5.00	1.15	Personal Care	Taft	1.50	.58
Foods	Albert Heijn	5.00	.82	Personal Care	Vergulde Hand	1.50	.58
Foods	Hertog-Jan	5.00	.82	Personal Care	Vichy	1.50	.58
Foods	Warsteiner	5.00	.82	Personal Care	Wella	1.50	.58
Foods	Subway	4.75	2.50	Personal Care	Benzylperoxide	1.25	.50
Foods	Lidl	4.75	1.26	Personal Care	Colgate	1.25	.50
Foods	Ben & Jerry's	4.75	.96	Personal Care	De Tuinen	1.25	.50
Foods	Tony's Chocolonely	4.50	2.52	Personal Care	Guhl	1.25	.50
Foods	Milka	4.50	1.91	Personal Care	John Frieda	1.25	.50
Foods	Wilhelmina	4.50	1.91	Personal Care	Louise Widmer	1.25	.50

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Foods	Gatorade	4.50	1.29	Personal Care	Oral-B	1.25	.50
Foods	Sisi	4.50	1.29	Personal Care	Sensodine	1.25	.50
Foods	Crystel Clear	4.25	2.06	Personal Care	Syoss	1.25	.50

**Appendix D: Descriptive statistics of the demographics**

Note. Brand love intensity, brand consciousness, and public self-consciousness were measured on 7-point Likert scale (1 = totally disagree, 7 = totally agree)

<b>Gender</b>		<b>N</b>	<b>Mean</b>	<b>SD</b>
Brand Love Intensity	Men	588	3.37	1.46
	Women	488	3.52	1.28
Brand Consciousness	Men	588	3.93	.92
	Women	488	3.73	.80
Public Self-Consciousness	Men	588	4.25	.93
	Women	488	4.62	.87
<b>Job Status</b>		<b>N</b>	<b>Mean</b>	<b>SD</b>
Brand Love Intensity	Studying	540	3.77	1.26
	Employee	424	3.09	1.44
	Unemployed/jobseeker	4	4.04	1.04
	Entrepreneur	88	3.35	1.32
	Retired	4	2.19	1.38
	Housewife/other	16	2.33	1.29
	Total	1076	3.44	1.38
Brand Consciousness	Studying	540	3.98	.79
	Employee	424	3.76	.90
	Unemployed/jobseeker	4	2.73	.00
	Entrepreneur	88	3.61	1.03
	Retired	4	3.45	.00
	Housewife/other	16	2.95	.68
	Total	1076	3.84	.87
Public Self-Consciousness	Studying	540	4.71	.87
	Employee	424	4.22	.84
	Unemployed/jobseeker	4	2.00	.00
	Entrepreneur	88	3.86	.99
	Retired	4	3.33	.00
	Housewife/other	16	3.88	.07
	Total	1076	4.42	.92
<b>Educational level</b>		<b>N</b>	<b>Mean</b>	<b>SD</b>
Brand Love Intensity	Elementary school	12	2.81	1.36
	Lower vocational education	4	4.04	1.04
	Vocational education	268	2.90	1.46
	Bachelor degree	484	3.57	1.37

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	University degree	308	3.71	1.20
	Total	1076	3.44	1.38
Brand Consciousness	Elementary school	12	3.79	.97
	Lower vocational education	4	2.73	.00
	Vocational education	268	3.51	.91
	Bachelor degree	484	3.94	.88
	University degree	308	3.98	.74
	Total	1076	3.84	.87
Public Self-Consciousness	Elementary school	12	4.28	.81
	Lower vocational education	4	2.00	.00
	Vocational education	268	4.04	.88
	Bachelor degree	484	4.45	.86
	University degree	308	4.73	.90
	Total	1076	4.42	.92
<b>Marital Status</b>				
		<b>N</b>	<b>Mean</b>	<b>SD</b>
Brand Love Intensity	Married	364	3.02	1.44
	In a relation living together	148	3.65	1.40
	In a relation living at home	240	3.53	1.35
	Single	324	3.75	1.21
	Total	1076	3.44	1.38
Brand Consciousness	Married	364	3.61	.92
	In a relation living together	148	4.00	.75
	In a relation living at home	240	3.97	.90
	Single	324	3.92	.79
	Total	1076	3.84	.87
Public Self-Consciousness	Married	364	4.01	.86
	In a relation living together	148	4.67	.91
	In a relation living at home	240	4.48	.84
	Single	324	4.72	.88
	Total	1076	4.42	.92

**Appendix E: Brand love intensity scores with regard to demographics**

<b>Gender</b>	<b>Product Category</b>	<b>M</b>	<b>SD</b>	<b>N</b>
Men	Clothing	3.29	1.37	147
	Electronics	3.51	1.47	147
	Foods	3.58	1.56	147
	Personal Care	3.11	1.41	147
	Total	3.37	1.46	588
Women	Clothing	3.41	1.17	122
	Electronics	3.48	1.35	122
	Foods	3.50	1.25	122

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	Personal Care	3.67	1.32	122
	Total	3.52	1.28	488
	<b>Product Category</b>	<b>M</b>	<b>SD</b>	<b>N</b>
<b>Job Status</b> Studying	Clothing	3.65	1.18	135
	Electronics	3.92	1.27	135
	Foods	3.77	1.30	135
	Personal Care	3.73	1.27	135
	Total	3.77	1.26	540
Employee	Clothing	3.06	1.35	106
	Electronics	3.06	1.43	106
	Foods	3.20	1.51	106
	Personal Care	3.02	1.47	106
	Total	3.09	1.44	424
Unemployed/jobseeker	Clothing	2.75	-	1
	Electronics	3.67	-	1
	Foods	4.75	-	1
	Personal Care	5.00	-	1
	Total	4.04	1.04	4
Entrepreneur	Clothing	3.16	1.09	22
	Electronics	3.38	1.35	22
	Foods	3.94	1.50	22
	Personal Care	2.91	1.17	22
	Total	3.35	1.32	88
Retired	Clothing	1.00	-	1
	Electronics	1.00	-	1
	Foods	3.58	-	1
	Personal Care	3.17	-	1
	Total	2.19	1.38	4
Housewife/other	Clothing	2.13	1.19	4
	Electronics	2.04	1.49	4
	Foods	2.67	1.31	4
	Personal Care	2.48	1.63	4
	Total	2.33	1.29	16
	<b>Product Category</b>	<b>M</b>	<b>SD</b>	<b>N</b>
<b>Educational level</b> Elementary school	Clothing	2.86	1.62	3
	Electronics	2.83	1.69	3
	Foods	2.78	1.55	3
	Personal Care	2.75	1.52	3
	Total	2.81	1.36	12
Lower vocational education	Clothing	2.75	-	1
	Electronics	3.67	-	1



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	Foods	4.75	-	1
	Personal Care	5.00	-	1
	Total	4.04	1.04	4
Vocational education	Clothing	2.73	1.31	67
	Electronics	2.91	1.45	67
	Foods	3.13	1.60	67
	Personal Care	2.86	1.47	67
	Total	2.90	1.46	268
Bachelor degree	Clothing	3.52	1.27	121
	Electronics	3.63	1.37	121
	Foods	3.72	1.43	121
	Personal Care	3.43	1.39	121
	Total	3.57	1.37	484
University degree	Clothing	3.64	1.10	77
	Electronics	3.83	1.30	77
	Foods	3.65	1.20	77
	Personal Care	3.72	1.22	77
	Total	3.71	1.20	308
	<b>Product Category</b>	<b>M</b>	<b>SD</b>	<b>N</b>
Married	Clothing	2.90	1.37	91
	Electronics	3.02	1.45	91
	Foods	3.29	1.49	91
	Personal Care	2.85	1.42	91
	Total	3.02	1.44	364
In a relationship living together	Clothing	3.69	1.28	37
	Electronics	3.85	1.42	37
	Foods	3.55	1.45	37
	Personal Care	3.50	1.47	37
	Total	3.65	1.40	148
In a relationship living at home	Clothing	3.41	1.24	60
	Electronics	3.50	1.34	60
	Foods	3.60	1.45	60
	Personal Care	3.60	1.38	60
	Total	3.53	1.35	240
Single	Clothing	3.64	1.06	81
	Electronics	3.87	1.27	81
	Foods	3.79	1.29	81
	Personal Care	3.71	1.19	81
	Total	3.75	1.21	324

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**Appendix F: Results of the factor analysis**

		Component	
		1	2
<b>Items brand love intensity scale</b>			
Brand Intimacy	I feel emotionally connected to this brand	.79	
	There is a certain bond of trust between me and this brand	.84	
	This brand and I have a strong connection	.88	
	I experience a warm relationship with this brand	.87	
Brand Passion	This brand gives me a good feeling	.77	
	Living without this brand is inconceivable to me		.78
	I cannot imagine any other brand that makes me as happy as this brand		.72
	I stand for this brand	.64	.50
Brand Commitment	I consider my relationship with this brand as permanent	.64	.53
	As long as this brand exists, I do not choose any other brand out of this product category		.80
	I will not purchase any other brand when this brand is out of stock temporarily		.84
	I will continue to purchase this brand although the brand is in news negatively		.60