ipam Marketing Leads Business

INTERNSHIP REPORT

"THE IMPACTS OF THE BRAND VALUE ASSIGNED BY CONSUMERS ON THEIR BRAND ATTITUDE AND PURCHASE INTENTION: THE ANALYSIS OF HASSU AND SAUDADE JEWELS BRANDS"

AUTHOR: Inês Alexandra Veiga Pereira

SUPERVISOR: Miriam Taís Salomão

PORTO'S SCHOOL, SEPTEMBER, 2022

"THE IMPACTS OF THE BRAND VALUE ASSIGNED BY CONSUMERS ON THEIR BRAND ATTITUDE AND PURCHASE INTENTION: THE ANALYSIS OF HASSU AND SAUDADE JEWELS BRANDS"

AUTHOR: Inês Alexandra Veiga Pereira

Internship Report presented to IPAM, to fulfill the requirements needed to obtain the Master's Degree in Marketing, developed under the scientific supervision of Professor Miriam Salomão, Ph.D.

ACKNOWLDEGMENTS

Writing my thesis has undoubtedly been one of the most challenging and rewarding assignments I have accomplished. As a result, it is critical that I acknowledge and appreciate everyone who has supported and guided me in some way during my journey.

To my parents, family, and friends who, in times of uncertainty and discouragement, provided the most support and motivation, and without whom this journey would not have been possible.

To the Flamingo S.A. team for the internship opportunity, they gave me.

To my internship colleagues for the exchange of ideas and knowledge.

To my supervisor, Professor Miriam Salomão, whom I cannot thank enough for motivating me, guiding, and teaching me, and especially for the scientific rigour that allowed me to develop and complete this project while never losing confidence in it, even when I had doubts.

Last but not least, I'd want to thank everyone who participated in the surveys and contributed with this study.

4

ABSTRACT

The present research aims to analyze the relationship between brand equity, brand attitude and purchase intention in Hassu and Saudade Jewels brands. Therefore, following Yoo and Donthu's model, brand equity was divided into three dimensions: brand awareness + brand associations, perceived quality and brand loyalty, and these dimensions were used as antecedents of brand attitude. In addition, brand attitude was measured as an antecedent of purchase intention.

The study contributed by applying these models to the context of the Flamingo S.A. company. It was decided to investigate two different brands: Hassu brand and Saudade Jewels brand, to recognize the differences between their publics. In this sense, a quantitative methodology was used, having obtained 181 valid answers through the application of a questionnaire. For data analysis Exploratory Factor Analysis was used, as well as the statistical tests necessary to validate the research hypotheses were performed.

The results of this study suggest that brand equity applied to the brands under study is composed of 2 dimensions (Brand Awareness + Brand Associations and Perceived Quality + Brand Loyalty). Likewise, it was found that brand awareness + brand associations and perceived quality + brand loyalty have a positive impact on brand attitude which, in turn, has a positive impact on the intention to purchase, being these results valid for both brands.

Key-words: Brand Equity; Brand Awareness; Brand Associations; Perceived Quality; Brand Loyalty; Brand Attitude; Purchase Intention

RESUMO

A presente investigação visa analisar a relação entre a equidade da marca, atitude da marca e intenção de compra nas marcas Hassu e Saudade Jewels. Assim, seguindo o modelo de Yoo e Donthu, o brand equity foi dividido em três dimensões: consciência da marca + associações de marcas, qualidade percebida e lealdade à marca, e estas dimensões foram utilizadas como antecedentes da atitude da marca. Além disso, a atitude da marca foi medida como um antecedente da intenção de compra.

O estudo contribuiu com a aplicação destes modelos ao contexto da empresa Flamingo S.A. Foi decidido investigar duas marcas diferentes: a marca Hassu e marca Saudade Jewels, para reconhecer as diferenças entre os seus públicos. Neste sentido, foi utilizada uma metodologia quantitativa, tendo-se obtido 181 respostas válidas através da aplicação de um questionário. Para a análise de dados foi utilizada a Análise Exploratória de Factores, bem como foram realizados os testes estatísticos necessários para validar as hipóteses de investigação.

Os resultados deste estudo sugerem que o brand equity aplicado a ambas as marcas em estudo é composto por 2 dimensões (Notoriedade da marca + Associações da Marca e Qualidade Percebida +Lealdade à Marca). Do mesmo modo, verificou-se que a Notoriedade da marca + Associações da Marca e Qualidade Percebida +Lealdade à Marca tem um impacto positivo na atitude da

marca que, por sua vez, tem um impacto positivo na intenção de compra, sendo estes resultados validos para ambas as marcas.

Palavras-chave: Equidade da Marca; Notoriedade da Marca; Associação à Marca; Qualidade Percebida; Lealdade à Marca; Atitude à Marca; Intenção de Compra

INDEX

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

INTRODUCTION

This thesis was written as part of my internship report for the firm Flamingo S.A where I did a curricular internship.

Since 1976, Flamingo, S.A. has operated in jewelry, home décor, and fashion accessories, mainly for the high-end market. There are currently roughly seventy individuals working for it in various jobs, and it has foreign subsidiaries in Spain and Italy. Hassu, Passion, Passion Gold, Marcassite, Flamingo Accessories, SMW, Link, Saudade, Zaramella, and D-Home are the ten brands Flamingo S.A owned.

The firm assigned me to the Hassu brand rebranding project during my internship. In the market, the Hassu brand is a steel jewelry brand with a poor communication strategy and low awareness. This rebranding is intended to establish long-term strategic goals, enhance brand communication, and raise brand awareness.

As a preliminary step to the rebranding process, this thesis aims to understand the impact of the brand value assigned by consumers on their brand attitude and purchase intention towards the brands Hassu and Saudade Jewels.

The specific objectives are, therefore:

1. To quantify in terms of brand equity the current value that consumers assign to the brands.

2. To verify how the assigned brand equity impacts consumers' brand attitude.

3. To evaluate the impact of consumers' brand attitude on their purchase intention.

This study will also analyze the Saudade Jewels brand as a term of comparison to the Hassu brand, as they are both jewelry brands with quite distinctive characteristics. Hassu is a steel jewelry brand, while Saudade Jewels is a filigree jewelry brand.

In terms of structure, the thesis is divided into five chapters:

The first chapter relates to the literature review, which addresses topics related to the research theme. These topics are related to brand equity, brand attitude, purchase intention, and ultimately, the piece of hedonic products covered in the literature review.

The second chapter presents the research hypotheses and the conceptual model that will serve as the basis of all the work.

The third chapter recaps the objectives and methodological approach used, where the sample is defined, and the reliability of the instruments is established, preparing the ground for the empirical investigation of this work. Finally, the third chapter demonstrates the technique that enabled us to develop the questionnaire and collect the data.

The data analysis and processing part is exposed in the fourth chapter, where previously handled data will be examined, allowing them to be understandable to solve the problems under investigation.

The fifth chapter concerns the discussion of the results, presenting their main aspects.

And finally, the sixth chapter concerns the study's conclusions, presenting its main aspects, limitations, and suggestions for future studies.

1. LITERATURE REVIEW

1.1. BRAND EQUITY

The concept of brand equity began to be studied in the late 1980s (Tanveer & Lodhi, 2016). However, there was no clear definition of the concept until the 1990s (Cleff et al., 2014). As a result, academics investigating brand equity have taken two distinct approaches: financial and customer-based (Y.L. & Lee, 2011). The first, the financial viewpoint, is viewed by some writers as part of the company's market worth and as an appraisal of a brand's equity value (Simon & Sullivan, 1993). In the second perspective, the consumer perspective is adopted, where brand equity refers to the amount of value that a customer assigns to a specific brand in comparison to what would be obtained if the product or service were not recognized by that brand (Aaker, 1996; Cleff et al., 2014; Keller, 1993; Tanveer & Lodhi, 2016).

Managing brand equity is thus a concern for all businesses, regardless of industry or market. Strong brands provide a crucial intangible resource that ensures organizations higher profitability, customer preference, increased brand recognition, a favorable brand image, and reduced vulnerability to rivals' marketing efforts. In addition, brands may provide consumers with security, quality assurance, decreased risk, and ease in the purchasing selection process (González-Benito et al., 2015).

Calvo-Porral et al. (2015), it is the added value that a brand delivers to a particular product or service. It may be defined as a collection of assets connected with a brand, such as its name or symbol, that improve or decrease the added value of a company's product or service to its customers.

According to Davcik & Sharma (2015), brand equity can also serve as a sign of market brand credibility and provide an intangible value that can reduce uncertainty and be seen as an incremental contribution to the company due to the consumer's choice for that brand, which brand can then serve as a basis for the creation of new products.

Although Aaker (1991) and Keller (1993) define brand equity differently, both are concerned with the consumer's point of view (CBBE). According to Aaker (1991), CBBE is a collection of brand assets and liabilities tied to the brand name and symbol. It allows the value of the products or services to rise or decrease for both the customer and the corporation. On the other hand, Keller (1993) highlights the importance of understanding brand equity from the customer's perspective, thus defining CBBE as "the differential effect of brand knowledge on consumer response to the marketing of the brand."

Yoo & Donthu (2001) proposed a method for measuring brand equity by subdividing it into 3 dimensions: brand awareness/brand associations, perceived quality, and brand loyalty which was developed based on the concepts defined by Aaker (1991) and Keller (1993).

1.1.1.Brand Equity Models

Having been exposed the wealth of concepts about brand equity, this literature review will follow the line of thought supported by the authors Aaker (1991), Keller (1993), and Yoo and Donthu (2001), which are presented below.

1.1.1.1   David A. Aaker's Model

Aaker (1991) defined CBBE as the value people identify with a brand as represented in the dimensions of brand awareness, brand associations, perceived quality, brand loyalty, and other brand assets, as can be seen in Figure 1.

Figure 1 – Brand Equity Model
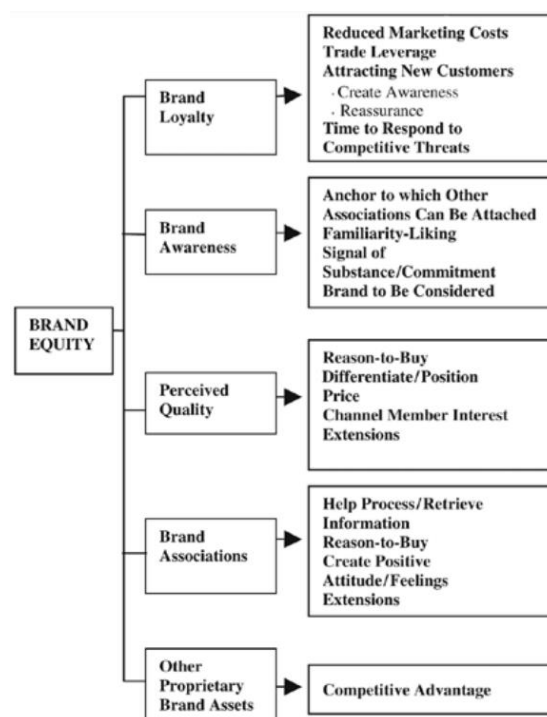
Source: Adapted from Aaker (1991)

Following the definition of brand equity from a consumer-based perspective by Aaker (1991) and the development of the model that includes brand awareness, brand associations, perceived value, and brand loyalty, several researchers have adopted brand equity and its model to understand and investigate consumer behavior.

1.1.1.2   Keller's Model

Keller (1993) defines brandequity as the product of customer brand awareness and image, as can be seen in Figure 2. For this author, there are two fundamental notions in the approach to the concept of brand equity: the first is connected to the distinguishing impact, that is, the consumer's response to marketing activities carried out by a known brand, as opposed to marketing actions carried out by an unknown brand.

The conceptual modelling of consumer-based brand equity begins with the brand knowledge dimension, which is divided into brand awareness and brand image. Figure 2 in this conceptual framework depicts how brand knowledge is expressed using an associative memory network model in two components: brand awareness and brand image. Customer-based brand equity arises when the consumer is familiar with the brand and has positive, powerful, and distinct memories of it (Keller, 1993, 2003).

Figure 2 - Dimensions of Brand Knowledge
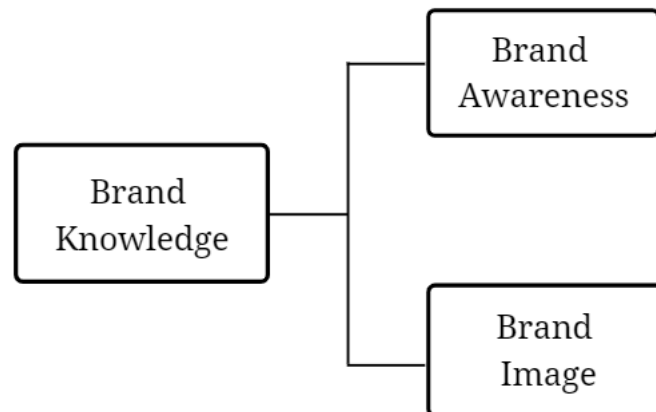
Source: Adapted from Keller (1993)

1.1.1.3   Yoo and Donthu's Multidimensional Brand Equity Scale

Yoo & Donthu (2001) aimed to establish a reliable, valid, and parsimonious individual-level measure of consumer-based brand equity that relies on the theoretical features presented by Aaker (1991) and Keller (1993). The resultant "multi-dimensional brand equity" scale has ten questions that reflect the three dimensions of brand loyalty, perceived quality, and brand awareness/associations. The two parameters were determined to have a strong and substantial relationship.

First, Yoo & Donthu (2001) use an etic method to scale construction, which refers to simultaneously using samples from various cultures, implying that the scale is culturally valid. Second, the scale is adaptable to a variety of product categories without the need for additional changes. Third, the instrument is compact and straightforward to use, making it easy for brand managers to

measure the equity of their brands regularly. Fourth, brand equity is assessed at the level of the individual customer. Fifth, the writers used a multi-step validation procedure.

According to Aaker's (1991) study on brand equity, the authors did not identify the four dimensions expected. Instead, the dimensions of brand awareness and brand associations were presented as a single dimension, as represented in Figure 3. Thus, Yoo & Donthu (2001) identified only three dimensions constituting brand equity. However, further investigation revealed that the MBE index was highly correlated with a composite score obtained by simply adding the mean scores of the three dimensions (Brand Awareness/Brand Associations, Perceived Quality, and Brand Loyalty).

Figure 3 - Brand Equity Multidimensional Scale Concepts
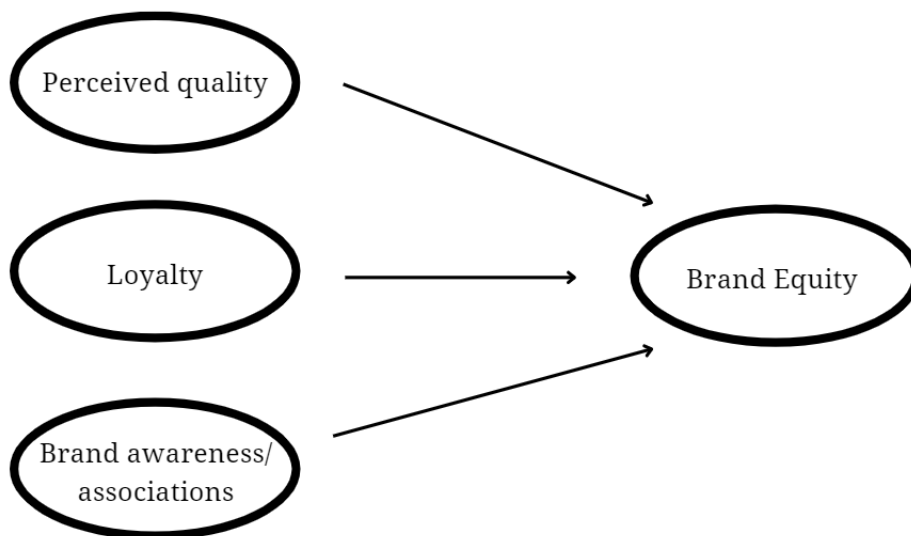
Source: Adapted from Yoo and Donthu (2001)

1.1.2.Brand Awareness and Brand Associations

When clients select a brand for the first time, brand awareness is vital to brand equity. It is described as a potential buyer's ability to recognize or recall that a brand belongs to a particular product or category (Aaker, 1991).

According to Keller (1993), brand awareness is further subdivided into brand recall and recognition. Romaniuk et al. (2017) state that brand awareness is a customer's ability to recognize or recall that a particular brand belongs to a specific category of items.

Calvo-Porral et al. (2015) define brand awareness as the ease with which a brand appears in the consumer's consciousness. According to the same authors, brand awareness is determined by brand recognition and recollection. The first is connected to consumers' level of brand knowledge. In contrast, the second is related to consumers' capacity to remember the brand name when asked about a brand for a specific product category.

Sasmita & Mohd Suki (2015) state that brand awareness influences brand equity because young customers' decisions to purchase a product or brand are influenced by their knowledge of the product or brand. Social media provides these young consumers with information and raises their awareness of the product or business.

This degree of awareness is essential in brand evaluation because it establishes the following relationship: the more a consumer's propensity to choose a brand, the greater the awareness of that exact brand (Yoo & Donthu, 2001).

Shah (2012) states that by processing information, defining the brand, producing a favorable attitude or feeling, offering a cause to buy, and providing a foundation for future brand extensions, the brand association effectively creates value for the firm and its consumers.

According to Aaker (1991), the associations to the brand define how the consumer perceives and keeps the brand in memory, consequently representing the brand's meaning for the consumer. According to this author, a robust set of associations generates a strong brand image because these associations help gather information, create reasons for buying, differentiate the brand from others, and create positive attitudes towards it.

A brand association is "linked" to an image in the memory (Aaker, 1991). Brand associations can be seen in memorizing specific product shapes, features, or associated ideas (Chen, 2001).

The dimension of brand associations relates to the existence of a brand in customers' thoughts (Foroudi et al., 2018). Aaker (1991) proves that brand awareness helps not only the creation but also the reinforcement of brand associations in the minds of consumers. These relationships are good when they are founded on extensive experience or exposure.

Regarding Brand Associations, Aaker (1991) indicated that they create a positive brand attitude in consumers. Brand association impacts the brand image retained in the consumer's mind. This overall positive perception leads to positive consumer attitudes toward a specific brand (Keller, 1993).

Brand awareness may influence customers' perceptions and attitudes since it helps to differentiate the brand from rivals and can therefore be a driver of brand choice (Aaker, 1996; W. T. Wang & Li, 2012).

As a result, the following hypothesis was developed:

H1a: "Brand awareness and brand associations directly influence the attitude towards the brand."

1.1.3. Perceived Quality

According to Aaker (1991), perceived quality is an intangible, overall sensation about a brand that adds value to organizations. It provides clients with a cause to purchase a product or service. Customers are more likely to pay a price premium for products or services that are differentiated from other brands. Corporations use this when positioning in a target market or contemplating brand expansions. Furthermore, Aaker's (1992) study indicates that perceived quality is the most essential "asset" that provides a business with a lasting competitive advantage.

Perceived quality is a crucial component in conceptualizing brand equity (Kim et al., 2018). The customer's assessment of a product's superiority is perceived quality (Parasuraman et al., 1988). Ćorić & Jelić (2015) discover chemical market issues with consistency in product quality, safety, and on-time delivery in the purchasing decision-making process in their empirical research of the chemical business.

According to Yoo et al. (2000), perceived quality is related to the price level, image, number of outlets where the brand is advertised, and spending on brand marketing actions. According to these writers, high perceived quality may be translated into the fact that customers can discern and recognize the brand's superiority throughout their encounter with it, prompting them to pick that brand above other rivals. As a result, and according to Aaker (1991), while perceived quality conveys a worldwide sense about the brand, it focuses on other areas, such as the product's qualities, reliability, and performance.

Calvo-Porral et al. (2015) state that customers see any product as a set of traits that may be utilized to determine its quality. In other words, perceived quality is a broad and intangible emotion about a brand that is generally dependent on underlying factors. Thus, perceived quality is connected to customers' subjective perceptions of the features of a product or brand that are important in the decision-making process.

According to research on perceived quality, attitudes toward the brand may be tied to opinions about the product's features and advantages, both functional and experiential (Zeithaml, 1988).

The higher the perceived quality, the more likely there are positive associations with the brand, as, in turn, perceived quality is prone to a positive attitude towards the brand (Foroudi et al., 2018).

According to Aaker (1991, 1996), perceived excellent quality linked with reputable brands might raise customers' evaluations of these brands and hence be a good indication of purchase history.

As a result, the following hypothesis was developed:

H1b: "Perceived Quality directly influences the attitude towards the brand."

1.1.4. Brand Loyalty

Brand loyalty is the degree to which consumers spend their purchases over time on a particular brand within a product category. Business loyalty adds significant value to a brand since it gives a consistent group of purchasers over time (Calvo-Porral et al., 2015).

In Aaker (1991), brand loyalty is considered one of the brand equity aspects. Brand loyalty is an essential factor to consider when determining the worth of a brand since it converts into a profit stream. For example, a consistent sales and profit stream might be expected from a devoted client base. Furthermore, concentrating on brand loyalty is frequently an efficient strategy to manage equity. Customer happiness and repeat purchasing habits are frequent signs of a healthy brand, and measures to improve them will strengthen the brand.

Keller (2003), on the other hand, investigates brand loyalty using the term "brand resonance," which refers to the nature of the customer's relationship with the brand to the extent that the consumer feels "in tune" with the brand.

Customers with genuine brand resonance are loyal, actively seek opportunities to connect with the company, and actively share their experiences with other customers.

Yoo et al. (2000) state that brand loyalty leads customers to purchase a specific brand and be more reluctant to switch to another. As a result, by remaining loyal, the consumer effectively increases that brand's brand equity.

Shah (2012) argues that brand loyalty is essential to brand equity. According to the author, loyalty is defined as a consumer's predisposition to be loyal to a brand, having it as the first option when making a purchase decision.

According to Baldinger & Rubinson (1996), in addition to recurring purchase behavior, brand loyalty requires the consumer to have a favorable opinion of the brand.

Deighton et al. (1994) define brand loyalty as the repeat purchase of consumers of a given brand based on the use of previously purchased products and the purchase experience, which can reveal the consumer's attitude towards the brand.

As a result, the following hypothesis was developed:

H1c: "Loyalty directly influences the attitude towards the brand."

1.2. BRAND ATTITUDE

Brand attitude is the base of consumers' actions (Keller, 1993). Brand attitude may be defined as an internal assessment, a long-term and unidimensional condition, and a behavioral tendency (Spears & Singh, 2004). According to Yoon & Park (2012), the direction and strength of a consumer's impression of a brand are their attitudes toward the brand.

One of the three fundamental components of Ajzen & Fishbein's (1977) Theory of Rational Action is the individual's attitude. According to the same authors, attitude toward a brand determines the overall pattern of an individual's reactions; that is, attitude influences behavior through the purpose of doing that behavior.

Brand attitudes are separate from the emotions elicited by brands. Emotions have a relatively short duration, but attitudes have a very prolonged life (Spears & Singh, 2004). Therefore, developed attitudes can influence and change consumer behavior (Biscaia et al., 2017; Spears & Singh, 2004).

According to Kotler et al. (2016), an individual's attitude toward a brand is a favorable or unfavorable personal appraisal, emotional feeling, and behavioral propensity.

PURCHASE INTENTION

Purchase Intention refers to a consumer's desire to buy a product or service (Younus et al., 2015). It is a mix of customer interest in a product and the ability

to purchase it (Venter et al., 2016). According to Belch et al. (2005), purchase intention refers to an individual's proclivity to acquire a specific product or brand.

According to Vahdati & Nejad (2016), purchase intention is one of the essential ideas in marketing. An individual intends to purchase a product or service from a specific brand (Spears & Singh, 2004). Purchase intention may be viewed as a component of consumer cognitive behavior based on how a person expresses interest and want to purchase a particular brand or product (Hosein, 2012). According to Balakrishnan et al. (2014), purchase intention is a subjective consumer assessment that interferes with the overall evaluation of a product or service. Purchase intention, according to Huang et al. (2011), refers to the possibility that a buyer plans or is willing to purchase a product from a specific brand in the future.

Purchase intentions are influenced by customer perceptions about a specific brand (Spears & Singh, 2004). As a result, it makes sense to differentiate the idea of brand attitude from the concept of purchase intention. As previously said, attitude is defined by a sequence of brief assessments of a particular brand. In contrast, the purchase intention provides the individual's motives for engaging in a specific behavior (Eagly & Chaiken, 1993).

Purchase decisions can be influenced by impulses, habits, intuition, emotion, and analysis. Sethna et al. (2017) state that the product is utilized after purchase and post-buy assessments can be made based on the experience received with

it, which can lead to the development of user-generated content. Factors such as information sharing and buying activity can also impact purchasing intent.

Blackwell et al. (2008) highlight previous experiences, personal evaluations, influences, and attitudes as antecedents of Purchase Intention. Marketers may determine customers' brand views and confirm their desire to purchase by collecting insights about brand attitude. Brand attitudes also tend to demonstrate their bias by endorsing the brand to others (Tong & Hawley, 2009). As a result, brand attitudes are crucial indicators of future purchase behavior among existing and potential customers (Yoon & Park, 2012).

Bruhn et al. (2012) confirm the link between brand attitude and purchase intention. According to Wu & Lo (2009), purchase intention is a psychological component that mediates the link between attitude and actual behavior in the case of extension items.

As a result, the following hypothesis was developed:

H2: "Attitude towards the brand has a positive influence on purchase intention"

1.3. HEDONIC GOODS

Hedonic items are those whose consumption is primarily determined by an emotional and sensory feeling of aesthetic or sensual pleasure, fantasy, and entertainment (Hirschman & Holbrook, 1982). Vieira (2017) indicates that most

hedonic items, or objects with an emotional attachment, are various pieces of clothing, shoes, jewelry, and accessories. Hedonic items, such as sports vehicles and fancy clothing, are primarily considered as experiencing consumption with a pleasure orientation for enjoyment (Childers et al., 2001; Kivetz & Zheng, 2017; W. Wang et al., 2020).

According to Martín-Consuegra et al. (2018), consumers of hedonic products have no explicit goals and utilize an exploratory search strategy. Bettiga et al. (2020) state that consumers are mindful of the unconscious excitement and involvement caused by consuming hedonic products.

Martín-Consuegra et al. (2018) say that hedonic consumers purchase for fun and that hedonic motivations have a strong and significant association with engagement. The authors also state that consumers with hedonic motivations may see the enjoyment of participation as a rewarding end state and consider the value of their participation in purchase-related decisions to be secondary.

On the consumers' side of the purchasing experience, hedonic buying can play positive and negative functions. Impulsive or obsessive buying is the most severe kind of hedonic buying. In this regard, Rook (1987) observed that impulsive customers purchase things more for the need to purchase than for the actual necessity of the product.

Hedonic purchasing, on the other hand, can be positive. Hedonic purchases can be beneficial (Babin et al., 1994). Many customers participate in hedonic purchasing to control their mood (Baumann et al., 1981). Hedonic aim

purchasers appear to receive satisfaction from instant hedonic pleasures (Fischer & Arnold, 1990).

Hedonic consumption may promote guilty (Kivetz & Simonson, 2002; Strahilevitz & Myers, 1998). It is frequently regarded as wasteful Lascu (1991), which may reflect a society that emphasizes hard effort and thrift. When emotions of guilt are reduced, hedonic consumption increases. When consumers put effort into acquiring hedonic items, they think they have earned the right to indulge and are thus more likely to spend (Kivetz & Simonson, 2002).

Bundling a hedonic purchase with a charitable gift decreases feelings of guilt and encourages hedonic purchases (Strahilevitz & Myers, 1998). This basic notion also supports gift-giving: people like receiving hedonic products as gifts, even if they do not purchase such items for themselves (Thaler, 1980).

When Zarantonello & Schmitt (2010) compared utilitarian brand views to hedonic brand attitudes, they determined that the latter significantly influenced purchase intentions. Likewise, Bruhn et al. (2012) and Wang & Li (2012) emphasize this association in their research.

2. HYPOTHESES AND CONCEPTUAL MODEL

The current study is to test 4 hypotheses, all of which are positive, to determine the variables connected to the influence of brand value ascribed by consumers on their brand attitude and purchase intention toward the brands Hassu and Saudade Jewels.

In this regard, it is vital to remember that hypotheses are critical in research because the success of this study is predicated on the responses to the questions elaborated. As a result of the interaction between the variables, research hypotheses emerge, which are outlined below and will serve as a guide to attain the targeted objectives.

As a result, we'll have the following hypotheses:

H1a: "Brand awareness and brand associations directly influence the attitude towards the brand."

H1b: "Perceived Quality directly influences the attitude towards the brand."

H1c: "Loyalty directly influences the attitude towards the brand."

H2: "Attitude towards the brand has a positive influence on the intention to purchase."

The next step is creating the conceptual model, as seen in Figure 4, while keeping in mind the precise objectives described in the Introduction chapter.

Figure 4 - Conceptual Model
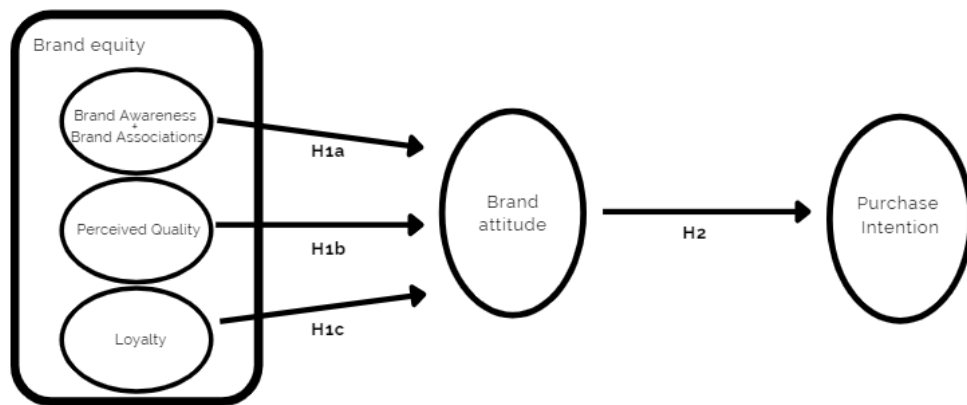
3. METHODOLOGY

This chapter presents the approach to address the research topic and the strategies to address each specific objective. In addition, in this chapter, the procedures used in data collection and questionnaire construction are presented these tools will serve to achieve the objectives of this study. Therefore, this chapter will be divided into 4 parts: Objectives and Methodological Approach, Data Source, Questionnaire, and Population and Sampling Process.

3.1. OBJECTIVES AND METHODOLOGICAL APPROACH

This chapter will restate the study's goals, from which the conceptual model and hypotheses proposed by the author were developed.

3.1.1. Objectives

The overall objective of this thesis is to understand the impact of the brand value assigned by consumers on their brand attitude and purchase intention towards the brands Hassu and Saudade Jewels.

The specific objectives, are therefore:

1. To quantify in terms of brand equity the current value that consumers assign to the brands.

2. To verify how the assigned brand equity impacts consumers' brand attitude.

3. To evaluate the impact of consumers' brand attitude on their purchase intention.

3.1.2.Methodological Approach

The quantitative methodology was applied to analyze the phenomena described in each specific objective. Quantitative research is typically connected with a deductive approach, utilizing facts to test a particular idea. This process, however, can also include an inductive approach, in which evidence is used to generate a new hypothesis (Saunders et al., 2019).

This approach is supported by the knowledge sought in the objectives described, in other words, data that can be measured and observed efficiently and utilizing statistical methods. Furthermore, data collected through this methodology also allow for further investigation of hypotheses and factors that are connected or that exert influence on others (Malhotra et al., 2017; McCusker & Gunaydin, 2015), as well as enable inferences to be made regarding concrete realities (Oliveira & Ferreira, 2014).

The researcher can use quantitative analysis tools such as tables, graphs, and statistics to explore, present, explain, and analyze relationships and trends within the collected data to answer research questions and fulfill objectives (Saunders et al., 2019).

The data collection and analysis techniques used in a study should be based on the research objectives, and fact-finding (Schoonenboom, 2018; Oliveira & Ferreira, 2014).

3.2. DATA SOURCE

The data collection technique consists of processes and instruments that ensure information recording, control, and data analysis. Data collection should be structured, planned, and controlled to suit the objectives established by researchers (Carmo & Ferreira, 2008).

That being stated, a quantitative research technique was employed to test the hypotheses by confronting them with observation data following the established research hypotheses and field of application. Therefore, the questionnaire survey was considered the most appropriate research approach for this study.

3.2.1. Questionnaire

According to Carmo & Ferreira (2008), this data collection instrument is constructed around a series of systematized questions to generate data that can be compared. Therefore, the questionnaire questions should be straightforward, objective, exact, and written in a language people can understand.

One of the most used quantitative techniques in research is the questionnaire survey. It is possible to gather information on a particular theory or

phenomenon by formulating and organizing questions that represent a specific population segment's ideas, behaviors, and perceptions (Queirós et al., 2017).

Blackstone (2012) states that to test the hypotheses defined in an investigation, this technique establishes a link between the research variables, quantitatively analyzing the attitudes and features of a specific segment to get a usual scenario of the general population.

The fundamental advantage of the questionnaire is that it enables an extensive collection of data without requiring a lot of money and work and provides more comprehensive geographical coverage. However, because the questionnaire is anonymous and determining the validity of replies to the questions is difficult, surveys may allow for less trustworthy interpretation of questions by respondents (Singh, 2006).

3.2.2. Questionnaire Structure

The questionnaire applied in this study can be found in Appendix 1, and the scales were translated into Portuguese because the originals were written in English. Because the sample consists of Portuguese people, the questionnaire questions were translated into Portuguese. (The Saudade Jewels brand questionnaire is identical. Only the brand name and the jewelry category change in the questions).

The questionnaire was divided into five sections:

- The first section refers to the question controlling the sample, where an introductory question is asked: "Have you ever bought any brand of steel jewelry?" for the Hassu brand questionnaire and "Have you ever bought a brand of filigree jewelry?" in response to the Saudade brand questionnaire. As a result, only people who purchase steel or filigree jewelry are included in the questionnaire sample and can proceed to the following sections.

- The second section addresses the issues that comprise the brand equity construct. The Likert five-point scale was used to assess this construct since it is writers' most often used scale. The five-point Likert scale offers a succession of alternatives to respondents, with each question requiring them to select one of five propositions: strongly agree; agree; no opinion; disagree; strongly disagree. The options below can be numbered from +2, +1, 0, -1, and -2, or scored from 1 to 5 (Carmo & Ferreira, 2008). In the Hassu and Saudade brand surveys, they were assigned a score ranging from 1 to 5.

- For the third section, referring to the brand attitude construct, a 5-point differential semantic scale was utilized, with the strong statement being "Describe your general sentiments about the brand," and the adjectives were unappealing/appealing, bad/good, unpleasant/pleasant, unfavorable/favorable, and unlikable/likable.

- The fourth section addresses the questions that make up the purchase intention, and a 5-point Likert scale was also used, similarly to the brand equity construct. This scale has been reduced from 7 points to 5 points to make it consistent with the rest of the questionnaire and not confuse the respondents.

- The last section alludes to the respondents' socio-demographic characteristics, where they were asked about their gender and age.

3.3. QUESTIONNAIRE

Table 1. Questionnaire Structure - Hassu/Saudade Jewels

Introductory question		"Have you ever bought any brand of steel/filigree jewellery?"		
Brand Equity	(Yoo & Donthu, 2001)	BAW1	"I can recognize the Hassu/Saudade Jewels among other competing brands."	
		BAW2	"I'm aware of Hassu/Saudade Jewels."	
		BAS1	"Some characteristics of Hassu/Saudade Jewels come to my mind quickly."	
		BAS2	"I can quickly recall the symbol or logo of Hassu/Saudade Jewels."	
		BAS3	"I have difficulty in imagining Hassu/Saudade Jewels in my mind."	
		PQ1	"The likely quality of Hassu/Saudade Jewels is extremely high."	
		PQ2	"The likelihood that Hassu/Saudade Jewels would be functional is very high."	
		BLO1	"I consider myself to be loyal to Hassu/Saudade Jewels."	
		BLO2	"Hassu/Saudade Jewels would be my first choice."	
		BLO3	I will not buy other brands if Hassu/Saudade Jewels is available at the store."	
Brand Attitude	(Spears & Singh, 2004)	BAT1	"Please describe your overall feelings about Hassu/Saudade Jewels."	"Unappealing-Appealing"
		BAT2		"Bad" – "Good"
		BAT3		"Unpleasant"–"Pleasant"
		BAT4		"Unfavorable" – "Favorable"
		BAT5		"Unlikable" – "Likable"
Purchase Intention	(Putrevu & Lord, 1994)	PI1	"It is very likely that I will buy Hassu/Saudade Jewels."	
		PI2	"I will purchase Hassu/Saudade Jewels the next time I need steel jewelry."	
		PI3	"I will definitely try Hassu/Saudade Jewels."	

3.4. POPULATION AND SAMPLING PROCESS

It is essential to determine the study population before proceeding with the research. According to Malhotra et al. (2017), a population is the aggregate, or sum, of all components that share a set of characteristics relevant to the study subject. For this study, the Hassu brand's target market is individuals who purchase steel jewelry, whereas the Saudade Jewels brand's target population is those who buy filigree jewelry. Both in Portugal, both male and female, aged 16 and up.

A non-probabilistic sample was used, achieved through the snowball process. In this manner, the surveys were sent to known persons who referred to other elements. This technique allows the sample to grow similarly to a snowball (Carmo & Ferreira, 2008).

Between 11 April 2022 and 30 May 2022, the surveys were distributed individually via a link and social media.

In all, 134 replies were gathered for the Hassu brand, of which 101 were verified, and 127 responses were received for the Saudade Jewels brand, of which 80 were validated.

4. DATA ANALYSIS

After gathering primary data, it is critical to analyze it. The questionnaire survey data were processed using the statistical analysis software SPSS - Statistical Package for Social Sciences, as it is one of the most efficient tools in this context of data processing resulting from a quantitative methodology (Dawson, 2002). Before treatment, primary data were extracted from Google Forms and saved to an Excel file, where they were cleaned.

The chapter here will first conduct a descriptive analysis, characterizing the population sample based on the sociodemographic data obtained, followed by a scale validation and, lastly, hypotheses tests.

4.1. DESCRIPTIVE ANALYSIS

In order to make it possible to understand the data, a descriptive analysis will be presented based on sociodemographic questions.

Based on the responses, it was possible to characterize the sample of this study, which included 101 individuals for the Hassu brand and 80 individuals for the Saudade Jewels brand.

In the last part of the questionnaires, information was collected, which allowed the sociodemographic profile of the respondents to be outlined. Regarding **gender**, in the Hassu brand respondents, the predominant gender is female (52 individuals), as seen in Table 2. Among the respondents of the

Saudade brand, the female gender remains predominant, with a frequency of 52.5% in this public.

Table 2. Descriptive Analysis: Gender

Gender				
Brand			Frequency	Percentage
Hassu	Valid	Male	48	47,5%
		Female	52	51,5%
		Perfer not to respond	1	1%
		Total	101	100%
Saudade	Valid	Male	35	43,8%
		Female	42	52,5%
		Perfer not to respond	3	3,8%
		Total	80	100%

In terms of **age**, we can see in Table 3 that the sample of respondents for both brands ranges from 17 to 63 years old. The average age of Hassu brand responses is 32 years old. The average age of the Saudade brand survey respondents is 35 years.

Table 3. Descriptive Analysis: Age

Age (in years)			
Hassu	N	Valid	101
	Average		31,50
	Std deviation		11,562
	Minimum		17
	Maximum		63
Saudade	N	Valid	80
	Average		34,84
	Std deviation		12,507
	Minimum		17
	Maximum		63

As far as **Brand Equity** is concerned, a 5-point Likert scale was used, where the number one represents "I strongly disagree" and five represents "I strongly agree".

In Table 4, the standard deviation presents mostly higher values in the Hassu brand than in the Saudade brand.

For the Hassu brand public, the variable with the highest average is QL2 – "The probability of the Hassu brand being functional is very high", followed by QL1 – "The expected quality of the Hassu brand is extremely high". For the Saudade brand audience, the variables with the highest means are QL1 and QL2, showing the same mean for both variables (QL1=3.75 and QL2=3.75).

The variables with the lowest averages for the Hassu brand is LO1 – "I consider myself loyal to the Hassu brand" and then the variable LO3 – "I would not buy other brands if the Hassu brand is available in the shop". Regarding the Saudade brand, the variables with the lowest averages are the variables LO1 – "I consider myself loyal to the Hassu brand" and the variable LO2 – "The Hassu brand would be my first choice", also presenting the same average for both variables (LO1=3.18 and LO2=3.18).

To quantify the value consumers, give to each brand, we must make a simple average of the three dimensions (Brand Awareness/Brand Associations, Perceived Quality and Brand Loyalty), as suggested by Yoo & Donthu (2001). For the **Hassu brand, the MBE index is (2.92+3.45+2.59)/3 = 2.99.** For the **Saudade Jewels brand the MBE index is (3.28+3.75+3.21)/3 = 3.41**.

Table 4. Descriptive Analysis: Brand Equity

Brand		N	Average	Std deviation	Average by Dimension
Hassu	AW1	101	2,96	1,52	
	AW2	101	3,01	1,54	
	AS1	101	2,82	1,47	2,92
	AS2	101	3,01	1,53	
	AS3_inv	101	2,81	1,48	
	QL1	101	3,32	0,92	3,45
	QL2	101	3,58	0,90	
	LO1	101	2,41	1,37	
	LO2	101	2,71	1,34	2,59
	LO3	101	2,66	1,31	
Saudade	AW1	80	3,62	1,29	
	AW2	80	3,46	1,33	
	AS1	80	3,31	1,20	3,28
	AS2	80	3,50	1,21	
	AS3_inv	80	2,49	1,16	
	QL1	80	3,75	0,94	3,75
	QL2	80	3,75	0,91	
	LO1	80	3,18	1,26	
	LO2	80	3,18	1,23	3,21
	LO3	80	3,28	1,14	

A 5-point differential semantic scale was used for **Brand Attitude**, with the main statement being "Describe your general sentiments about the brand" and the adjectives were unappealing/appealing, bad/good, unpleasant/pleasant, unfavorable/favorable, and unlikable/likable, as can be seen in Table 5.

Regarding the brand Hassu, the variable with the highest average was variable AT4 (3.64), where one represents "unfavorable" and five represents "favorable," although variable AT5 also had an equal average (3.64), where one represents "unlikable" and five represents "likable." Variable AT1 (1.016) has

the most significant standard deviation in the Hassu brand sample, where one represents "unappealing" and five represents "appealing."

Regarding the Saudade brand, the variables with the highest average were the AT5 version (3.89), where one represents "unlikable" and five represents "likable," followed by the AT3 variant (3.85), where one represents "unpleasant" and five represents "pleasant."

Table 5. Descriptive Analysis: Brand Attitude

Brand		N	Average	Std deviation
Hassu	AT1	101	3,49	1,02
	AT2	101	3,55	0,88
	AT3	101	3,67	0,92
	AT4	101	3,64	0,89
	AT5	101	3,64	0,92
Saudade	AT1	80	3,84	0,86
	AT2	80	3,84	0,67
	AT3	80	3,85	0,75
	AT4	80	3,78	0,75
	AT5	80	3,89	0,80

Finally, in **Purchase Intention**, a 5-point Likert scale was used, where the number one represents "I strongly disagree" and five represents "I strongly agree".

It was possible to see in Table 6 that the Hassu brand had a higher standard deviation value than the Saudade brand. We discovered that the variant with the highest average in the Hassu brand sample is variant PI3 - "I will definitely try the Hassu brand," followed by variant PI1 - "I am very likely to buy the Hassu brand."

We can see a similarity in the Saudade brand since the variants with the highest average are the same: PI3 - "I will certainly test the Saudade brand," followed by variant PI1 - "I am very likely to buy the Saudade brand."

Table 6. Descriptive Analysis: Purchase Intention

Brand		N	Average	Std deviation
Hassu	PI1	101	3,32	1,18
	PI2	101	3,11	1,10
	PI3	101	3,41	1,18
Saudade	PI1	80	3,74	0,98
	P12	80	3,55	1,03
	PI3	80	3,66	0,94

4.2. SCALE VALIDATION

Before conducting hypothesis testing and, consequently, analyzing and discussing the results, it is essential to validate the quality and suitability of the database as well as the reliability of the scales utilized. In this context, Exploratory Factor Analysis (EFA) is a technique used to simplify data interpretation by identifying the factors that best explain the relationship between variables (Figueiredo & Silva, 2010).

Firstly, validating and gauging the dataset's quality under study is essential. For this purpose, the Kaiser-Meyer-Olkin Measure (KMO) Test and Bartlett's Test of Sphericity - whose indices indicate how suitable the application of the EFA is, have been developed (Hongyu, 2018).

In terms of the KMO Test, values greater than 0.7 are considered positive indicators of EFA, considering the following criteria: less than 0.5 is considered

unacceptable; between 0.5 and 0.6 is considered bad but acceptable; between 0.6 and 0.7 is considered mediocre; between 0.7 and 0.8 is considered medium; between 0.8 and 0.9 is considered good; and finally, between 0.9 and 1, is considered excellent. For Bartlett's test of sphericity, we anticipate a significance level lower than 0.05 (Marôco, 2018).

Following confirmation of the database's suitability, it is necessary to define the type of extraction to be used and, finally, extract the factors that best explain the correlations between the variables using the most used method by researchers - Principal Components Analysis (Figueiredo & Silva, 2010; Marôco, 2018).

The eigenvalues of each principal component and the percentage of variance explained by them are analyzed. The factors with eigenvalues greater than one must be retained according to Kaiser's Criterion. The extracted factors must meet the minimum acceptable total variance requirement of 60%.

Finally, Varimax orthogonal rotation was used since it adds to the simpler understanding of the data by limiting the study to variables with the most considerable factorial weight.

Communalities are also analyzed. The obtained numbers represent the fraction of each variable's variation explained by the retained components (Marôco, 2018). A reference value of 0.5 is used, which means that only factors that explain at least 50% of the variation will be allowed to be tested. If values are found that are less than the limit, the related variables should be removed, and the factor analysis should be restarted (Figueiredo & Silva, 2010).

In addition to the Exploratory Factor Analysis, this research aimed to assess the internal consistency of the scales that make up the instrument under study. In this sense, Cronbach's Alpha coefficient was applied, which makes it possible to ascertain the degree of consistency between the variables that make up a particular dimension or factor. The value of the coefficient can vary between 0 and 1, and in research in social sciences, a coefficient higher than 0.6 is considered acceptable (Maroco & Garcia-Marques, 2006). Pestana & Gageiro (2005) describe the latter as an internal consistency index with values ranging between 0 to 1, which is a squared correlation coefficient that analyzes the homogeneity of the questions by correlating the means of all items to determine the instrument's consistency:

- Excellent: alpha more than 0.9.
- Acceptable: alpha between 0.8 and 09.
- Reasonable: alpha between 0.7 and 0.8.
- Weak: alpha between 0.6 and 0.7.
- Inadmissible: alpha 0.6.

The resulting value is the bottom limit of internal consistency. It does not accept negative values since variables measuring the same reality must be classified in the same direction. If Cronbach's Alpha is negative, negative correlations exist, which violates and invalidates the internal consistency hypothesis.

4.2.1. Brand Equity

The construct on Brand Equity is composed of 10 items, belonging to 3 dimensions: Brand Awareness/Brand Associations, Perceived Quality and Brand Loyalty.

The KMO and Bartlett's test of sphericity were used to verify the Brand Equity scale, and to preserve the same number of dimensions as the original scale, doing a principal components extraction with varimax.

The Hassu brand performed well in the KMO test (0.872) and the Bartlett's test of sphericity (p<0.001) since it was statistically significant. Cronbach's alpha provides an excellent result (alpha=0.908).

To maintain the number of dimensions of the original scale, an extraction with principal components with varimax rotation was not effective and, as a result, two dimensions of the author's original scale (Perceived Quality + Brand Loyalty) were combined into a single dimension. As can be seen in Table 7, only two factors were extracted F1 concerning "Perceived Quality/Brand Loyalty" and F2 concerning "Brand Awareness/Brand Associations", these two factors explain 72,77% of the variance.

Table 7. Validation of the measurement instrument for Brand Equity

Brand	Hassu			Saudade		
	Communalities	F1	F2	Communalities	F1	F2
BAW1	0,801		0,708	0,723	0,850	
BAW2	0,854		0,834	0,752	0,866	
BAS1	0,812		0,647	0,758	0,869	
BAS2	0,846		0,784	0,779	0,858	
BAS3_inv	0,491		0,642	0,923		0,961
QL1	0,670	0,803		0,615	0,784	
QL2	0,456	0,622		0,586	0,762	
BLO1	0,787	0,859		0,801	0,863	
BLO2	0,796	0,878		0,789	0,847	
BLO3	0,764	0,865		0,838	0,829	
Kaiser-Meyer-Olkin measure of sampling adequacy	0,872			0,915		
Bartlett's sphericity test	Sig	0,001		0,001		
Cronbach's alpha		0,908		0,915		

Because no rotation produced a result equivalent to the Hassu brand or the original scale for the Saudade Jewels brand, we will adapt the Hassu brand's two dimensions to the Saudade Jewels brand. This choice was selected for this research since the Hassu brand is the main focus of this research, with the Saudade Jewels brand providing mainly as a point of reference for the company brand equity statistics.

4.2.2. Brand Attitude

To validate the Brand Attitude scale, the KMO and Bartlett's test of sphericity were performed and to keep the same number of dimensions of the original

scale, performing a principal components extraction with varimax rotation proved to be very effective, as we can see in Table 8.

Regarding the brand Hassu, the KMO test shows us a value considered excellent since it is equal to 0.900. The Bartlett's test of sphericity shows statistical significance (p<0.001). Cronbach's alpha reflects an excellent reliability of the scale since this value is 0.941. Therefore, it is also possible to observe in Table 8 the values related to the component matrix. Only one factor was extracted, explaining 81.28% of the variance, thus assessing the one-dimensionality of the construct, as originally proposed by the author. It should be noted that AT5 ("unlikable - likable") is the variable with the highest standardized factorial load (0.924).

Regarding the Saudade brand, the KMO test shows us a value considered good since it is equal to 0.884. Bartlett's test of sphericity shows statistical significance (p<0.001). Cronbach's alpha reflects an excellent reliability of the scale since this value is 0.907.

Therefore, it is also possible to observe in Table 8 the values related to the component matrix. Only one factor was extracted, explaining 73.68% of the variance, thus assessing the one-dimensionality of the construct, as originally proposed by the author.

It should be noted that AT3 ("unpleasant" - "pleasant") is the variable with the highest standardized factorial load (0.880).

Table 8. Validation of the measurement instrument for Brand Attitude

Brand	Hassu		Saudade	
	Communalities	F1	Communalities	F1
AT1	0,731	0,855	0,701	0,837
AT2	0,844	0,918	0.775	0,880
AT3	0,784	0,886	0,723	0,850
AT4	0,851	0,923	0,761	0,873
AT5	0,853	0,924	0,724	0,851
Kaiser-Meyer-Olkin measure of sampling adequacy		0,900		0,884
Bartlett's sphericity test	Sig	0,001		0,001
Cronbach's alpha		0,941		0,907

4.2.3. Purchase Intention

To validate the Purchase Intention scale, the KMO and Bartlett's test of sphericity were performed and to keep the same number of dimensions of the original scale, performing a principal components extraction with varimax rotation proved to be very effective.

Regarding the brand Hassu, the KMO test shows us a value considered medium since it is 0,735. The Bartlett's test of sphericity shows statistical significance (p<0.001). Cronbach's alpha reflects a good reliability of the scale since this value is 0,872. Therefore, it is also possible to observe in Table 9 the values related to the component matrix. Only one factor was extracted, explaining 79,71% of the variance, thus assessing the one-dimensionality of the construct, as originally proposed by the author. It should be noted that PI3 - "I will certainly test the Hassu brand" is the variable with the highest standardized factorial load (0.904).

Regarding the Saudade brand, the KMO test shows us a value considered medium since it is equal to 0,715. Bartlett's test of sphericity shows statistical significance (p<0,001). Cronbach's alpha reflects a good reliability of the scale, since this value is 0.870. Therefore, it is also possible to observe in Table 9 the values related to the component matrix. Only one factor was extracted, explaining 79,41% of the variance, thus assessing the one-dimensionality of the construct, as originally proposed by the author.

It should be noted that PI2 - "I will buy Saudade brand next time I need steel jewelry" is the variable with the highest standardized factorial load (0,916).

Table 9. Validation of the measurement instrument for Purchase Intention

Brand	Hassu		Saudade	
	Communalities	F1	Communalities	F1
PI1	0,761	0,872	0,825	0,909
PI2	0,812	0,901	0.839	0,916
PI3	0,818	0,904	0,718	0,847
Kaiser-Meyer-Olkin measure of sampling adequacy		0,735		0,715
Bartlett's sphericity test	Sig	0,001		0,001
Alfa de Cronbach		0,872		0,870

4.2.4.Hypotheses and Conceptual Model (New)

The Brand Equity construct, according to Yoo & Donthu, 2001, has three dimensions: Brand Awareness/Brand Associations, Perceived Quality, and Brand Loyalty. It is important to highlight after the Exploratory Factor Analysis that this research takes a different approach than the authors.

Consequently, a new factor structure with only two dimensions **(Brand Awareness/Brand Associations and Perceived Quality and Brand Loyalty)** is established.

As a result, the previously established conceptual model had to be revised and the previously developed hypotheses had to be changed as well. As a result, we'll have the following hypotheses:

H1a: "Brand awareness and brand associations directly influence the attitude towards the brand."

H1b: "Perceived Quality/Brand Loyalty directly influences the attitude towards the brand."

H2: "Attitude towards the brand has a positive influence on the intention to purchase."

The next step is to create the conceptual model, as can be seen in Figure 5, keeping in mind the precise objectives described in the Introduction chapter.

Figure 5 - New Conceptual Model
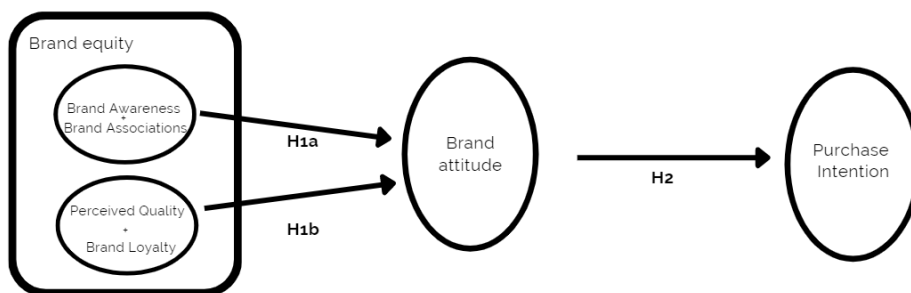
4.3. HYPHOTESES TESTS

Once the measurement instruments of the constructs involved in the conceptual model were validated, hypothesis tests were developed, whose results validate or refute the hypotheses formulated and proposed through the conceptual model.

To verify the research hypotheses, it is essential to understand the relationship between the variables studied. To understand this relationship, it is necessary to correlate the variables, which implies the calculation of **Pearson's linear correlation coefficient**. To assess this degree of association, it is highlighted that the value of Pearson's correlation coefficient is between -1 and 1. The value of 1 recognizes a perfect positive correlation between the variables (Hair et al., 2009).

Concerning the **Hassu** brand, as can be seen in Table 10, there is a positive relationship between the Brand Awareness/Brand Associations dimension and Brand Attitude, and there is also a positive relationship between the Perceived Quality/Brand Loyalty dimension and Brand Attitude. In turn, Brand Attitude has a positive correlation with Purchase Intention. These correlations help analyze Hypotheses H1a), H1b), and H2, respectively.

Table 10. Bivariate Correlation Coefficient: "Brand Awareness/Brand Associations" x "Perceived Quality/Brand Loyalty" x "Brand Attitude" x "Purchase Intention" – Hassu Brand

		BAW/BAS	PQ/ BLO	BATT	PI
Correlations					
BAW/ BASS	Pearson's Correlation	1	0,608**	0,578**	0,621**
	Sig. (2 extremities)		<0,001	<0,001	<0,001
PQ/ BLO	Pearson's Correlation		1	0,658**	0,770**
	Sig. (2 extremities)			<0,001	<0,001
BATT	Pearson's Correlation			1	0,575**
	Sig. (2 extremities)				<0,001
PI	Pearson's Correlation				1
	Sig. (2 extremities)				

**. Correlation is significant at the 0.01 level (2 extremities).

To the **Saudade Jewels** brand, as can be seen in Table 11, there is a positive relationship between the Brand Awareness/Brand Associations dimension and Brand Attitude, and there is also a positive relationship between the Perceived Quality/Brand Loyalty dimension and Brand Attitude. In turn, Brand Attitude has a positive correlation with Purchase Intention.

Table 11. Bivariate Correlation Coefficient: "Brand Awareness/Brand Associations" x "Perceived Quality/Brand Loyalty" x "Brand Attitude" x "Purchase Intention" – Saudade Jewels Brand

		BAW/ASS	PQ/BLO	BATT	PI
Correlations					
BAW/ BASS	Pearson's Correlation	1	0,795**	0,685**	0,786**
	Sig. (2 extremities)		<0,001	<0,001	<0,001
PQ/ BLO	Pearson's Correlation		1	0,657**	0,839**
	Sig. (2 extremities)			<0,001	<0,001
BATT	Pearson's Correlation			1	0,584**
	Sig. (2 extremities)				<0,001
PI	Pearson's Correlation				1
	Sig. (2 extremities)				

**. Correlation is significant at the 0.01 level (2 extremities).

These correlations help analyse Hypotheses H1a), H1b) and H2, respectively.

To test hypotheses H1a, H1b, and H2, simple linear regression was used, since this calculates the relationship between a dependent variable and an independent variable.

4.3.1. Brand Awareness and Brand Associations Directly Influence the Attitude Towards the Brand (H1a)

To understand the relationship between Brand Awareness + Brand Associations and Brand Attitude and test the validation of the study hypothesis raised "Brand Awareness and Brand Associations Directly Influence the Attitude Towards the Brand ", we resorted to the analysis of simple linear regression.

Thus, a new variable was considered, resulting from the average of the variables (BAW1, BAW2, BAS1, BAS2, BAS3_inv) of the Brand Awareness + Brand Associations construct, this being the independent variable, and as dependent variable Brand Attitude.

Regarding the **Hassu** brand, through data analysis it is possible to verify that the linear correlation coefficient found between the variables is r=0.578, so that the model built (Table 12) presented a coefficient of determination r^2 of 0.334. That is, 33.4% of the variability of Brand Attitude can be explained by the variability of Brand Awareness and Brand Associations.

Table 12. Model Summary Hassu - H1a

Model	R	R^2
1	0,578a	0,334

a.   Preditors: (Constant), BAWASS

In terms of the impact that brand awareness and brand associations generate on attitude towards the brand, through the analysis of the coefficients (Table 13), a β1=0.395 with p<0.001 is verified.

Table 13. Coefficients Hassu - H1a

Model		Non-standardised coefficients		Standardized coefficients	t	Sig.
		B	Error Error	Beta		
1	(Constant)	2,446	0,177		13,788	<0,001
	BAWASS	0,395	0,056	0,578	7,042	<0,001

a.   Dependent Variable: BATT

Thus, it is proven that there is a relationship between brand awareness and brans associations and brand attitude, with p<0.001, so that with the increase of a unit value in the brand awareness and brand association score, brand attitude increases by 0.395.

Therefore, it is concluded that **hypothesis 1a) is supported by the data.**

Regarding the **Saudade Jewels** brand, through data analysis it is possible to verify that the linear correlation coefficient found between the variables is r=0.685, so that the model built (Table 14) presented a coefficient of determination r^2 of 0.469. That is, 46,9% of the variability of Brand Attitude can be explained by the variability of Brand Awareness and Brand Associations.

Table 14. Model Summary Saudade Jewels - H1a

Model	R	R^2
1	0,685a	0,469

a.   Preditors: (Constant), AWASS

In terms of the impact that brand awareness and brand associations generate on attitude towards the brand, through the analysis of the coefficients (Table 15), a β1=0.487 with p<0.001 is verified.

Table 15. Coefficients Saudade Jewels - H1a

Model		Non-standardised coefficients		Standardized coefficients	t	Sig.
		B	Error Error	Beta		
1	(Constant)	2,241	0,200		11,213	<0,001
	AWASS	0,487	0,059	0,685	8,297	<0,001

a.   Dependent Variable: BATT

Thus, it is proven that there is a relationship between brand awareness and brans associations and brand attitude, with p<0.001, so that with the increase of a unit value in the brand awareness and brand association score, brand attitude increases by 0.487.

Therefore, it is concluded that **hypothesis 1a) is supported by the data.**

4.3.2. Perceived Quality and Brand Loyalty Directly Influences the Attitude Towards the Brand (H1b)

To understand the relationship between Perceived Quality + Brand Loyalty and Brand Attitude and test the validation of the study hypothesis raised "Perceived Quality and Brand Loyalty Directly Influences the Attitude Towards the Brand", we resorted to the analysis of simple linear regression.

Thus, a new variable was considered, resulting from the average of the variables (PQ1, PQ2, BLO1, BLO2, BLO3) of the Perceived Quality + Brand Loyalty construct, this being the independent variable, and as dependent variable Brand Attitude.

Regarding the **Hassu** brand, through data analysis it is possible to verify that the linear correlation coefficient found between the variables is r=0.658, so that the model built (Table 16) presented a coefficient of determination r^2 of 0.432. That is, 43,2% of the variability of Brand Attitude can be explained by the variability of Perceived Quality and Brand Loyalty.

Table 16. Model Summary Hassu - H1b

Modelo	R	R^2
1	0,658a	0,432

a. Preditors: (Constant), PQBLO

In terms of the impact that Perceived Quality and Brand Loyalty generate on attitude towards the brand, through the analysis of the coefficients (Table 17), a β1=0.549 with p<0.001 is verified.

Table 17. Coefficients Hassu - H1b

Model		Non-standardised coefficients		Standardized coefficients	t	Sig.
		B	Error Error	Beta		
1	(Constant)	1,987	0,196		10,141	<0,001
	PQBLO	0,549	0,063	0,658	8,686	<0,001

a. Dependent Variable: BATT

Thus, it is proven that there is a relationship between Perceived Quality and Brand Loyalty and Brand Attitude, with p<0.001, so that with the increase of a

unit value in the Perceived Quality and Brand Loyalty score, Brand Attitude increases by 0.549.

Therefore, it is concluded that **hypothesis 1b) is supported by the data.**

Regarding the **Saudade Jewels** brand, through data analysis it is possible to verify that the linear correlation coefficient found between the variables is r=0.657, so that the model built (Table 18) presented a coefficient of determination r^2 of 0.431. That is, 43,1% of the variability of Brand Attitude can be explained by the variability of Perceived Quality and Brand Loyalty.

Table 18. Model Summary Saudade Jewels - H1b

Model	R	R^2
1	0,657a	0,431

a. Preditors: (Constant), PQBLO

In terms of the impact that Perceived Quality and Brand Loyalty generate on attitude towards the brand, through the analysis of the coefficients (Table 19), a β1=0.456 with p<0.001 is verified.

Table 19. Coefficients Saudade Jewels -H1b

Model		Non-standardised coefficients		Standardized coefficients	t	Sig.
		B	Error Error	Beta		
1	(Constant)	2,276	0,211		10,808	<0,001
	PQBLO	0,456	0,059	0,657	7,689	<0,001

a. Dependent Variable: BATT

Thus, it is proven that there is a relationship between Perceived Quality and Brand Loyalty and Brand Attitude, with p<0.001, so that with the increase of a unit value in the Perceived Quality and Brand Loyalty score, Brand Attitude increases by 0.456.

Therefore, it is concluded that **hypothesis 1b) is supported by the data.**

4.3.3.Attitude Towards the Brand has a Positive Influence on Purchase Intention (H2)

To understand the relationship between Brand Attitude and Purchase Intention and test the validation of the study hypothesis raised "Attitude Towards the Brand has a Positive Influence on Purchase Intention", we resorted to the analysis of simple linear regression.

Thus, a new variable was considered, resulting from the average of the variables (BATT1, BATT2, BATT3, BATT4, BATT5) of the Brand Attitude construct, this being the independent variable, and as dependent variable Purchase Intention.

Regarding the **Hassu** brand, through data analysis it is possible to verify that the linear correlation coefficient found between the variables is r=0.575, so that the model built (Table 20) presented a coefficient of determination r^2 of 0.330. That is, 33,0% of the variability of Purchase Intention can be explained by the variability of Brand Attitude.

Table 20. Model Summary Hassu - H2

Model	R	R^2
1	0,575a	0,330

a. Preditores: (Constante), BATT

In terms of the impact that Brand Attitude generate on Purchase Intention, through the analysis of the coefficients (Table 21), a β1=0.709 with p<0.001 is verified.

Table 21. Coefficients Hassu - H2

Model		Non-standardised coefficients		Standardized coefficients	t	Sig.
		B	Error Error	Beta		
1	(Constant)	0,724	0,375		1,930	0,056
	BATT	0,709	0,102	0,575	6,984	<0,001

a. Dependent Variable: PI

Thus, it is proven that there is a relationship between Brand Attitude and Purchase Intention, with p<0.001, so that with the increase of a unit value in the Brand Attitude score, Purchase Intention increases by 0.709.

Therefore, it is concluded that **hypothesis 2 is supported by the data.**

Regarding the **Saudade Jewels** brand, through data analysis it is possible to verify that the linear correlation coefficient found between the variables is r=0.584, so that the model built (Table 22) presented a coefficient of determination r^2 of 0.341. That is, 34,1% of the variability of Purchase Intention can be explained by the variability of Brand Attitude.

Table 22. Model Summary Saudade Jewels - H2

Model	R	R^2
1	0,584a	0,341

a. Preditors: (Constant), BATT

In terms of the impact that Brand Attitude generate on Purchase Intention, through the analysis of the coefficients (Table 23), a β1=0.781 with p<0.001 is verified.

Table 23. Coefficients Saudade Jewels - H2

Model		Non-standardised coefficients		Standardized coefficients	t	Sig.
		B	Error Error	Beta		
1	(Constant)	0,651	0,479		1,360	0,178
	BATT	0,781	0,123	0,584	6,351	<0,001

a. Dependent Variable: PI

Thus, it is proven that there is a relationship between Brand Attitude and Purchase Intention, with p<0.001, so that with the increase of a unit value in the Brand Attitude score, Purchase Intention increases by 0.781.

Therefore, it is concluded that **hypothesis 2 is supported by the data**.

4.3.4. Summary of Hypotheses Tests

After testing the hypotheses, a table summarising the results obtained is presented. Table 24 summarises all the results obtained.

Table 24. Summary: Hypotheses Tests

		Brand Hassu			**Brand Saudade Jewels**		
		β	p-value	Result	β	p-value	Result
H1a	"Brand awareness/ Brand associations directly influence the attitude towards the brand"	0,395	<0,001	**Supported**	0,487	<0,001	**Supported**
H1b	"Perceived Quality/Brand Loyalty directly influences the attitude towards the brand."	0,549	<0,001	**Supported**	0,456	<0,001	**Supported**
H2	"Attitude towards the brand has a positive influence on the intention to purchase"	0,709	<0,001	**Supported**	0,781	<0,001	**Supported**

5. DISCUSSION

With the defined general purpose as a starting point, this research examines the links between brand equity, brand attitude, and purchase intention in the Hassu and Saudade Jewels brands. Thus, after completing the data analysis and hypothesis testing, it is vital to analyze and interpret the findings to answer the study's objectives.

Firstly, it is essential to highlight the results concerning the scales used in this research since they attest to the validity of the Brand Attitude and Purchase Intention scales formulated by the original authors.

According to Yoo & Donthu, 2001, the Brand Equity structure consists of three dimensions (Brand Awareness/Brand Associations, Perceived Quality, and Brand Loyalty). As a result, it is essential to note that this research takes a different approach than the author's advocate. As a result, a new factor structure forms, consisting of only two factors. As can be seen in Table 25, we now have the dimensions Perceived Quality + Brand Loyalty (F1) and Brand Awareness + Brand Associations (F2).

Table 25. Brand Equity Dimensions

Brand Awareness + Brand Associations (F2)	BAW1	"I can recognize the Hassu/Saudade Jewels among other competing brands."
	BAW2	"I'm aware of Hassu/Saudade Jewels."
	BAS1	"Some characteristics of Hassu/Saudade Jewels come to my mind quickly."
	BAS2	"I can quickly recall the symbol or logo of Hassu/Saudade Jewels."
	BAS3	"I have difficulty in imagining Hassu/Saudade Jewels in my mind."
Perceived Quality + Brand Loyalty (F1)	PQ1	"The likely quality of Hassu/Saudade Jewels is extremely high."
	PQ2	"The likelihood that Hassu/Saudade Jewels would be functional is very high."
	BLO1	"I consider myself to be loyal to Hassu/Saudade Jewels."
	BLO2	"Hassu/Saudade Jewels would be my first choice."
	BLO3	I will not buy other brands if Hassu/Saudade Jewels is available at the store."

The first specific objective of this research is "To quantify in terms of brand equity the current value that consumers assign to the brands." To achieve this, the model of Yoo & Donthu (2001) was taken as a basis in which they developed a multidimensional brand equity scale. Based on Yoo & Donthu's (2001) scale, a simple average of the three dimensions (Brand Awareness/Brand Associations, Perceived Quality, and Brand Loyalty) was made. To answer this first objective, consumers' current value for the Hassu brand is 2.99 and for the Saudade Jewels brand is 3.41. Therefore, the value consumers place on the Saudade Jewels brand is higher than the value consumers place on the Hassu brand. However, it should be noted that the sample is more significant in the Hassu brand than in the Saudade brand.

The next objective was "To verify how the assigned brand equity impacts consumers' brand attitude". After formulating Hypothesis 1a) - **"Brand**

awareness/ Brand associations directly influence the attitude towards the brand" and through the data collected, hypothesis 1a) was supported, attesting to the existence of a relationship between Brand Awareness/Brand Associations and Brand Attitude, so that for each unit value increased in the Brand Awareness/Brand Associations score, Brand Attitude increases by 0.395 values in the Hassu brand and increases by 0.487 values in the Saudade Jewels brand. This corroborates the studies of Aaker (1991, 1996), Keller (1993) and W. T. Wang & Li (2012) that Brand Awareness/Brand Associations is an antecedent of Brand Attitude. Furthermore, the impact of Brand Awareness/Brand Associations on Brand Attitude was significant for both brands (p<0.001), and this relationship was stronger for the Saudade Jewels brand (β =0.487) than for the Hassu brand (β =0.395).

Continuing to answer the same objective "To verify how the assigned brand equity impacts consumers' brand attitude", Hypothesis 1b) was formulated - **"Perceived Quality/Brand Loyalty directly influences the attitude towards the brand."** Through the data collected, hypothesis 1b was supported, confirming the existence of a relationship between Perceived Quality/Brand Loyalty and Brand Attitude, in such a way that for each unit value increased in the Perceived Quality/Brand Loyalty score, Brand Attitude increases by 0.549 values in the Hassu brand and increases by 0.456 values in the Saudade Jewels brand. Thus, we corroborate the studies of Aaker (1991, 1996), Foroudi et al. (2018), Zeithaml (1988), Baldinger & Rubinson (1996), and Deighton et al. (1994) that Perceived Quality/Brand Loyalty is an antecedent of Brand Attitude. This is thus a result that corroborates the existing literature. Furthermore, the

impact of Perceived Quality/Brand Loyalty was significant for both brands (p<0.001), and this relationship was stronger for Hassu (β =0.549) than for Saudade Jewels (β =0.456).

In response to the second objective, brand equity (brand awareness/brand associations and perceived quality/brand loyalty) positively influences consumer attitudes towards both brands.

The conditions were then met to answer the last objective: "To evaluate the impact of consumers' brand attitude on their purchase intention. Through the formulation of Hypothesis 2 - **"Attitude towards the brand has a positive influence on the intention to purchase"** and through the data collected, hypothesis 2 was supported, attesting to the existence of a relationship between Brand Attitude and Purchase Intention, so that for each unit value increased in the score of Brand Attitude, the Purchase Intention increases 0.709 values in the Hassu brand and increases 0.781 values in the Saudade Jewels brand. Thus, we corroborate the studies of Tong & Hawley (2009), Yoon & Park (2012), Bruhn et al. (2012), and Wu & Lo (2009) that Brand Attitude is an antecedent of Purchase Intention. This is, therefore, a result that corroborates the existing literature. Furthermore, the impact of Brand Attitude was significant for both brands (p<0.001), and this relationship was stronger for the Saudade Jewels brand (β =0.781) than for the Hassu brand (β =0.709).

The answer to the last objective and according to our research, the attitude that consumers have towards the brand positively influences the intention to purchase both brands.

6. Conclusions

This chapter presents the most important information to help readers understand the research contribution.

After formulating the research problem, it was critical to construct a theoretical framework applicable to the research context. Therefore, the literature review chapter is divided into four logical areas (Brand Equity, Brand Attitude, Purchase Intention, and Hedonic Goods), which allow for the discussion of theoretical contexts that enable the answer to the study's general and specific objectives.

The overall objective of this thesis is to understand the impact of the brand value assigned by consumers on their brand attitude and purchase intention towards the brands Hassu and Saudade Jewels and, for this, the relationship between the three constructs (Brand Equity, Brand Attitude, Purchase Intention) was examined.

According to Yoo & Donthu (2001), brand equity is separated into three dimensions (Brand Awareness/Brand Associations, Perceived Quality, and Brand Loyalty). The brand value may be calculated by taking the simple average of these three dimensions. However, according to the findings of this survey, the quantitative value that consumers place on both brands is not high but relatively median.

However, in our research and trying to follow the Exploratory Factor Analysis, the brand equity construct was only subdivided into two dimensions (Brand

Awareness/Brand Associations and Perceived Quality/Brand Loyalty), which contradicts Yoo & Donthu's (2001) research, which subdivides brand equity into three dimensions.

Based on this division, the study found that brand awareness/brand associations impacts and positively influence brand attitude, with the relationship being higher in the Saudade Jewels brand based on data interpretation. Furthermore, according to the data, perceived quality/brand loyalty positively influences the relationship with brand attitude, and the Hassu brand has a stronger connection.

Analyzing the data reveals that there is also a significant association between consumers' attitudes toward the brand and their purchase intention for both brands. In addition, the consumer's attitude toward the brand correlates positively with purchase intent. These two constructs have a strong relationship in the Saudade brand.

Additionally, in this research, brand equity is presented innovatively, composed of two dimensions: Brand Awareness/Brand Associations and Perceived Quality/Brand Loyalty.

This study is essential for the company to know, in terms of brand equity, the value consumers attach to each brand currently, and therefore to remeasure brand equity after rebranding to understand if there has been any improvement. Furthermore, with this study, the company can also understand that Brand Equity positively influences consumers' attitudes toward brands and that, in turn, consumers' attitudes toward brands significantly influence their purchase

intention. In other words, the lower the value attributed by consumers to brands, the worse their attitude towards brands will be, and the lower their purchase intention will be.

However, a cross-cutting characteristic of all research is the existence of limitations, so it will be necessary to understand what obstacles were encountered.

First and the main limitation of this study was the not very robust sample. There were only 181 valid survey responses, with 101 responses belonging to the Hassu brand sample and 80 responses corresponding to the Saudade brand sample. Larger sample size would allow further proof of the results' validity. It should be noted that in addition to the questionnaire having been disseminated online, it was also administered in person due to the possibility of low representativeness of the quota aged 65 or over.

As future suggestions, one recommendation would be to evaluate direct competitors in the same jewelry category. This way, we would be able to understand not only the value that consumers place on the brands, but we would also be able to understand what to change and alter to be better.

Another recommendation would be to conduct qualitative research to understand the consumers' perception of these brands in greater depth.

REFERENCES

Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*.

Aaker, D. A. (1992). The Value of Brand Equity. *Journal of Business Strategy*, *13*(4), 27–32.

Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *CALIFORNIA MANAGEMENT REVIEW*, *38*(3), 102–120.

Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, *84*(5). https://doi.org/10.1037/0033-2909.84.5.888

Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, *20*, 644–656.

Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, *148*, 177–185. https://doi.org/10.1016/j.sbspro.2014.07.032

Baldinger, A. L., & Rubinson, J. (1996). *BRAND LOYALTY: THE LINK BETWEEN ATTITUDE AND BEHAVIOR*.

Baumann, D. J., Cialdini, R. B., & Kendrick, D. T. (1981). Altruism as hedonism: Helping and self-gratification as equivalent responses. *Journal of Personality*

and Social Psychology, *40*(6). https://doi.org/10.1037/0022-3514.40.6.1039

Belch, M. A., Krentler, K. A., & Willis-Flurry, L. A. (2005). Teen internet mavens: Influence in family decision making. *Journal of Business Research*, *58*(5), 569–575. https://doi.org/10.1016/j.jbusres.2003.08.005

Bettiga, D., Bianchi, A. M., Lamberti, L., & Noci, G. (2020). Consumers Emotional Responses to Functional and Hedonic Products: A Neuroscience Research. *Frontiers in Psychology*, *11*, 1–13. https://doi.org/10.3389/fpsyg.2020.559779

Biscaia, R., Trail, G., Ross, S., & Yoshida, M. (2017). A model bridging team brand experience and sponsorship brand experience. *International Journal of Sports Marketing and Sponsorship*, *18*(4), 380–399. https://doi.org/10.1108/IJSMS-07-2016-0038

Blackstone, A. (2012). Principles of Sociological Inquiry – Qualitative and Quantitative Methods. *The Saylor Foundation*.

Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, *35*(9). https://doi.org/10.1108/01409171211255948

Calvo-Porral, C., Martínez-Fernández, V. A., Juanatey-Boga, O., & Lévy-Mangín, J. P. (2015). Measuring the influence of customer-based store brand equity in the purchase intention. *Cuadernos de Gestion*, *15*(1), 93–118. https://doi.org/10.5295/cdg.130408cc

Carmo, H., & Ferreira, M. M. (2008). *Metodologia da Investigação - Guia para Auto-Aprendizagem*.

Chen, A. (2001). Using free association to examine the relationship between the characteristics of brand associations and brand equity. *Journal of Product & Brand Management*, *10*(7).

Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, *77*(4). https://doi.org/10.1016/S0022-4359(01)00056-2

Cleff, T., Lin, I. C., & Walter, N. (2014). Can You Feel It? – The Effect of Brand Experience on Brand Equity. *The IUP Journal of Brand Management*, *6*(2), 9–27.

Ćorić, D. S., & Jelić, D. (2015). Applicability of Keller's brand equity model in the B2B chemical market. *Economic Research-Ekonomska Istrazivanja, 28*(1), 1006–1017. https://doi.org/10.1080/1331677X.2015.1100841

Davcik, N. S., & Sharma, P. (2015). Impact of product differentiation, marketing investments and brand equity on pricing strategies: A brand level investigation. *European Journal of Marketing*, *49*(5–6). https://doi.org/10.1108/EJM-03-2014-0150

Dawson, C. (2002). *Practical Research Methods: A User-Friendly Guide to Mastering Research Techniques and Projects*. http://www.howtobooks.co.uk

Deighton, J., Henderson, C. M., & Neslin, S. A. (1994). The Effects of Advertising on Brand Switching and Repeat Purchasing. *Journal of Marketing Research*, *31*(1). https://doi.org/10.2307/3151944

Eagly, A. H., & Chaiken, S. (1993). The Psychology of Attitudes, Harcourt Brace Jovanovich College Publishers. *Journal of Loss Prevention in the Process Industries*.

Figueiredo, D., & Silva, J. (2010). *Visão além do alcance: uma introdução à análise fatorial* (Vol. 16, Issue 1).

Fischer, E., & Arnold, S. J. (1990). More Than a Labor of Love: Gender Roles and Christmas Gift Shopping. *Journal of Consumer Research*, *17*(3). https://doi.org/10.1086/208561

Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptional components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention. *Journal of Business Research*, *89*, 462–474. https://doi.org/10.1016/j.jbusres.2018.01.031

González-Benito, Ó., Martos-Partal, M., & Fustinoni-Venturini, M. (2015). Brand equity and store brand tiers: An analysis based on an experimental design. *International Journal of Market Research*, *57*(1). https://doi.org/10.2501/IJMR-2015-006

Hair, Jr. J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2009). *Análise Multivariada de Dados*. Grupo A - Bookman.

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, *46*(3), 92–101.

Hongyu, K. (2018). Análise Fatorial Exploratória: resumo teórico, aplicação e interpretação. *E&S Engineering and Science*, *7*(4), 88–103. https://doi.org/10.18607/es201877599

Hosein, N. Z. (2012). *Measuring the Purchase Intention of Visitors to the Auto Show*. https://www.researchgate.net/publication/268172888

Huang, Y. C., Wu, Y. C. J., Wang, Y. C., & Boulanger, N. C. (2011). Decision making in online auctions. *Management Decision*, *49*(5), 784–800. https://doi.org/10.1108/00251741111130850

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, *57*, 1–22.

Keller, K. L. (2003). Brand Synthesis: The Multidimensionality of Brand Knowledge. In *JOURNAL OF CONSUMER RESEARCH* (Vol. 29).

Kim, S. (Sam), Choe, J. Y. (Jacey), & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing and Management*, *9*, 320–329. https://doi.org/10.1016/j.jdmm.2018.03.006

Kivetz, R., & Simonson, I. (2002). Earning the right to indulge: Effort as a determinant of customer preferences toward frequency program rewards. *Journal of Marketing Research*, *39*(2). https://doi.org/10.1509/jmkr.39.2.155.19084

Kivetz, R., & Zheng, Y. (2017). The effects of promotions on hedonic versus utilitarian purchases. *Journal of Consumer Psychology*, *27*(1). https://doi.org/10.1016/j.jcps.2016.05.005

Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2016). *Marketing for Hospitality and Tourism* (Vol. 7).

Lascu, D.-N. (1991). Consumer Guilt: Examining the Potential of a New Marketing Construct. *Advances in Consumer Research*.

Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing research An Applied Approach Fifth Edition. In *The Marketing Book: Seventh Edition*.

Marôco, J. (2018). *Análise Estatística com o SPSS Statistics* (7th ed.).

Maroco, J., & Garcia-Marques, T. (2006). *Qual a fiabilidade do alfa de Cronbach? Questões antigas e soluções modernas?* (Vol. 4, Issue 1).

Martín-Consuegra, D., Díaz, E., Gómez, M., & Arturo, M. (2018). Examining consumer luxury brand-related behavior intentions in a social media context: The moderating role of hedonic and utilitarian motivations. *Physiology & Behavior*, #pagerange#. https://doi.org/10.1016/j.physbeh.2018.03.028

McCusker, K., & Gunaydin, S. (2015). Research using qualitative, quantitative or mixed methods and choice based on the research. *Perfusion (United Kingdom)*, *30*(7). https://doi.org/10.1177/0267659114559116

Oliveira, E. de, & Ferreira, P. (2014). Métodos de Investigação: Da Interrogação à Descoberta Científica. In *mestrado-reabilitacao.fa.ulisboa.pt*.

Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*. https://www.researchgate.net/publication/225083802

Pestana, M. H., & Gageiro, J. N. (2005). *Descobrindo regressão: com a complementaridade do SPSS* (Edições Silabo).

Putrevu, S., & Lord, K. I. (1994). Comparative and noncomparative advertising: Attitudinal effects under cognitive and affective involvement conditions. *Journal of Advertising*, *23*(2). https://doi.org/10.1080/00913367.1994.10673443

Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*, *3*(9).

Romaniuk, J., Wight, S., & Faulkner, M. (2017). Brand awareness: revisiting an old metric for a new world. *Journal of Product and Brand Management*, *26*(5), 469–476. https://doi.org/10.1108/JPBM-06-2016-1242

Rook, D. W. (1987). The Buying Impulse. *The Journal of Consumer Research*, *14*(2), 189–199.

Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, *43*(3), 276–292. https://doi.org/10.1108/IJRDM-02-2014-0024

Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students*. www.pearson.com/uk

Schoonenboom, J. (2018). Designing Mixed Methods Research by Mixing and Merging Methodologies: A 13-Step Model. *American Behavioral Scientist*, *62*(7), 998–1015. https://doi.org/10.1177/0002764218772674

Sethna, B. N., Hazari, S., & Bergiel, B. (2017). Influence of user generated content in online shopping: Impact of gender on purchase behaviour, trust, and intention to purchase. In *International Journal of Electronic Marketing and Retailing* (Vol. 8, Issue 4). https://doi.org/10.1504/IJEMR.2017.087719

Shah, R. B. (2012). A Confirmatory Factor Analysis on Brand Equity in Mobile Handset Market: SEM Approach. In *The IUP Journal of Brand Management: Vol. IX* (Issue 3).

Simon, C. J., & Sullivan, M. W. (1993). The Measurement and Determinants of Brand Equity: A Financial Approach. *Marketing Science*, *12*(1), 28–52.

Singh, Y. K. (2006). Fundamental of Research Methodology and Statistics. In *Methodology Research* (Vol. 53, Issue 9). https://doi.org/10.1017/CBO9781107415324.004

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, *26*(2), 53–66. https://doi.org/10.1080/10641734.2004.10505164

Strahilevitz, M., & Myers, J. G. (1998). Donations to Charity as Purchase Incentives: How Well They Work May Depend on What You Are Trying to Sell. *Journal of Consumer Research, 24*. https://doi.org/10.1086/209519

Tanveer, Z., & Lodhi, R. N. (2016). The Effect of Brand Equity on Customer Satisfaction: An Empirical Study Based on David Aaker's Brand Equity Model. *The IUP Journal of Brand Management*, *13*(3), 43–54.

Thaler, R. (1980). Toward a positive theory of consumer choice. *Journal of Economic Behavior and Organization*, *1*(1). https://doi.org/10.1016/0167-2681(80)90051-7

Tong, X., & Hawley, J. M. (2009). Measuring customer-based brand equity: Empirical evidence from the sportswear market in China. *Journal of Product and Brand Management*, *18*(4), 262–271. https://doi.org/10.1108/10610420910972783

Vahdati, H., & Nejad, S. H. M. (2016). Brand personality toward customer purchase intention: The intermediate role of electronic word-of-mouth and brand equity. *Asian Academy of Management Journal*, *21*(2), 1–26. https://doi.org/10.21315/aamj2016.21.2.1

Venter, M., Chuchu, T., & Pattison, K. (2016). An empirical investigation into the effectiveness of consumer generated content on the purchase intention of sports apparel brands. In *Journal of Contemporary Management DHET* (Vol. 13).

Vieira, M. (2017). *LAIANNE GONÇALVES FONSECA O COMPORTAMENTO DOS CONSUMIDORES EM RELAÇÃO AO DESCARTE DE PRODUTOS HEDÔNICOS*.

Wang, W., Ma, T., Li, J., & Zhang, M. (2020). The pauper wears prada? How debt stress promotes luxury consumption. *Journal of Retailing and Consumer Services*, *56*. https://doi.org/10.1016/j.jretconser.2020.102144

Wang, W. T., & Li, H.-M. (2012). Factors influencing mobile services adoption: A brand-equity perspective. *Internet Research*, *22*(2), 142–179. https://doi.org/10.1108/10662241211214548

Wu, S. I., & Lo, C.-L. (2009). The influence of core-brand attitude and consumer perception on purchase intention towards extended product. *Asia Pacific Journal of Marketing and Logistics*, *21*(1). https://doi.org/10.1108/13555850910926317

Y.L., C. F., & Lee, G. C. (2011). CUSTOMER-BASED BRAND EQUITY: A LITERATURE REVIEW. *Journal of Arts Science & Commerce*, *2*(1), 33–42.

Yoo, B., & Donthu, N. (2001a). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, *52*, 1–14. https://doi.org/10.1016/S0148-2963(99)00098-3

Yoo, B., & Donthu, N. (2001b). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, *52*, 1–14. https://doi.org/10.1016/S0148-2963(99)00098-3

Yoo, B., Donthu, N., & Lee, S. (2000). *An Examination of Selected Marketing Mix Elements and Brand Equity*.

Yoon, S. J., & Park, J. E. (2012). Do sensory ad appeals influence brand attitude? *Journal of Business Research*, *65*(11), 1534–1542. https://doi.org/10.1016/j.jbusres.2011.02.037

Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc*, *15*.

Zarantonello, L., & Schmitt, B. H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*, *17*(7). https://doi.org/10.1057/bm.2010.4

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, *52*(3), 2–22. https://doi.org/10.1177/002224298805200302

APPENDICES

Appendix 1 - Hassu Questionnaire

Questionário Hassu

Este questionário decorre no âmbito da realização de um Relatório de Estágio inserido no Mestrado de Global Marketing no IPAM Porto.

Todas as informações e dados recolhidos são confidenciais e anónimos

Este inquérito tem a duração máxima de 5 minutos.

Agradeço desde já a sua colaboração.

*Obrigatório

1. Já alguma vez comprou alguma marca de joalharia em aço? *

   Marcar apenas uma oval.

   ⬭ Sim

   ⬭ Não

2. Eu consigo reconhecer a marca Hassu entre as outras marcas concorrentes *

   Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	⬭	⬭	⬭	⬭	⬭	Concordo completamente

3. Eu conheço a marca Hassu *

   Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	⬭	⬭	⬭	⬭	⬭	Concordo completamente

4. Algumas características da marca Hassu vêm-me rapidamente à cabeça *

   Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	⬭	⬭	⬭	⬭	⬭	Concordo completamente

5. Eu consigo lembrar-me rapidamente do símbolo ou do logotipo da marca Hassu *

   Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	⬭	⬭	⬭	⬭	⬭	Concordo completamente

6. Tenho dificuldade em imaginar a marca Hassu na minha cabeça *

   Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	⬭	⬭	⬭	⬭	⬭	Concordo completamente

7. A qualidade esperada da marca Hassu é extremamente elevada *

   Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	⬭	⬭	⬭	⬭	⬭	Concordo completamente

8. A probabilidade da marca Hassu ser funcional é muito elevada *

Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	◯	◯	◯	◯	◯	Concordo completamente

9. Eu considero-me leal à marca Hassu *

Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	◯	◯	◯	◯	◯	Concordo completamente

10. A marca Hassu seria a minha primeira escolha *

Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	◯	◯	◯	◯	◯	Concordo completamente

11. Não compraria outras marcas se a marca Hassu estiver disponível na loja *

Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	◯	◯	◯	◯	◯	Concordo completamente

Por favor, descreva os seus sentimentos gerais sobre a marca Hassu

12. *

Marcar apenas uma oval.

	1	2	3	4	5	
Desinteressante	◯	◯	◯	◯	◯	Interessante

13. *

Marcar apenas uma oval.

	1	2	3	4	5	
Mau	◯	◯	◯	◯	◯	Bom

14. *

Marcar apenas uma oval.

	1	2	3	4	5	
Desagradável	◯	◯	◯	◯	◯	Agradável

15. *

Marcar apenas uma oval.

	1	2	3	4	5	
Desfavorável	◯	◯	◯	◯	◯	Favorável

16. *

Marcar apenas uma oval.

	1	2	3	4	5	
Antipática	◯	◯	◯	◯	◯	Simpática

17. É muito provável que eu compre a marca Hassu *

Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	◯	◯	◯	◯	◯	Concordo completamente

18. Comprarei a marca Hassu na próxima vez que precisar de joalharia em aço *

Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	◯	◯	◯	◯	◯	Concordo completamente

19. Irei definitivamente experimentar a marca Hassu *

Marcar apenas uma oval.

	1	2	3	4	5	
Discordo completamente	◯	◯	◯	◯	◯	Concordo completamente

20. Idade *

Marcar apenas uma oval.

◯ 1
◯ 2
◯ 3
◯ 4
◯ 5
◯ 6
◯ 7
◯ 8
◯ 9
◯ 10
◯ 11
◯ 12
◯ 13
◯ 14
◯ 15
◯ 16
◯ 17
◯ 18
◯ 19
◯ 20
◯ 21
◯ 22
◯ 23
◯ 24
◯ 25
◯ 26
◯ 27
◯ 28
◯ 29
◯ 30
◯ 31
◯ 32

ipam
Marketing
Leads
Business

33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67

68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94
95
96
97
98
99
100

21. Sexo *

Marcar apenas uma oval.

( ) Masculino

( ) Feminino

( ) Prefiro não responder