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**LOVE ME DO, LOVE ME DON'T –
FACTOR DRIVERS, DEVELOPMENT AND
CONSEQUENCES OF BRAND LOVE: A comparison
between Portugal and the USA**

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Abstract

Consumers usually refer to their favorite brands as brands they love, and love, as some would say, is all you need. Consequently, managers and researchers rushed to develop the idea of brand love. Today, this concept is currently used as a holistic term that is linked to several intense emotions combined with an intense purchase or usage experience that results in positive behaviors.

Nevertheless, this valuable notion remains yet to become an established consensual marketing construct. In addition, the state-of-the-art knowledge does not allow neither managers nor researchers to understand if the foundations or dimensional aspects of brand love vary from one brand to another or from one country to another. That is the goal of the present research. It aims to characterize brand love dimensions, its impact on market outcome variables and compare the results of brands from different categories and consumers from entirely different countries.

Using structural equation modeling on survey data, we propose a brand love model consisting of a higher order emotional dimension *passion* and first order dimensions such as *commitment*, *self-personality brand integration* and *long-term perspective*. The model includes market outcomes such as *brand loyalty*, *positive word of mouth* and *brand commitment* as consequences of brand love. Our results allow us to propose model and market outcomes differences identified across location and brand category and we discuss how coherent they are with the organizational and cultural differences put forward by Hofstede.

We conclude this research by presenting theoretical and managerial implications on brand building and marketing activities.

Resumo

Os consumidores referem-se muitas vezes às suas marcas favoritas como marcas que amam e o amor é, como alguém diria, a única coisa de que necessitamos. Assim, gestores e investigadores apressaram-se a cunhar o termo “*brand love*”. Hoje, esse conceito é utilizado como um termo holístico que se encontra ligado a emoções intensas o que, combinado com atitudes como intenção de compra e experiência de utilização, conduzem a comportamentos positivos.

Ainda assim, este termo valioso permanece por se tornar num constructo estabelecido e consensual. Adicionalmente, o estado-da-arte atual do conhecimento de “*brand love*” não permite, ainda, aos gestores e investigadores perceberem se as dimensões fundacionais do referido constructo variam de marca para marca e/ou até, de país para país.

Esta investigação pretende assim caracterizar as dimensões do “*brand love*” e o seu impacto em variáveis de mercado, bem como, perceber as variações que existem entre marcas de categorias diferentes e consumidores originários de países diferentes.

Com recurso ao método de modelação de equação estrutural na escala avaliada no inquérito, é proposto um modelo de “*brand love*” que é composto por uma dimensão de segunda ordem, paixão e outras dimensões de primeira ordem como compromisso, integração da marca na própria personalidade e perspectiva de longo prazo. O modelo inclui ainda variáveis de mercado como lealdade à marca, passa-palavra positivo e compromisso com a marca como consequências de “*brand love*”. Os nossos resultados permitem-nos identificar diferenças no modelo relativamente às subseqüentes variáveis de mercado, de acordo com as variações quer de categoria, quer de país. Discutimos os resultados à luz das diferenças organizacionais e culturais propostas por Hofstede.

Concluimos este trabalho apresentando as implicações teóricas e de gestão para a construção de marcas e atividades de marketing.

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1. Introduction

1.1 Research topic overview

Brands aim to be the embodiment of what the company is and what it has to offer to the consumer (Keller and Lehmann, 2006). In other words, brands are the strategic approach for differentiation in the marketplace allowing companies to distinguish themselves from competitors (Kapferer, 1997, Keller, 1998). Thus, managers can create and maintain a strong brand by means of eliminating or minimizing the gaps between the perception of consumer needs and the views of the company, increasing brand loyalty and maximizing market share and its financial outcomes (Nandan, 2005). Interestingly, one way to do so is through emotional branding, creating an emotional relationship with the consumer (Rossiter and Bellman, 2012). The bond can be characterized as an emotional brand attachment which stands for the consumers' perception of a strong, specific, usage-relevant emotion – such as Bonding, Companionship or Love – to the brand (Rossiter and Bellman, 2012). In fact, the acknowledgement that love and other strong emotions can influence consumers' perceptions is not new since already in the 20's Watson (1920) postulated that ads could control individuals through emotional conditioning.

While there is a myriad of possible relationships, this study will focus on the love bond that consumers may develop with certain brands. This concept is known as brand love and can be described as the set of emotional feelings a consumer can develop for a certain brand (Carroll and Ahuvia, 2006). Batra (2012) suggested that brand love is a concept that begins from a positive consumer experience, commonly referred to as consumer satisfaction. Nevertheless, brand love is linked with a unique emotional experience including: a) the association of the brand with types of positive affects (endowing the brand with a sense of authenticity), b) the ability that brands may have to be integrated in the self of consumers and let its usage become self-expressive experience, and c), the development of an “old-friend”-like bond (Batra et al., 2012).

The brand love phenomenon as love relationships between people is thought to be rooted in factors that lead and nurture the relationship growing from a simple acquaintance to a love relationship. Researchers have thus suggested several antecedents or factor drivers that influence the brand love construct such as reliability and honesty (Albert and Merunka, 2013) and brand identification and sense of community (Bergkvist and Bech-Larsen, 2010).

Therefore, a brand love relationship is not an end in itself but a marketing construct that may mediate important consumer behaviors. For example, some of these behaviors can be brand loyalty and/or positive word of mouth (Carroll and Ahuvia, 2006), and willingness to pay higher prices (Batra et al., 2012). In addition, it can also foster a subtle understanding of other brand-related constructs such as those connected with social identification and consistency of the image of the *self* (Park et al., 1986). Recent research has also identified dimensions of the brand love construct (based on the interpersonal love concept) and several brand love scales have been proposed to date (Thomson et al., 2005, Carroll and Ahuvia, 2006, Heinrich et al., 2008, Albert and Valette-Florence, 2010, Batra et al., 2012, Bagozzi et al., 2014, Fetscherin, 2014). However, despite all the studies published so far, none of them has focused on what generates the brand love construct nor have they compared dimensions of brand love within industries taking into account different geographical regions.

One may argue that consumer behavior should be different throughout the world. Interestingly, the most valuable brands in the world, according to both Interbrand (2016) and MillwardBrown (2016), are present in all relevant markets around the world as global brands. The possibility of consistent patterns or singular consumer behavior across countries raises one of the key questions for global brands and their advertising efforts: the global-local dilemma, i.e. the dichotomy of standardized advertising *versus* adaption to local habits.

1.2 Problem statement

Previous research focused on studying brand love based on consumers' choice of brands that they love. In this study, however, we propose to investigate the factor drivers, dimensions and consequences of brand love relationship of consumers to brands of different nature: Apple® and Jeep®. Additionally, the current state-of-the-art knowledge does not allow managers nor researchers to understand if the brand love construct differs from groups of consumers nor geographical regions. We then suggest that the noted differences between Portuguese and American consumers demonstrated by Hofstede cultural dimensional model may explain how each society develops relationships, particularly those between consumer and brands. Although there are studies that analyze country differences and implications on advertising, no other cross-regional study has yet been performed on how consumers actually develop and maintain a love relationship with a brand (Mooij, 2003).

The aim of this study is to determine what are the different brand love drivers (e.g. positive shopping experience, product category, customer service) and what is their impact on several market outcome variables (e.g.: brand loyalty, positive word of mouth). In addition, we will characterize the brand love construct thoroughly by comparing brands of different industries (mobile devices vs automobile) and consumers from different countries: Portugal a collectivistic country vs the USA an individualistic country (Hofstede and Hofstede, 2005).

1.3 Academic and Managerial Relevance

At the present time, brand love is an established consumer behavior construct as researchers acknowledge both the existence and importance. This study will assess the potential differences of how consumers relate with brands across industries and countries addressing the global-local dilemma, a topic neglected by previous research as authors merely focused on the establishment of the concept of brand love.

In the branding process, understanding how consumers relate with brand across different industries and regions is of the utmost importance. Brand managers should be fully capable of deciding which subcomponents of the marketing strategy should be worked upon and which features of the brand persona are crucial for consumers of a specific region. The results of this study should help shed a light on which dimensions brands can tap on in order to influence the development and shaping of the “love for a brand” and how it varies across different regions and product categories.

The brand love construct can be extremely relevant for practitioners as consumers do not need to develop an extreme love for the brand. Instead, we suggest they simply need to love it a bit more than the competition.

1.4 Research questions

This study will focus on the whole construct of brand love through the analysis of its antecedents, dimensions and outcomes, with the following specific research questions.

RQ1: What is brand love and what are the different dimensions of brand love?

We acknowledge that there is no consensus around the concept and dimensions of brand love. Hence, we will perform an extensive literature review to identify both the dimensions that previous research suggested to be part of the brand love construct and which items and output results comprise these dimensions of brand love.

RQ2: What are the different factor drivers of brand love? Are these antecedents equally influencing brand love, independently of the sample's geographic location and category specificity?

Consumers from different categories and especially, those of rather different countries may have quite diverse factors that drive them to buy a specific product or brand. In order to address this research question, we will study the factor drivers that lead to the development of brand love and their consistency across two different product categories. Therefore, this study will analyze two groups of consumers of two specific brands of two rather different countries and study if these brands are perceived as loved and what are the specific dimensions that form their relationship with those brands. We will also determine which factor drivers contribute significantly to the dimensions that comprise the brand love construct. Taking into account the different aspects of product categories, we will suggest an adapted conceptual model of brand love for the Apple® and Jeep® brands and stipulate what differences may occur across brands and countries. Using survey data, we will select two samples of consumers of Apple® mobile devices and Jeep® vehicles and use a structured questionnaire composed by items generated by previous literature. The model will be estimated by structured equation modelling (SEM) emerged by an exploratory factor analysis and will later test its nomological validity.

RQ3: What does brand love influence? Or, in other words, which outcome variables are relevant to analyze when trying to assess the impact of brand love?

This study focuses not only on analyzing the traits of brand love but also on its managerial relevance. Thus, we will test both our samples for market-relevant outcome variables that may be influenced proportionally to the level of brand love.

RQ4: What is the impact of Brand Love on the different outcome variables identified previously (positive word of mouth, brand loyalty and trust) across different product categories and different geographical regions.

Following the reasoning of the latter research question, we will investigate to which degree brand love construct influences each outcome variable. The establishment of this relationship will be suggested in the brand love model.

The samples of consumers of this study originated from Portugal and the USA, two particularly different cultural countries and using two different product categories. This study will investigate the degree to which the geography and the product category moderate the outcome variables identified as consequences of brand love.

1.6 Structure of the thesis

This dissertation comprises five key chapters. The first chapter provides a brief overview of the research topic and its academic and managerial relevance and presents the problem statement and purpose of the research questions. The second chapter consists of an extensive literature review on brand love and its theoretical background with regard to the research questions previously presented. The third chapter provides the detailed methods this study followed and the full description of the data collection process. The results will be present in chapter four in order to answer the research questions to full extent. Finally, chapter five will present the significant conclusions and review the study's limitations, in addition to providing recommendations for the direction of future research.

2. Literature Review

Brands aim to be the embodiment of what the company is and what it has to offer to the consumer (Keller and Lehmann, 2006). Hence, they are the strategic approach for differentiation in the marketplace allowing companies to distinguish themselves from competitors (Kapferer, 1997, Keller, 1998). Skibsted & Hansen (2014) suggest that brands are about providing meaning and satisfying emotional needs. In other words, brands emotionally relate to consumers.

Therefore, one of the key challenges marketing professionals face today is how brands can develop a long-lasting relationship with consumers. Definitely, the task seems hard as brands should be attached to unique emotions or experiences (Bashir and Malik, 2009), evoking positive feelings in consumers' minds (Arvidsson, 2006). This is how brands become intangible assets with great financial value, sometimes higher than tangible assets (Aaker, 1996, Keller, 1998) of the company.

This intangible asset with financial value refers to the brand equity, a concept comprised by the naming and imagery foundations that add value to the actual product or service (Aaker, 1996). M'zungu (2010) argues that the essential part of having success in managing a brand is to effectively create and maintain brand equity over time. Consistency should then be defended regardless of the continuous changing market environment (Van Rekom et al., 2006) and the brand manager should do so through image and marketing support, long-term thinking and leverage the existing brand equity (Delgado - Ballester et al., 2012).

The issue then is how can marketers build strong brands? Seminal research by Keller & Lehman (2006) suggests that the brand represents its influence at three market levels: customer, product and financial. Brand equity is then the value accrued by both brand identity and brand image (Keller and Lehmann, 2006). The brand equity has been discussed at great extent, mostly from a consumer's perspective, based on the premise that the power of brands lies in the minds of the consumers (Leone et al., 2006). Brand equity, as a concept that contributes to the brand equity, refers to the unique set of associations that are originated from the company's perspective and which imply a promise to consumers (Ghodeswar, 2008). Thus, any strong brand with strong equity is based on a unique identity and image (Nandan, 2005). Furthermore, the imagery associated with a brand consists of the perceptions

and set of beliefs that consumers have about the brand. Thus, *brand image* is the way a brand is positioned in the consumers' minds (Srivastava and Kamdar, 2009). In short, brand identity and brand image are related but distinct concepts, both being essential ingredients of strong brands (Nandan, 2005).

The *brand identity* is what firms can use to communicate its differentiation and uniqueness to a selected target group (Nandan, 2005). Building on this idea, brand identity represents the dream firms want to sell to their consumers involving everything ranging from attributes, values, benefits or even a personality, occupying a position in the consumers' minds (Roy and Banerjee, 2008).

On the other hand, *brand image* has become a vital concept for marketing managers (Dobni and Zinkhan, 1990) as it occurs in the consumer's mind (Nandan, 2005) as a result of the brand identity (Dobni and Zinkhan, 1990). The image is the way consumers decode the signals and the way they are perceived as a result of the communication of a specific brand (Ghodeswar, 2008, Schuiling and Kapferer, 2004). In fact, the structuring of the brand image in the consumers' minds structure starts right when a stimulus from the communication environment is heard or at least perceived (Srivastava and Kamdar, 2009). There is also great similarity between the idea of self-concept and brand image demonstrating that consumers' choice is associated with how products or brands match their self-images (Heath and Scott, 1998, Malhotra, 1988, Dolich, 1969).

2.1. Brand love

One way to ensure consistency between consumer's needs and how the company perceives its own brand is through *emotional branding* (Rossiter and Bellman, 2012). Its construct called *emotional attachment* has been demonstrated to be a good predictor of consumers' brand loyalty (Thomson et al., 2005). In fact, emotional branding is an advertising strategy that has great financial return (Rossiter and Bellman, 2012). This is why creating emotional brand attachment is such a key branding issue in today's marketing world (Malär et al., 2011).

This strategy can be defined as the consumers' attachment to a strong, specific, usage-relevant emotion – such as Bonding, Companionship or Love – to the brand (Rossiter and

Bellman, 2012). Indeed, “emotionally attached” consumers should be regarded as the brand's most profitable customers. Emotionally engaged consumers, namely those who evoke “love for the brand”, reward the marketer with substantially greater purchase and usage of the brand without the need for price promotions (Rossiter and Bellman, 2012). In fact, brand love as love that people feel for each other, can be considered the strongest bond requiring intense emotions that consumers can establish with brands. It is important, however, to distinguish between the love emotion as a short-term and episodic feeling similar to affection (Richins, 1997), and the love relationship, which like friendship, can last for decades and involves numerous affective, cognitive and behavioral dimensions (Fournier, 1998).

Most of the research conducted on brand love demonstrated that consumers who develop a love relationship with a brand exhibit extensive involvement leading to behaviors such as participation in brand communities and events or even tattoo themselves with the label of their beloved brand (Albert and Valette-Florence, 2010, Sarkar, 2011, Shimp and Madden, 1988, Whang et al., 2004). Hence, brand love can be described as the set of emotional feelings that a consumer develops for a certain brand (Carroll and Ahuvia, 2006). This is a crucial element to take into account when setting the branding strategy. Effectively, brand love seems to lead to greater profitability and total shareholder return (Fetscherin et al., 2015). Brand love is currently used as a holistic term that is associated with several intense emotions combined with an intense purchase or usage experience and leading to positive behaviors towards the brand (Langner et al., 2015).

Batra (2012) suggested that brand love is a concept that begins with a consumer's experience with a brand, somehow resembling an interpersonal relationship. The dimensions of Affection, Passion and Commitment identified are empirically similar to Sternberg's (1986) Love triangular theory. However, there is still no evidence to support the application of this theory to Marketing research. In fact, magnetic resonance imaging data demonstrated that brand relationships are processed in a different part of the brain than interpersonal relationships (Fetscherin, 2014). In addition, Whang and colleagues (2004) argued that if we substitute the target of love from a person to an object, then that relationship becomes unidirectional as opposed to bidirectional.

2.1.1. Brand love relationships - background overview

Most previous brand love research used interpersonal love relationship theories to develop the theoretical background although no empirical evidence demonstrated the equivalency between brand love and interpersonal love. However, Langner and colleagues' (2015) work exhibited that brand love differs greatly from interpersonal love as the first resembled more transactional than the latter. Moreover, brand love was demonstrated to be a distinct construct by not being as arousing and as altruistic as interpersonal love (Langner et al., 2015), having suffered several changes throughout times. Most of the recent research on brand love is based on the Sternberg's Triangle of Love theory (Shimp and Madden, 1988, Sternberg, 1986) applying the triangular love scale (Sternberg, 1997). This theory conceptualizes love as an interaction of three components: *intimacy*, *passion* and *commitment*. *Intimacy* is related with feelings of closeness, connectedness and boundedness and ultimately represents the warm component that is the common core in loving relationships (Sternberg, 1986). *Passion* is the hot component reflecting the drivers that lead to romance, physical attraction and sexual consummation (Sternberg, 1986). *Commitment* comprises the cognitive dimensions that help the person decide if one should stay in the present relationship for the long term or decide to love someone else in the short term (Sternberg, 1986). The components of this triangular theory are perceived to interact with each other (Sternberg, 1997).

However, all the cited interpersonal relationship scales are based on the assumption that love comprises at least two aspects: 1) the sexual attraction to romantic partners and 2) the non-sexual psychological closeness to partners (Masuda, 2003). We argue that consumers do not really have a sexually-related (erotic) relationship with brands and therefore these dimensions should not be included when analyzing the brand love concept.

On the other hand, parasocial relationship theories are based on a unidirectional relationship, where one party knows greatly about the other, but the reciprocal is not true. This type of interaction originates from the work of Horton & Wohl (1956) and Perse & Rubin (1989). Indeed, these authors assessed the relationship between consumers (i.e. viewers) and non-personal or fictional characters, some of them being brands themselves (e.g. artists, actors, celebrities). Therefore, the combination of parasocial theories with previous research on anthropomorphic characteristics of brands or personalities (Levy, 1985, Aaker, 1997) suggests that it would be reasonable to apply the parasocial relationship theory to the context

of brand love. However, Rauschnabel & Ahuvia (2014) recent research demonstrated that anthropomorphism makes consumer-brand relationships more like interpersonal relationships. A consumer's anthropomorphic thinking of a brand leads to a greater integration of the brand into the consumer's self-identity. This means that consumers perceive the brand not simply as a brand but as a person like themselves (Rauschnabel and Ahuvia, 2014). However, the sole intention to attribute anthropomorphic features to brands should not validate the use of interpersonal relationships theories within the brand management context (Romaniuk, 2013). Thus, we argue that further research using real-consumer data to understand the nature and dimensions that comprise the emotional relationships between consumers and brands is needed. This work will focus on the identification of these dimensions from the perspective of both theoretical backgrounds and will test their coherence across countries for two specific product categories.

2.2. Brand love - different dimensions

Researchers suggested several antecedents that influence the brand love construct such as reliability and honesty (Albert and Merunka, 2013) and brand identification and sense of community (Bergkvist and Bech-Larsen, 2010). Recent papers also identified dimensions of the brand love construct (based on the interpersonal love concept) and several brand love scales have been proposed to date, as presented on Table 1. Based on the information compiled in Table 1, we conclude that there is no agreement on which dimensions of brand love should be used by practitioners and managers. Little agreement also exists on how to measure each dimension. As one can see, a myriad of different dimensions comprising brand love have arisen throughout literature. We will now provide a brief description of main dimensions suggested.

2.2.1 Passion

The *passion* dimension is considered part of the brand love construct because the theory that sustains this new marketing construct is mostly based on the interpersonal love theory from Sternberg (1986, 1997). Within the brand love context, researchers analyze *passion* as the emotion that leads someone to engage in physical attraction, ultimately resulting in consummation of any kind of sexual activity. Passion, then, acts as a motivator factor for arousal forms of passion in a loving relationship certainly interacting reciprocally with intimacy (Albert and Valette-Florence, 2010, Sternberg, 1986).

However, it is questionable whether consumers can both want and engage in any “arousal” activities with a product or a brand.

In the Emotional Attachment scale (Thomson et al., 2005) *passion* is analyzed as part of the set of emotions consumers develop with objects, products or brands. *Passion* acts as the motivator for the consumption of the product and it is through that passionate consumption that consumers are able to express these strong emotions (Belk et al., 2003, Heinrich et al., 2008). Contrastingly, Carroll & Ahuvia (2006) describe *passion* as part of the love prototype (Ahuvia, 2005) coexisting side-by-side with attachment, positive evaluation and positive emotions in response to the brand and declarations of love for the brand. In this case, *passion* is not a dimension but an item of brand love that was described as the degree of passionate emotional attachment that satisfied consumers display for a brand name (Carroll and Ahuvia, 2006). More recent studies suggested that brand love is much more complex than this parsimonious definition. The brand love scale that Batra and colleagues (2012) developed was not rooted in the interpersonal love theory but instead it included a higher order dimension of passion driven-behaviors. The reasoning behind this inclusion has to do with a sense of “rightness” between consumers and the brands that sometimes was referred to as “love at first sight” (Batra et al., 2012). Passion might be the least arguable aspect of simply applying a psychology theory to the marketing context with no prior exploratory research, because it plausibly translates the passionate attraction consumers may feel for brands (Batra et al., 2012). We suggest that *passion* should be tested as a dimension in the present work even though we recognize variations of its strength can occur across the two countries and categories selected for this study.

2.2.2 Commitment - enduring relationship

Commitment is referred to as the intention to maintain a relationship (Rosenblatt, 1977) validated as the core of commitment in several concepts of love (Aron and Westbay, 1996, Fehr, 1993). As described above, decision/commitment is one of the three pillars of Sternberg’s Triangular Love Theory (1986) reflecting the decision to love someone in the short- and the long-term commitment to nurture that love. In Heinrich & Mühl (2008) and Lastovicka & Sirianni (2011) the commitment dimension is a pure adaption of the triangular theory of love to the marketing context. Disputably, this seems to be an exaggeration of this dimension on the emotions consumers may hold towards the brand. We acknowledge that

consumers may develop obsessive feelings for a brand that may be interpreted as a high degree of commitment. Nevertheless, the commitment itself has to do with spending consumers' resources to continue to: a) buy the brand, b) use the brand consistently, and c) consistently think about the brand.

2.2.3 Affection & connection

It is common in the psychology context to see affection defined as different types of interpersonal love (e.g., romantic, passionate) (Fehr and Sternberg, 2006) or strong feelings of attachment (Aron and Westbay, 1996). Thomson and colleagues (2005) considered affection exactly within the context of attachment. Indeed, they suggested that affection reflects warm feelings and is part of the emotional attachment construct comprising items like affectionate, loved, friendly and peaceful. At this point, it seems that several dimensions comprise similar items or feelings and their difference resides merely on how they are organized. The items that Albert & Valette-Florence (2010) generated for the affection dimension are based on the other dimensions (Sternberg, 1986), steps (Hatfield et al., 1988) or kinds (Lee, 1977) of love described above. Their description of affection as the proximity between the brand and consumer seems to be the exact same higher order of connection suggested by Batra and colleagues (2012) where positive emotions, but also emotional attachment and sense of fit, are tested.

In any case, *connection* does not exist as dimension in the psychology literature raising the question of whether it makes sense to consider it within the marketing context. As referred previously, several dimensions are generated by items with similar meaning. Thomson and colleagues (2005) described connection as the feeling of being associated with the brand (*connectedness*, *bondedness* and *attachment*), the exact same description of intimacy that appears in the Sternberg's triangular theory (1986). In contrast, Batra and colleagues (2012) seem to have a more comprehensive definition of connection based on their exploratory research, where connection relates with positive emotions and comprises feelings, attachment and the intuitive feeling of "rightness". Thus, we conclude that both *affection* and *connection* consist of two equivalent concepts and both will be tested in this study as one dimension, where affection will be considered within the emotional attachment and connection within the positive emotions and sense of fit context (Albert and Valette-Florence, 2010, Batra et al., 2012).

2.2.4 Self-brand integration, long-term relationship and anticipated separation distress

These last three dimensions could only be found in one of the brand love scales and seem to be the overall set of items explored in the commitment dimension (Thomson et al., 2005), separation distress (Fournier, 1998) and self-identity construction (Belk, 1988).

Self-brand integration

The dimension of self-brand integration is identified in only one research paper on brand love (Batra et al., 2012). However, we consider this dimension a crucial element on the branding process as people also use brands they purchase to construct their self-concepts thus creating their own personal identity (Belk, 1988). In addition, it is common to refer to brands as a source of social identification yielding the personal identity consumer may wish to build through the purchase process (Swaminathan et al., 2007). The importance of self-identity through purchase raises a greater deal of importance when one takes into account the fact that attitudes towards brands may vary across countries (Maheswaran, 1994). This perspective and the degree to which geography may influence the dimensions of a love relationship with a particular brand will be tested in this study. Moreover, the self-brand identity dimension was identified solely in Batra and colleagues' work (2012): the underlying particularities are associated with how the brand acts as a statement of consumers' personality, the degree to which the brand image overlaps the self-image and, ultimately, how the purchase and consequential public usage of the brand may be perceived as a reward (Batra et al., 2012). These findings are consistent with previous research outside the brand love scope where it has been demonstrated that brands support strengthening both individual and group identities at various levels such as the self-concept connection and group-identity (Escalas and Bettman, 2005). Moreover, these effects seem to be moderated by the degree to which brands are symbolic, i.e. they represent something about the user. (Escalas and Bettman, 2005). Hence, we will consider this dimension as part of the conceptual framework that will be tested in the present study.

Long-term relationship and anticipated separation distress

The last dimension refers to the prediction of extensive future use and a long-term commitment to this decision (Batra et al., 2012). Considered as an important aspect of brand

love in several papers (Thomson et al., 2005, Fournier, 1998), this long-term perspective is resultant of the emotional connectedness and bond that is formed between the consumer and the brand. Furthermore, when consumers exhibit this strong desire to maintain proximity when their loved brands they may feel a form of ‘separation distress’ with the anticipation of being away or distanced from them (Whan Park et al., 2010, Thomson et al., 2005). This idea is consistent with the emotional attachment theory where the maintenance of proximity engenders feelings of security and love and the threat of disruption typically implies anxiety symptoms such as anger and sadness (Hazan and Shaver, 1994). The widespread use of this concept throughout the literature on emotional connections between consumers and brands supports the consideration of this important dimension in the present study.

2.2.6 Other potential dimensions (Intimacy)

Previous research has identified many dimensions as listed in Table 1. As mentioned above, most of them seem to be an uncritical direct extrapolation of the psychology research into the brand management context. The fact is that social psychology study of the interpersonal relationship considers a dyad connection (human-to-human) where concepts like intimacy may have a significant difference than the dyadic brand-to-consumer relationship (Poulsen and Wooliscroft, 2012).

Intimacy, as interpreted by both brand love scales listed in Table 1 (Heinrich et al., 2008, Lastovicka and Sirianni, 2011), plays an important role in long-term close relationships (Sternberg, 1986). Both scales include items convergent with the idea of intimacy as the ultimate experience of warmth in a loving relationship (Sternberg, 1986). Nevertheless, none of them seem to include the 10-items generated in the psychology context and defined as clusters in intimacy (Sternberg and Grajek, 1984). We argue that the inconsistency registered in both scales regarding the number of items of *intimacy* has to do with the straightforward inapplicability of this dimension to the marketing context as consumers may feel “close” to a brand but not in the same way as defined in psychology. Thus, *intimacy* appears to be more related with the dimension of connection, as described and itemized by Batra and colleagues (2012), and not so much related with the construct of brand love.

Finally, an important finding of the review of the brand love scales published to date is that the items that we compiled on Table 1 to assess the dimensions proposed in the present study

seem to be overlapping in different dimensions. Furthermore, we note an inconsistency in the Likert-type scale used across the several papers on brand love. For the purpose of this work, we will use a 7-point Likert scale (1=Strongly disagree to 7=Strongly agree) as this was shown to be preferable (Birkett, 1989, Johns, 2010).

Table. 1. Bibliographic Review of Brand Love Dimensions

Dimension	Source	Response type	# items	Item description
Passion	Carroll and Ahuvia, 2006	5-point likert-scale	2	This brand is a pure delight
				I am passionate about this brand
	Heinrich and Mühl, 2008	7-point likert-scale	3	I am passionate about this brand
				[...] is a captivating brand
	Albert and Valette-Florence, 2010	10-point likert-scale	6	I am enthusiastic about this brand
				If I could never be with this brand, I would feel miserable
				I find myself thinking about this brand frequently during the day
				Sometimes I feel I can't control my thoughts; they are obsessively on the brand
				If I were separated from this brand for a long time, I would feel intensely lonely
				There is nothing more important to me than my relationship with the brand
	Lastovicka and Sirianni, 2011	6-point likert-scale	6	I would feel deep despair if this brand left me
				Just thinking about [this brand] 'turns me on'
I cannot imagine anything else I own making me as happy as [this brand] does				
Sometimes just seeing [this brand] can be very exciting for me				
I enjoy [performing some activity related with touch] with this brand				
When I cannot use [this brand], I find myself longing to see it				
Thomson, et. al. 2005	7-point likert-scale	3	The extent to which the following words describe your typical feelings toward the brand	
			Passionate	
Batra, et. al. 2012	7-point likert-scale	6	Delighted	
			Captivated	
			Willingness to Invest Resources	
			Willing to spend lot of money improving or fine-tuning it after buy it	
			Willing to spend lot of time improving or fine-tuning it after buy it	
			Passionate Desire to Use	
Heinrich and Mühl 2008	7-point likert-scale	3	Feel myself desiring it	
			Feel a sense of longing to use it	
Lastovicka and Sirianni, 2011	6-point likert-scale	8	Things Done in Past (Involvement)	
			Have interacted a lot with it or the company that makes it	
			Have been involved with it in the past	
			Most of the time I feel very close to this brand	
			There is a close connection between me and this brand	
			There is a certain intimacy between me and this brand	
			I know details about the intricacies of this brand that are of little interest to most other people	
			I especially like to get things for this brand	
Heinrich and Mühl, 2008	7-point likert-scale	3	I work to make sure this brand is running great	
			I work to make sure this brand is always looking its best	
Lastovicka and Sirianni, 2011	6-point likert-scale	3	I feel I really understand this brand	
			I enjoy spending time with this brand	
Heinrich and Mühl, 2008	7-point likert-scale	3	I am happy to share myself and my resources with this brand	
			I am always interested in learning more for this brand	
Lastovicka and Sirianni, 2011	6-point likert-scale	3	I am very focused on this brand	
			This brand would be my first choice	
Albert and Valette-Florence, 2010	10-point likert-scale	6	I would not buy other brands if [...] is available at the store	
			I would like to always keep this brand	
Thomson, et. al. 2005	7-point likert-scale	4	I can't imagine selling this brand	
			This brand is irreplaceable	
Albert and Valette-Florence, 2010	10-point likert-scale	6	I experience great happiness with this brand	
			I feel emotionally close to this brand	
Thomson, et. al. 2005	7-point likert-scale	4	When I am with this brand, we are almost in the same mood	
			I think that this brand and I are quite similar to each other	
Thomson, et. al. 2005	7-point likert-scale	3	There is something almost "magical" about my relationship with this brand	
			I feel tender toward this brand	
Batra, et. al. 2012	7-points likert-scale	6	The extent to which the following words describe your typical feelings toward the brand	
			Affectionate	
Thomson, et. al. 2005	7-point likert-scale	3	Loved	
			Peaceful	
Batra, et. al. 2012	7-points likert-scale	6	Friendly	
			Intuitive Fit	
Thomson, et. al. 2005	7-point likert-scale	3	Feel a sense of natural fit	
			Fits tastes perfectly	
Batra, et. al. 2012	7-points likert-scale	6	Emotional Attachment	
			Emotionally connected	
Thomson, et. al. 2005	7-point likert-scale	3	Feel a bond	
			Positive Affect	
Batra, et. al. 2012	7-points likert-scale	6	Fun	
			Exciting	

Dimension	Source	Response type	# items	Item description
Self brand Integration	Batra, et. al. 2012	7-point likert-scale	8	Current Self-Identity
				Says something true and deep about who you are as a person
				Important part of self how you see yourself
				Desired Self-Identity
				Makes you look like what you want to look
				Makes you feel like how you want to feel
				Life Meaning and Intrinsic Rewards
				Does something that makes like more meaningful
Contributes something towards making your life worth living				
Long-term Relationship	Batra, et. al. 2012	7-point likert-scale	2	Attitude Strength 1: Frequent Thoughts
				Frequently find myself thinking about it
Anticipated Separation Distress	Batra, et. al. 2012	7-point likert-scale	2	Finds that it keeps popping into my head
				Suppose (brand) were to go out of existence, to what extent would you feel
Overall attitude valence	Batra, et. al. 2012	7-point likert-scale	2	Will be using for a long time
				Will be part of life for long time to come
				Please express your overall feelings and evaluations towards (brand)
				Positive / Negative
				Favorable / Unfavorable

2.3 Brand Love: Outcomes & Implications

A long-term relationship or a long-term choice of a brand, brand loyalty, is connected to brand love (Batra et al., 2012, Carroll and Ahuvia, 2006). The framework of knowledge preexisting to the brand love construct was based on the interpersonal relationship theory which states that consumers perceive brands as realistic relationship partners as they consider that there is a beneficial relationship at several levels: functionally, psychologically, socially and emotionally (Fournier, 1998). Brands that help a consumer to express himself are more likely to evoke emotional rooted feelings (Carroll and Ahuvia, 2006). Hence brand love should be associated with the feeling of connectedness (Batra et al., 2012).

The main outcome that should be expected from brand love is *brand* loyalty (Albert et al., 2009). Not only does brand loyalty have a positive financial impact (Grisaffe and Nguyen, 2010, Grisaffe and Nguyen, 2011), but it also defines the degree of commitment of the consumer to repurchase the brand (Carroll and Ahuvia, 2006). As mentioned before, developing a strong brand is crucial to achieve a competitive advantage in the marketplace (Urde, 2003) but this process can be prolonged in the long-run if consumers' loyalty is improved (Amine, 1998). *Brand commitment* is considered to be another outcome of brand love (Albert and Valette-Florence, 2010) and even though commitment may seem similar to both loyalty and love altogether, these are distinct concepts: while love is the feeling towards the brand, commitment is the willingness to stay in a relationship with the brand (Albert and Merunka, 2013). In conclusion, when a consumer expresses and engages in an emotional relationship with a brand (love) this results in brand commitment and brand loyalty at the moment-of-truth (purchase), a desire to recommend the brand to others (i.e. positive word of mouth), and a struggle to believe in a negative information about that brand.

2.3.1. Brand Loyalty

Brand loyalty is described as an important marketing outcome as it helps companies achieve greater financial results (Grisaffe and Nguyen, 2011). In short, brand loyalty allows managers to understand how often repeat purchases are made and how much of a specific product is bought (Singh and Pattanayak, 2014), as well as the degree to which consumers are committed to repurchase the brand (Carroll and Ahuvia, 2006).

The financial importance of brand loyalty has consistently been demonstrated in previous research, both in gaining market share and in decreasing the acquisition cost of new consumers (Reichheld et al., 2000, Benedetto and Kim, 2016). The brand loyalty outcome and its interaction with brand love is of extreme importance since learning how customers and retailers and brands interact with one another will allow companies to improve and increase the number of loyal customers (Kang et al., 2015). The loyalty phenomenon may be explained by several factors that will explain why consumers consistently purchase the same brand (Amine, 1998). Aside from satisfaction, which seems to be the starting point of brand loyalty (He et al., 2012, Yuen and Chan, 2010), consumers also prefer to be consistent in their purchase behavior to avoid both confusion or risk (Singh and Pattanayak, 2014, Amine, 1998). Consumers also tend to become loyal to brands they develop trusted relationships with (Brosdahl and Almousa, 2013). However, we recognize that brand loyalty can be differently measured according to the type of category, purchase frequency, involvement or in-store availability (Rundle-Thiele and Bennett, 2001). Moreover, the purchase of durable goods such as mobile devices and motor vehicles are more likely to be loyal behaviors because of long replacement cycles (Rundle-Thiele and Bennett, 2001). An attitudinal approach to brand loyalty suggests that a positive attitude must also be added to understand the loyal behavior of purchase (Liu-Thompkins and Tam, 2013). We argue that this positive attitude empirically can be a consequence of a profound and deep relationship between the consumer and the brand (Batra et al., 2012) and therefore we consider brand loyalty an extremely relevant indicator for our study to understand its differences across industries and countries.

2.3.2. Word-of-Mouth (WOM)

WOM is a crucial market outcome, especially for emotionally-engaged consumers. It is an important source of consumer information from the user's perspective in each stage of the product cycle and has a significant influence on purchase decisions (Park and Kim, 2009).

WOM operates its influence in the decision-making process through the Deutsch and Gerard (1955) dual-process theory: by exerting both informational influence, where information is accepted as evidence of reality, and normative influence, where the individual complies with the verbalized expectations of referent others. We argue that consumers in love with their favorite brands may have the tendency to, not only speak-out more about the brand, but also to be more passionate about recommending it. This line of thought is consistent with the idea that, even with a disproportionate effect, vividly presented information, i.e. WOM that is inherently attention drawing and thought provoking, tends to have a stronger influence on product judgements, which will help form the heuristics that help consumers base their purchase decision than pallidly presented information (e.g. printed materials) (Herr et al., 1991, Kisielius and Sternthal, 1986).

2.3.2 Brand Commitment

The development of a relationship with a brand and the willingness to improve and nurture the affective bond refers to *brand commitment*. As a result, within the context of brand love, consumers feel a somewhat warmth and joy out of this affective bond (Keh et al., 2007). Therefore, brand commitment relates to the act of desire to have and continue to have a relationship with the brand (Suh and Han, 2003). Different from brand loyalty, the concept of commitment to a brand can be divided in affective and continuance commitment. The first, refers to the emotional connection resulting from a strong sense of personal identification (Tuškej et al., 2013). In fact, this connection has been confirmed by Batra and colleagues Love scale (2012) by incorporating self-brand identification and long-term dimensions. Continuance commitment refers to the consumer's economic evaluation to the brand. Essentially, consumers literally commit to stay in a relationship because they perceive high switching costs with few considerable alternatives or no other comparable alternatives (Meyer et al., 1990).

2.3.3 Resistance to negative news

In the era of the information economy, news (and/or arguably facts) are increasingly available to anyone in the world. In fact, it is common for firms with consumer brands to have a *public relations plan* or department so they can not only benefit from good and free publicity but also manage crisis and negative news. Dahlen & Lange (2006) argue that the complexity of products, dense legislation and high-demanding customers will result in a

higher number of crisis. Empirically, it is understandable for managers to fear the crisis impact on the performance of their brands. However, consumers may try to minimize the cognitive dissonance that a crisis provokes through selective information processing that is consistent with earlier purchases of the same brand (Dawar and Pillutla, 2013). This seems particularly important for consumers who are emotionally engaged in a love relationship with the brand. In fact, brand love has been associated with the forgiveness of brand failures such as Starbucks, Harley-Davidson and Manolo Blahnik (Bauer et al., 2009). This is particularly important considering that experienced consumers seem to be more resistant to negative news or crisis than new or inexperienced consumers (Ma et al., 2014).

Understanding the conceptual framework

We will follow a conceptual framework specifically designed for this study based on the findings from the literature review (Figure 1).

The conceptual framework is a typical higher order framework where brand love is considered a third order latent variable and the confirmatory factor analysis will assess it as an endogenous variable, i.e. as the “y” (Iacobucci, 2010). We will then have two measurement models: one where brand love as a construct is assessed as a simple endogenous variable, i.e. the consequential outcome of the emotional dimensions listed in the left part of Figure 1. And the final model where we will analyze the result of brand love in the market outcomes. Only then, should the final measurement model resemble the conceptual model in Figure 1, where brand love, the endogenous variable (y) is correlated with the market outcomes brand loyalty, positive word of mouth, commitment and resistance to negative news (i.e. the “x’s”). This approach is the same as followed by many previous behavioral studies using higher order structural equation modelling (Wetzels et al., 2009, Batra et al., 2012) and as suggested by higher order models in foundational research in structural equation modelling by Joreskög et al (1982).

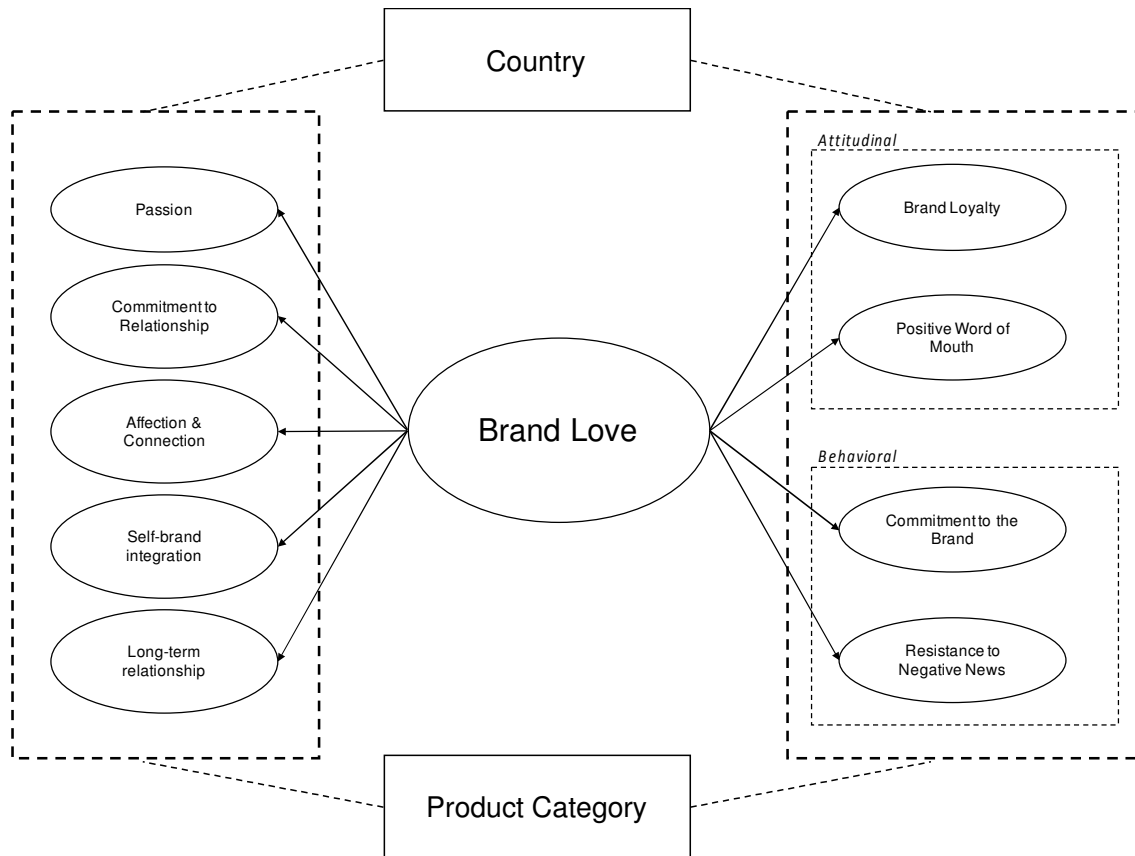


Figure 1 - Conceptual framework of Brand Love

2.4 Brand Love: Possible Cultural Differences

Hofstede's dimensional model of culture has been used to explain differences across countries in six dimensions: power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, and long-/short-term orientation and indulgence (Hofstede, 2001, Hofstede and Hofstede, 2005). When comparing Portugal and the USA through the 6 cultural dimensions' lenses, profound differences can be identified between the two countries (Hofstede and Hofstede, 2005). This could have consequences on how brand love is perceived and what potential antecedents of brand love are relevant between the two countries. The underlying question in this dichotomy is to understand how different a brand love relationship will be, based on geography, and how it affects the way consumers relate to brands.

Generally, Portugal is more collectivistic than the USA (PT=27, USA=91), meaning that the Portuguese identity relies on the social system (groups) to which they belong, thus looking out for their own in exchange for loyalty. On the other hand, Americans' identity is in the

person (individualistic society) resulting in rather different communication contexts in both countries. As collectivists, the Portuguese have a high-context communication whereas Americans have a more explicit verbal communication. This difference is displayed in the roles that advertising plays in both cultures: creating trust (Portuguese / Collectivist) versus persuading (USA / Individualist) (Mooij, 2003). Another dimension where Portuguese differ from Americans is the Uncertainty Avoidance index or the extent to which people feel threatened by uncertainty and ambiguity and try to avoid these situations. According to Hofstede (2005), Portuguese have a more passive attitude while Americans are far more open to innovation and search for truth relies less in experts or a “fatherly” figure. Finally, Portugal’s culture seems less indulgent meaning that Portuguese do not put so much emphasis on the leisure time or gratification of their desires. While Americans generally are less restrained by social norms living by the motto “Work hard, play hard”, Portuguese feel that indulging themselves may be somehow a wrong thing to do, against social norms, marked by a pessimist trait. Cultural dimensions seem to moderate the outcome of marketing strategies, such as relationship marketing (Samaha et al., 2014), where the United States relational marketing framework is not directly applicable in other countries. Moreover, the individualism/collectivism dimension moderates marketing constructs such as WOM (Money et al., 1998) and relationship duration (Wuyts and Geyskens, 2005).

With such differences between cultures, this study will analyze how Portugal and the United States’ consumers differ in their brand love relationships towards two different product categories, by comparing driver factors leading to a love relationship with brands, by studying the brand love’s dimensions, and by assessing the market outcomes of such relationships.

To our knowledge, this is the first study analyzing the differences of the brand love construct within two product categories and between two completely different consumer populations.

3. Methods and Data Collection

The purpose of this chapter is to provide a detailed description of the methods and research instruments used in the present study. We will also outline the advantages and limitations of the selected methods.

3.1. Research methods

We will address the thorough analysis of the antecedents, dimensions and outcomes of brand love through a unique cross-sectional main study divided in two arms, one directed at consumers based in Portugal and the other targeting consumers based in the USA. We created a survey based on our conceptual framework, using measures adapted from previous research. This survey was administered online using Qualtrics, through which we collected the data for this study.

Online survey method

One of the advantages of opting for an online survey is that it reaches a greater number of people in a very short time. Additionally, Qualtrics platform is able to create e-mail lists to disseminate the survey and it is also shareable on social media platforms, such as Facebook and LinkedIn. The participants who take an online survey may do so in their natural environment and at the pace of their convenience, which results in more inhibited responses. The platform also allowed for customization of the flow of the survey and guide the respondent to a specific block of questions based on whether they owned an Apple® or a Jeep® 4x4 vehicle. The Qualtrics validation feature is particularly convenient by forcing respondents to answer all questions so we did not conclude our data collection with incomplete responses. Finally, Qualtrics automatically saved any collected data and results were effortlessly exported to a format compatible with any statistical software.

However, this method has a few inconveniences such as not allowing for the control of the participants' identity or the speed and how accurate respondents answer. To circumvent these disadvantages, even though we acknowledge consumers may not be entirely truthful, we included two screening questions to make sure we would only collect information from either Apple® or Jeep® consumers based in Portugal and in the USA. The social desirability bias may cause participants of the online survey to answer questions in a way that would present a view of themselves favorable to others. Participants are unaccompanied while responding to the survey, which restricts any possibility to clarify or explain any question that may rise.

3.2 Research instruments

The survey of the main study used samples of Apple® and Jeep® consumers from both the USA and Portugal, following a 2 (country: PT, US) * 2 (brand: Apple, Jeep) cross-sectional design. These brands were selected because both are considered to be global brands and focus on a unique industry (i.e. Apple® as part of the tech industry and Jeep® as a brand acting solely in 4x4 auto-industry).

Main study

The purpose of the main study was to generate data that would allow to characterize the dimensions of brand love, how and which market outcomes are influenced for such a relationship and to test its consistency across different product categories and countries (Figure 1). The study followed a two group design (Jeep® vs Apple®) and was spread through e-mail to mailing lists of existing consumers of both Apple® and Jeep® products and ultimately social media platforms. Data was collected both in Portugal (individualistic) and the USA (collectivistic country).

The survey consisted of four sections. The first section assessed the inclusion criteria and the last three sections generated data for dimensions of brand love, expected market outcomes and socio-demographic characteristics. Since we desired to obtain responses from both Portugal and the United States, we administered the survey in Portuguese and English. In order to do so, we translated the original measures (in English) to Portuguese and later, an independent translator completed the back-translation process. We reconciled the original survey with the back-translated version to correct any inconsistencies of interpretation.

Before launching the study, a pre-test was run with 5 subjects on each version of the survey to make sure there were no difficulties answering a given answer. The pretest led us to understand that we needed to include a brief explanation on how to answer the questions, clarify the purpose of the Attitude Valence items, consider the gender specificity in the demographics block in the Portuguese version. The pretest also allowed the measurement of the average time respondents took to complete the survey. The next paragraphs will provide a thorough description of the four sections of the main study.

1st Section: Screening questions

The first section was composed by two questions assessing inclusion criteria. For the present study we will only consider a participant that has purchased an Apple® product or a Jeep® product for the last 6 years and that is currently living in the USA or in Portugal. In order to proceed to the rest of the survey, all participants had to meet the inclusion criteria. The first question of each version, would exclude immediately any respondent that was neither residing in Portugal or in the United States. Following the same mechanism, the second question would exclude participants that did not own either an Apple® iPhone or a 4x4 Jeep® vehicle. We acknowledge that Apple® consumers were more accessible than Jeep® consumers. Hence, should any respondent select the option “I own both an Apple® iPhone and a 4x4 Jeep® vehicle” would be automatically guided to the Jeep® arm of the survey.

2nd Section: Brand Love and its Dimensions

In this section, we tested each dimension of the brand love construct. As mentioned earlier, brand love was tested as a third order dimension comprised by a multidimensional complex framework of emotions: *passion, commitment, affection and connection, self-brand integration and long-term perspective*. All dimensions were measured separately for each brand. The *passion* dimension was tested using nine items adapted from Batra and colleagues (2012) (e.g. “*To which extent are you willing to spend a lot of money improving or fine-tuning [PRODUCT of BRAND] after buying it?*”) and Thomson and colleagues (2005) (e.g., “*Please indicate the extent to which the following words describe your typical feelings toward [BRAND]*”). As for the *commitment* dimension, we included six items adapted from Lastovicka and Sirianni (2011) (e.g., “*[BRAND]*” *is irreplaceable*) and Heinrich and colleagues (e.g., “*I’m very focused on this brand*”). The *affection and connection* dimension was composed by 3 items relative to affection (e.g., “*I experience great happiness with this brand*”), adapted from Albert & Valette-Florence (2010) and 3 items relative to connection from Batra and colleagues (2012) (e.g., “*I feel a sense of natural fit with [BRAND]*”). Lastly, *self-brand integration* with eight items (e.g., “*Having a product from [BRAND] is an important part of how you see yourself*”) and lastly, *long-term and anticipated separation distress* testing four items (e.g. “*If [BRAND] was to go out of existence, I’d feel anxious*”). Items for these both dimensions have all been adapted from Batra and colleagues’ (2012) research. All of the dimensions will have their result measured in a 7-point Likert scale (1=’strongly disagree’ and 7=’strongly agree’).

3rd Section: Market Expected Outcomes: Attitudinal and Behavioral

Following our conceptual model of brand love (Fig. 1), we tested the possible market expected outcomes. As for the dimensions of brand love, the attitudinal and behavioral expected outcomes were also measured separately for each brand. *Brand loyalty* was measured on a 4-item scale developed by Aaker (1996) and Ratchford (1987) and modified by Kim (1998). As for the *positive word of mouth*, we included 4 items from previous research from Carrol and Ahuvia (2006). The *brand commitment* was measured by using only the affective commitment items of the commitment scale proposed by Meyer and Allen (1990). Lastly, resistance to negative news was measured using the only item proposed by Batra and colleagues (2012). However, our method will require a confirmatory factorial analysis which should at least contain two items per factor (Bollen, 2014). Hence, we suggest an extra item to measure the resistance to negative news. Should any negative information arise, consumers can not only question it in their own mind but also trust the brand to confirm and wait for full explanation from the company that markets the brand (Resistance item 1: ‘*I would question those statements in my own mind*’; Resistance item 2: ‘*I would wait for [BRAND] to confirm it in order to believe in it*’). To ensure consistency of the output measurements throughout the survey, all items were measured using seven-point Likert scale (1 being “strongly disagree,” 7 “strongly agree”).

Table 2 provides a detailed description of the items described above from the 2nd and 3rd sections.

4th Section: Socio-demographic characteristics

Respondents were asked to answer a set of questions concerning their social media presence and socio-demographic characteristics, including: gender, age, highest level of education, employment status, and household income.

The English and Portuguese versions of the surveys are presented in Appendices 2 and 3, respectively.

Dimension	Item	Reference
Passion	The extent to which the following words describe your typical feelings toward the brand	Adapted from Thomson, Park & MacInnis, 2005
	Passionate	
	Delighted	
	Captivated	
	Emotional	Adapted from Batra, Ahuvia & Bagozzi, 2012
	Willingness to Invest Resources	
	Willing to spend lot of money improving or fine-tuning it after buy it	
	Willing to spend lot of time improving or fine-tuning it after buy it	
	Passionate Desire to Use	
	Feel myself desiring it	
Feel a sense of longing to use it	Adapted from Heinrich & Mühl 2008	
Things Done in Past (Involvement)		
Have interacted a lot with it or the company that makes it	Adapted from Lastovicka & Sirianni 2011	
Have been involved with it in the past		
Commitment	I am very focused on this brand	Adapted from Heinrich & Mühl 2008
	This brand would be my first choice	
	I would not buy other brands if [...] is available at the store	Adapted from Lastovicka & Sirianni 2011
	I would like to always keep this brand	
This brand is irreplaceable	Adapted from Albert & Valette-Florence	
Affection & Connection		I experience great happiness with this brand
		I think that this brand and I are quite similar to each other
		There is something almost 'magical' about my relationship with this brand
		I feel tender toward this brand
		Intuitive Fit
		Feel a sense of natural fit
		Emotional Attachment
		Emotionally connected
		Positive Affect
	Fun	
Devotion	Adapted from Batra, Ahuvia & Bagozzi, 2012	
Unselfish		
Self brand Integration		Current Self-Identity
		Says something true and deep about who you are as a person
		Important part of self how you see yourself
		Desired Self-Identity
		Makes you look like what you want to look
		Makes you feel like how you want to feel
		Life Meaning and Intrinsic Rewards
		Does something that makes like more meaningful
	Contributes something towards making your life worth living	
	Attitude Strength 1: Frequent Thoughts	
Frequently find myself thinking about it		
Finds that it keeps popping into my head	Adapted from Batra, Ahuvia & Bagozzi, 2012	
Long-term & Anticipation Distress		Will be using for a long time
		Will be part of life for long time to come
		Suppose (brand) were to go out of existence, to what extent would you feel
	Anxiety	
Apprehension	Adapted from Batra, Ahuvia & Bagozzi, 2012	
Please express your overall feelings and evaluations towards (brand)		
Overall attitude valence	Positive / Negative	
	Favorable / Unfavorable	
Expected Market Outcomes	Item	Source
Brand Loyalty	Please express your overall level of agreement with the following statements	adapted from Kim, Han, and Park, 2010
	I will continue to use this brand because I am satisfied with the brand.	
	I will use the XXX brand in spite of competitors' deals.	
	I would buy additional products from XXX.	
	I prefer the XXX brand to other brands	
Positive Word of Mouth	Please express your overall level of agreement with the following statements	adapted from Carroll and Ahuvia, 2006
	I have recommended this brand to lots of people.	
	I 'talk up' this brand to my friends.	
	I try to spread the good-word about this brand.	
	I give this brand tons of positive word-of-mouth advertising.	
Brand Commitment	Please express your overall level of agreement with the following statements	adapted from Meyer & Allen, 1990 (Affective Commitment scale items)
	I would be very happy to spend the rest of my life with this brand	
	I enjoy discussing this brand with people that are not familiar with it	
	I do not feel like "part of the family" by buying this brand	
	This brand has a great deal of personal meaning for me	
Resistance to Negative News	If you heard something bad about brand XXXX to what extent would you question those statements, in your own mind?	adapted from Batra et. al, 2012

Table 2 – Brand Love and Expected Market Outcomes items

4. Results Analysis

The study registered a total of 511 participants, 61.64% were located in Portugal and 38.36% were based in the United States. Apple® consumers accounted for 55.38% while Jeep® consumers accounted for 28.38% of the participants in the study. However, for the purpose of the model estimation in order to obtain several optimization indices such as the modification indices and the standardized root mean square residual (SRMR), we only considered complete responses or responses that wouldn't have more than 10% of missing data so that we would not dilute our sample but use as much data as possible. Then, we imputed the missing values by estimating the median of nearby points, i.e. the median of valid surrounding values, so that the estimation would be the most approximate to reality. Table 3 lists the distribution of the participants considering only the complete and imputed missing values.

Group	Frequency	Percentage
ApplePT	138	42.90%
AppleUSA	70	21.70%
JeepPT	30	9.30%
JeepUSA	84	26.10%
Total	322	100%

Table 3 – Final sample distribution after data screening

Table 4 describes the social demographics characteristics of the sample used in this study. As one can see, it is a rather diverse sample in several aspects: work and income status and age group.

Gender	Frequency	Percentage
Female	129	40.10%
Male	126	39.10%
Did not answer	67	20.80%
Total	322	100%

Age group	Frequency	Percentage
<24 yo	21	6.50%
25-34 yo	108	33.50%
35-44 yo	57	17.70%
45-54 yo	51	15.80%
55-64 yo	12	3.70%
>65 yo	5	1.60%
Did not answer	68	21.10%
Total	322	100%

Income	Frequency	Percentage
Less than \$25.000	43	13.40%
From \$25000 to \$34.999	31	9.60%
From \$35000 to \$49.999	38	11.80%
From \$50000 to \$74.999	44	13.70%
From \$75000 to \$99.999	37	11.50%
From \$100000 to \$149.999	25	7.80%
More than \$150000	31	9.60%
Did not answer	73	22.70%
Total	322	100%

Work status	Frequency	Percentage
Employed for wages	171	53.10%
Self employed	33	10.20%
Unemployed	5	1.60%
Homemaker	3	0.90%
Student	29	9.00%
Military	1	0.30%
Retired	7	2.20%
Other	4	1.20%
Did not answer	69	21.40%
Total	322	100%

Table 4 – Socio-demographic characteristics of the sample

The items used in the survey and their descriptive statistics are respectively listed in Table 5.

Measurement model

We opted to use structured equation modeling (SEM) to analyze how the brand love construct is formed and the expected market outcomes, considering brand loyalty, positive word of mouth, brand commitment and resistance to negative information, using a two-stage procedure (Acock, 2013, Hair, 2010). The final model corresponds to the conceptual framework as shown in Figure 1.

We opted to use structural equation modelling (SEM) given the its importance for consumer psychology researchers (Iacobucci, 2010) and other behavioral sciences such as health behavioral research (Buhi et al., 2007) and in many other fields where behavior is the main focus. Because of its extremely flexible linear-in-parameters, SEM presents itself as a multivariate statistical modeling technique aimed at understanding the underlying relationships of structure in a behavioral model. Commonly referred to as either casual or path models, SEM was created to test and refine theoretical models by attempting to explain and/or predict social or behavioral phenomena (Raykov and Marcoulides, 2000, Short and Hennessy, 1994). SEM seems to adequately transfer the reality to which researchers are attempting to generalize. In behavioral research, most outcomes (i.e., behaviors) have multiple causes (i.e. predictors or dimensions) and these causes appear to have multiple outcomes, all interacting dynamically (Thompson, 1994, Acock, 2013).

We started by performing a confirmatory factor analysis (CFA), estimating the standardized factor loadings by the maximum likelihood method. Convergent validity of each latent variable is supported by significant factor loadings higher than 0.5 (Acock, 2013, Fornell and Larcker, 1981).

Construct	item	Item	Mean	Std. Dev.
Passion		<i>The extent to which the following words describe your typical feelings toward the brand</i>		
Feelings	pf1	Passionate	4.81	1.92
	pf2	Delighted	5.20	1.61
	pf3	Captivated	4.94	1.73
	pf4	Emotional	4.42	1.91
Willingness to Invest	pwti1	Willing to spend lot of money improving or fine-tuning it after buy it	3.81	2.23
	pwti2	Willing to spend lot of time improving or fine-tuning it after buy it	4.51	2.09
Usage	pu1	Feel myself desiring it	4.91	1.88
	pu2	Feel a sense of longing to use it	4.47	2.02
Past	pp1	Have interacted a lot with it or the company that makes it	3.93	2.03
	pp2	Have been involved with it in the past	3.85	2.08
Commitment	com1	I am very focused on this brand	4.92	1.76
	com2	This brand would be my first choice	5.59	1.55
	com3	I would not buy other brands if [...] is available at the store	4.88	2.07
	com4	I would like to always keep this brand	5.82	1.46
	com5	This brand is irreplaceable	4.37	2.11
Affection & Connection	ac1	I experience great happiness with this brand	5.03	1.62
	ac2	I think that this brand and I are quite similar to each other	4.28	1.79
	ac3	There is something almost 'magical' about my relationship with this brand	3.89	1.97
	ac4	I feel tender toward this brand	3.60	1.90
	ac5	Feel a sense of natural fit	4.53	1.90
	ac6	Emotionally connected	4.06	1.93
	ac7	My feelings towards [brand] are fun	4.64	1.86
	ac8	My feelings towards [brand] are devoted	4.17	1.95
	ac9	My feelings towards [brand] are unselfish	3.54	1.88
Self-Brand Integration	sel1	Says something true and deep about who you are as a person	3.85	2.05
	sel2	Important part of self how you see yourself	3.88	2.04
	sel3	Makes you look like what you want to look	3.81	2.04
	sel4	Makes you feel like how you want to feel	3.89	2.08
	sel5	Does something that makes like more meaningful	3.47	2.06
	sel6	Contributes something towards making your life worth living	3.28	2.03
	sel7	Frequently find myself thinking about it	3.17	2.14
	sel8	Finds that it keeps popping into my head	3.17	2.12
Long-term perspective	lon1	Will be using for a long time	5.66	1.36
	lon2	Will be part of life for long time to come	5.22	1.66
	lon3	Should [brand] go out of existence, I would feel anxious	3.21	1.98
	lon4	Should [brand] go out of existence, I would feel apprehensive	3.42	2.02
Attitude Valence	att1	My overall feelings and evaluations towards [brand] are positive	5.74	1.30
	att2	My overall feelings and evaluations towards [brand] are negative	2.42	1.47
	att3	My overall feelings and evaluations towards [brand] are favorable	5.55	1.34
	att4	My overall feelings and evaluations towards [brand] are unfavorable	2.39	1.45
Brand Loyalty	loy1	I will continue to use this brand because I am satisfied with the brand.	5.73	1.42
	loy2	I will use the [brand] in spite of competitors' deals.	4.72	1.96
	loy3	I would buy additional products from [brand]	5.58	1.49
	loy4	I prefer the [brand] to other brands	5.51	1.57
Positive Word of Mouth	wom1	I have recommended this brand to lots of people.	5.36	1.69
	wom2	I 'talk up' this brand to my friends.	4.74	1.98
	wom3	I try to spread the good-word about this brand.	4.89	1.89
	wom4	I give this brand tons of positive word-of-mouth advertising.	4.23	2.00
Brand Commitment	bcm1	I would be very happy to spend the rest of my life with this brand	4.58	1.86
	bcm2	I enjoy discussing this brand with people that are not familiar with it	4.26	2.00
	bcm3	This brand has a great deal of personal meaning for me	3.75	2.09
Resistance to Negative News	res1	If I heard something negative about [brand], I would question those statements in my own mind	4.05	1.63
	res2	If I heard something negative about [brand], I would wait for [brand] to confirm it so I can believe it	4.56	1.70

Table 5 – Survey items and descriptive statistics

Thus, we considered a cut-off value of 0.5 for each observed variable factor loadings in order to preserve significance in our sample size (Hair, 2009). This resulted in the deletion of observed variables pp1 and pp2 from the model as they scored 0.496 and 0.444 respectively. The same occurred with items respective to the latent variable *attitude valence* and the items relative to resistance to negative news.

Internal Consistency

In order to assess internal consistency, we calculated the composite reliability (CR), an equivalent measure to assess the internal consistency of the latent variables. See Table 6 and 7. All constructs showed to have CR higher than 0.7, which indicates the adequacy of the measures used (Raykov, 1997).

Discriminant Validity

We also computed local fit measures to assess discriminant validity which is reached when the average variance extracted (AVE) is greater than the mean shared variance (MSV) and average shared variance (ASV) (Fornell and Larcker, 1981, Hair, 2010). Should the AVE be less than 0.5 or less than its MSV and ASV i.e., a latent variable does not support discriminant validity, we will drop all observed variables related with this latent variable. Thus, the items related with affection & connection latent variable in the brand love CFA and with resistance to negative information, were deleted from the model as this latent variable struggled to support discriminant validity. Even though the factor loadings were above 0.5 and statistically significant, a later straightforward factor analysis demonstrated all items of affection and connection (ac1-ac9) and resistance to negative news (res1-res2) loaded for several factors proving the discriminant validity concerns. We also deleted the items com5 and bcm1 items in order to accomplish discriminant validity of latent variables Commitment and Brand Commitment, respectively (Fornell and Larcker, 1981). See Table 6 and 7 for the discriminant validity of each dimension.

Confirmatory Factor Analysis for Brand Love measurement model		
<i>Factor loadings and reliability measures</i>		
Latent Variable	Observed Variable	Factor Loading
Passion (2nd order dimension)		
Feelings		
	pf1	0.836
	pf2	0.700
	pf3	0.798
	pf4	0.762
WTI		
	pwti1	0.610
	pwti2	0.563
	pu1	0.673
	pu2	0.735
	CR (Passion)	0.933
	AVE	0.875
	MSV	0.656
Commitment		
	com1	0.805
	com2	0.789
	com3	0.720
	com4	0.755
	CR	0.852
	AVE	0.590
	MSV	0.503
Selfint		
	sel1	0.859
	sel2	0.861
	sel3	0.802
	sel4	0.888
	sel5	0.862
	sel6	0.799
	sel7	0.798
	sel8	0.776
	CR	0.947
	AVE	0.691
	MSV	0.656
Longterm		
	lon1	0.500
	lon2	0.544
	lon3	0.924
	lon4	0.919
	CR	0.826
	AVE	0.561
	MSV	0.494
	RMSEA	0.072
	SRMR	0.077
	CFI	0.943
	TLI	0.933
	CD	1.000

Table 6 – CFA of the brand love measurement model

Confirmatory Factor Analysis for Market outcomes measurement model		
<i>Factor loadings and reliability measures</i>		
Latent Variable	Observed Variable	Factor Loading
Loyalty		
	loy1	0.776
	loy2	0.707
	loy3	0.819
	loy4	0.855
	CR	0.869
	AVE	0.626
	MSV	0.578
WOM		
	wom1	0.848
	wom2	0.932
	wom3	0.900
	wom4	0.872
	CR	0.937
	AVE	0.790
	MSV	0.707
BrandComit		
	bcm2	0.917
	bcm3	0.834
	CR	0.869
	AVE	0.768
	MSV	0.707
	RMSEA	0.127
	SRMR	0.055
	CFI	0.940
	TLI	0.913
	CD	0.996

Table 7 – CFA of the market outcomes measurement model

Model goodness-of-fit

We computed several global measures to assess the model fit (goodness of fit measures: chi-square test (χ^2), root mean squared error of approximation (RMSEA), standardized root mean squared residual (SRMR), and baseline model comparison indices, the confirmatory fit index (CFI) and the Tuckey-Lewis index (TLI)). SRMR values close to 0.8 or close suggest a good model fit. (Hu and Bentler, 1999), while CFI and TLI indices above 0.9 in combination with a relative chi-square (RCS) test of 5 or below, suggest an adequate fit between the conceptual framework and the structural model (Bentler, 2007, Hair, 2010).

Results indicate that the redefined brand love measurement model of brand love, after CFA took place, has an acceptable fit, where $\chi^2=613.013$ with 232 degrees of freedom, $p<.005$,

CFI=0.943, TFI=0.933 and SRMR=0.077 while the market outcomes measurement model scored a lower goodness of fit with a $\chi^2=191.748$ with 31 degrees of freedom, $p<0.005$, CFI=0.94, TFI=0.913 and SRMR=0.055 (Hu and Bentler, 1999). All first order latent variables of the brand love and market expected outcomes measurement models had a CR above the 0.7 threshold (Hair, 2010), revealing the adequacy of the constructs used in the model.

Pathway analysis

In a second stage, we performed a pathway analysis by using the measurement models of brand love and market outcomes and specifying them according to our conceptual framework demonstrated in Figure 1. *Passion* (second order latent variable formed by *feelings* and *willingness to invest*), and the first order latent variables (*commitment*, *self brand integration* and *long term perspective*) were proposed as the foundations of brand love (third order latent endogenous variable) which ultimately will have impact on brand loyalty, positive word of mouth and brand commitment (all first order endogenous latent variables).

After the structural pathway analysis, we checked for any modification indices that would allow us to improve the overall goodness of fit of the model (Bagozzi and Yi, 2012). The final measurement model appears to have an acceptable fit yielding a $\chi^2=1443.197$, $df=493$ and $p<0.005$; RSMEA=0.077 and SRMR=0.088 and global fit measures such as CFI=0.908 and TLI=0.896. The final model with the pathway analysis is shown in Figure 2. Just as in the confirmatory factor analysis, all first order latent variables had a CR above the 0.7 threshold suggesting overall reliability of a collection of heterogeneous but similar items. We present the standardized estimates of the final model in Table 8.

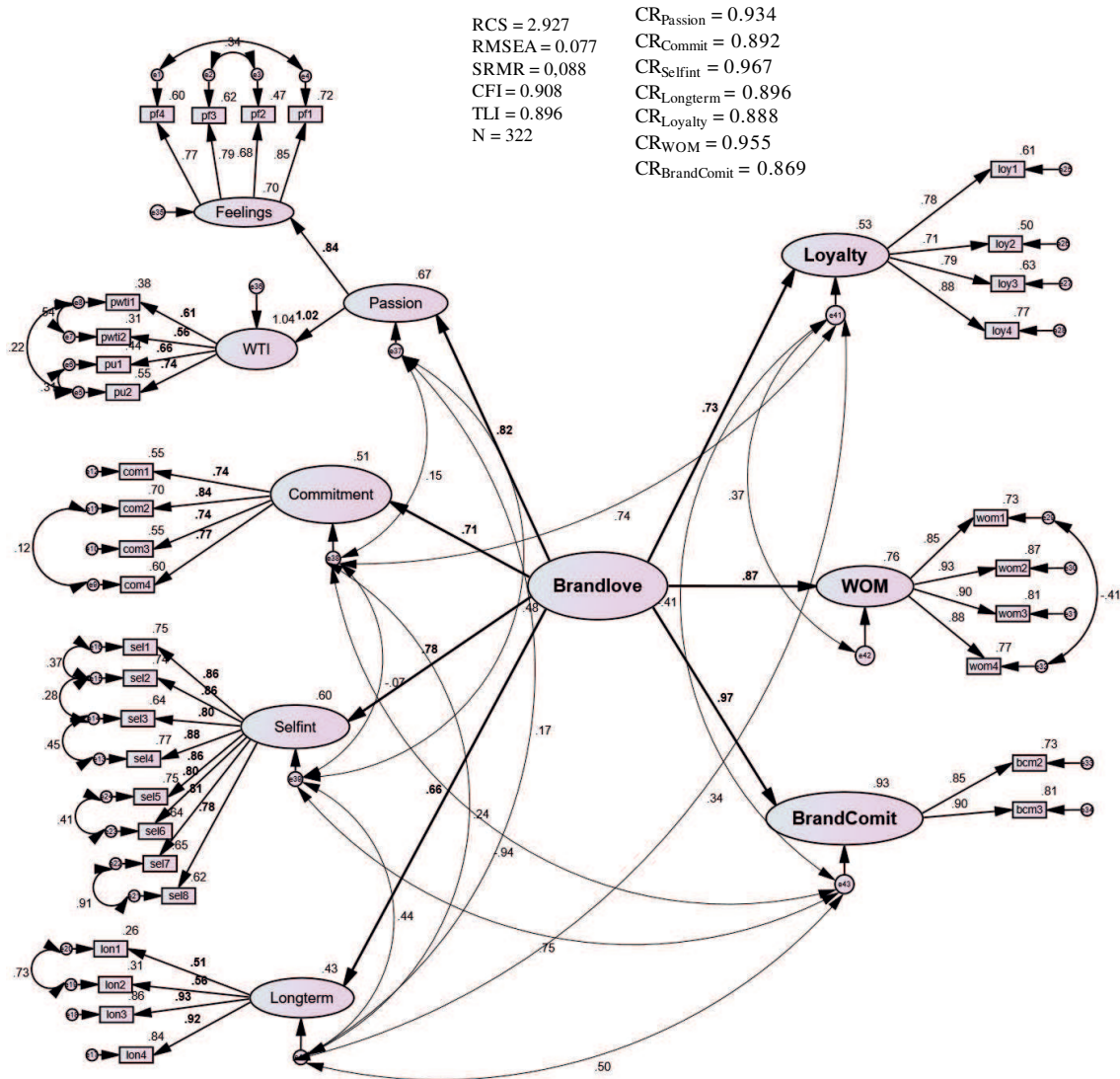


Figure 2 - Final model of the 2nd Higher Order Brand Love construct and pathway analysis (WTI, willingness to invest; Selfint, self brand integration; Longterm, Long term perspective; Brandlove, Brand Love; Loyalty, Brand Loyalty; WOM, positive word of mouth; BrandComit, brand commitment)

Standardized estimates in the final model			
Brand Love Construct			
Path	Estimate	Error	P
Feelings <--- Passion	0.837	0.074	***
WTI <--- Passion	1.019	0.113	***
Passion <--- Brand Love	0.817	0.144	***
Commitment <--- Brand Love	0.715	0.070	***
SelfInt <--- Brand Love	0.776	0.164	***
Longterm <--- Brand Love	0.658	0.146	***
Brand Love Market Outcomes			
Path	Estimate	Error	P
Brand Love ---> Loyalty	0.728	0.054	***
Brand Love ---> WOM	0.873	0.126	***
Brand Love ---> BrandComit	0.966	0.177	***

Table 8 – Standardized estimates of the final 2nd higher order brand love model and market outcomes (WTI, willingness to invest; Selfint, self brand integration; Longterm, Long term perspective; Brandlove, Brand Love; Loyalty, Brand Loyalty; WOM, positive word of mouth; BrandComit, brand commitment)

The parsimonious model obtained by our results confirm brand love as a latent third order variable comprised by *passion*, $\beta_{\text{PASSION} \leftarrow \text{BRANDLOVE}}=0.817$ (a second order dimension formed by *feelings* $\beta_{\text{FEELINGS} \leftarrow \text{PASSION}}=0.837$, and *WTI*, $\beta_{\text{WTI} \leftarrow \text{PASSION}}=1.019$), *commitment*, $\beta_{\text{COMMITMENT} \leftarrow \text{BRANDLOVE}}=0.715$, *self brand integration*, $\beta_{\text{SELFINT} \leftarrow \text{BRANDLOVE}}=0.776$ and *long term perspective*, $\beta_{\text{LONGTERM} \leftarrow \text{BRANDLOVE}}=0.658$, and with considerable impact in market outcomes such as *brand loyalty*, $\beta_{\text{BRANDLOVE} \rightarrow \text{LOYALTY}}=0.728$, *WOM*, $\beta_{\text{BRANDLOVE} \rightarrow \text{WOM}}=0.873$ and *brand commitment*, $\beta_{\text{BRANDLOVE} \rightarrow \text{BRANDCOMIT}}=0.966$. The CFA analysis needed to be performed separately so that market outcomes latent variables should not be confused as being part of the brand love construct. We followed a CFA analysis as described by Hoyle and colleagues (2000) where each measurement model should concern only the relations between measures of constructs, indicators and constructs they were designed to measure (i.e., Tables 6 and 7). Only in our final model, as described in Table 8, did we analyze the directional relationships between constructs (Hoyle, 2000). Our results are defined by a third-order model as follows: the endogenous variable brand love is the construct that preserves the multidimensional model of latent variables *passion*, *commitment*, *self-brand integration* and *long term perspective*, while explaining the causal effect of brand love in other exogenous variables *brand loyalty*, *WOM* and *brand commitment* (Iacobucci, 2010, Bagozzi, 2016).

Lastly, we ran z-tests to identify any statistically significant differences amongst the groups of consumers of Apple and Jeep from Portugal and the USA. This multi-group analysis of

each latent variable of both emotional dimensions and market outcomes are presented in Tables 9 and 10.

	ApplePT		AppleUSA		z-score
	Estimate	P	Estimate	P	
Structural					
Feelings <--- Passion	0.780	0.000	0.837	0.000	0.344
WTI <--- Passion	0.609	0.000	1.070	0.000	2.109**
Passion <--- Brand Love	1.024	0.000	1.452	0.000	1.141
Commitment <--- Brand Love	1.236	0.000	0.491	0.000	-3.28***
SelfInt <--- Brand Love	0.805	0.000	2.061	0.000	2.847***
Longterm <--- Brand Love	0.780	0.000	1.930	0.000	2.748***
Brand Love ---> Loyalty	0.783	0.000	0.775	0.000	-0.039
Brand Love ---> WOM	1.209	0.000	2.120	0.000	2.056**
Brand Love ---> BrandComit	1.419	0.000	2.526	0.000	2.138**

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

Table 9 – Brand Love and market outcomes multi-group comparison of Apple consumers in Portugal and USA (ApplePT, Apple consumers from Portugal; AppleUSA, Apple consumers from the USA; WTI, willingness to invest; Selfint, self brand integration; Longterm, Long term perspective; Brandlove, Brand Love; Loyalty, Brand Loyalty; WOM, positive word of mouth; BrandComit, brand commitment)

	JeepPT		JeepUSA		z-score
	Estimate	P	Estimate	P	
Structural					
Feelings <--- Passion	0.310	0.067	0.633	0.000	1.605
WTI <--- Passion	0.777	0.300	0.576	0.000	-0.262
Passion <--- Brand Love	0.291	0.005	1.287	0.000	3.766***
Commitment <--- Brand Love	2.308	0.014	0.640	0.000	-1.766*
SelfInt <--- Brand Love	0.676	0.000	1.352	0.000	2.224**
Longterm <--- Brand Love	0.930	0.000	1.701	0.000	2.141**
Brand Love ---> Loyalty	1.433	0.004	1.016	0.000	-0.806
Brand Love ---> WOM	1.128	0.000	1.254	0.000	0.414
Brand Love ---> BrandComit	0.880	0.000	1.843	0.000	2.562**

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

Table 10 – Brand Love and market outcomes multi-group comparison of Jeep consumers in Portugal and USA (JeepPT, Jeep consumers from Portugal; JeepUSA, Jeep consumers from the USA; WTI, willingness to invest; Selfint, self-personality brand integration; Longterm, Long term perspective; Brandlove, Brand Love; Loyalty, Brand Loyalty; WOM, positive word of mouth; BrandComit, brand commitment)

As one can see in Tables 9 and 10, results suggest that the components of brand love differ in terms of importance across the two countries and categories. For example, the importance of *WTI* seems to be about two times greater for American rather than Portuguese Apple® consumers ($\beta_{AppleUSA}=1.070$, $\beta_{ApplePOR}=0.609$, $z\text{-score}=2.109$, $p<0.01$). In addition, Brand Love seems to impact WOM in a greater fashion for Apple® American consumers than the Portuguese ($\beta_{AppleUSA}=2.120$, $\beta_{ApplePOR}=1.209$, $z\text{-score}=2.056$, $p<0.05$). This difference only occurs in Apple consumers, possibly leading to category specific differences. The greater

difference between groups seems to be *passion*, where its importance for brand love is more than 3 times greater for Americans than Portuguese Jeep® consumers ($\beta_{\text{AppleUSA}}=1.287$, $\beta_{\text{ApplePOR}}=0.291$, $z\text{-score}=3.776$, $p<0.005$). *Passion* seems to be a much more important dimension possibly due to the fact that automobile brands may be self-expressive and that Jeep® is a traditional American brand, whose positioning embodies the American way-of-life. Our results also suggest that *commitment* dimension is more relevant for Portuguese than American consumers, irrespective of category. Being more averse to risk, Portuguese consumers may commit in a deeper level than American consumers. The differences found in our results will be analyzed in light of the cultural differences as described by Hofstede (2005). The theoretical and practical implications of our results will also be discussed in the next chapter.

5. Discussion & Limitations

The purpose of this study was to understand the dimensions of brand love and its consequences while identifying differences between two different categories of products (Apple® and Jeep®) and consumers from two very distinct countries (Portugal and the USA). Based on the premise that consumers do not feel the same way about a given product category and their brands, and culture influences how people develop emotional relationships, we developed a model for brand love and its market expected outcomes and tested for differences between two product categories and countries. However, brand love remains yet to be a consensual concept for marketers and researchers, and therefore we performed an in-depth literature review to identify all possible emotional dimensions that have been suggested to be part of the brand love construct. The sample of 322 participants was considered to be acceptable according to Kline (2015), that suggests that any SEM model should have a sample size of at least 200.

Brand Love Model

Using a well-grounded theoretical background, we were able to develop a model that features the emotional dimensions through which consumers establish a loving relationship with a brand. Our analysis concluded that brand love is a higher order concept comprised by the following emotional dimensions: *passion* (0.817) (1st order dimension that consists of 2nd order dimensions of *feelings* [0.837] and *willingness to invest* [1.019]), *commitment* (0.715), *self-personality brand integration* (0.776) and a *long-term perspective* (0.658) (Figure 3). We also noted that these emotional dimensions do not match entirely the interpersonal love theory that psychology suggests for how humans relate to one another, nor the parasocial theory, which only demonstrates and supports how unique the concept of *love for a brand* is. In fact, our model suggests that brand love is a sum of the following emotional dimensions: 1) *passion*, a strong emotion referring to the feelings that consumers develop with a specific product or brand and how willing they are to invest their resources to nurture and maintain that relationship (Thomson et al., 2005, Batra et al., 2012). Passion-driven emotions also refer to the behavioral aspects that make consumers desire the brand and long for using it, by investing whatever resources they wish but also because of the history consumers and brand have together (Batra et al., 2012); 2) *commitment*, perceived as the degree to which consumers have a given brand as their top-of-mind, how frequently they use the brand and

how eager they are to keep buying the same brand (Heinrich et al., 2008); 3) *self-personality brand integration*, which is consistent with the idea that consumers use brands to self-express and gain a sense of belonging to a specific group (Escalas and Bettman, 2005); 4) *long-term perspective*, a dimension that is coherent with the emotional attachment theory, and through which we conclude that consumers love a brand by desiring it to be close to them (Hazan and Shaver, 1994) and announce that “closeness” and “sense of fit” (Batra et al., 2012) to others. This dimension also supports the notion that an emotional relationship is followed by an anticipated separation distress, where consumers long brand’s absence, should they go out of existence (Batra et al., 2012)

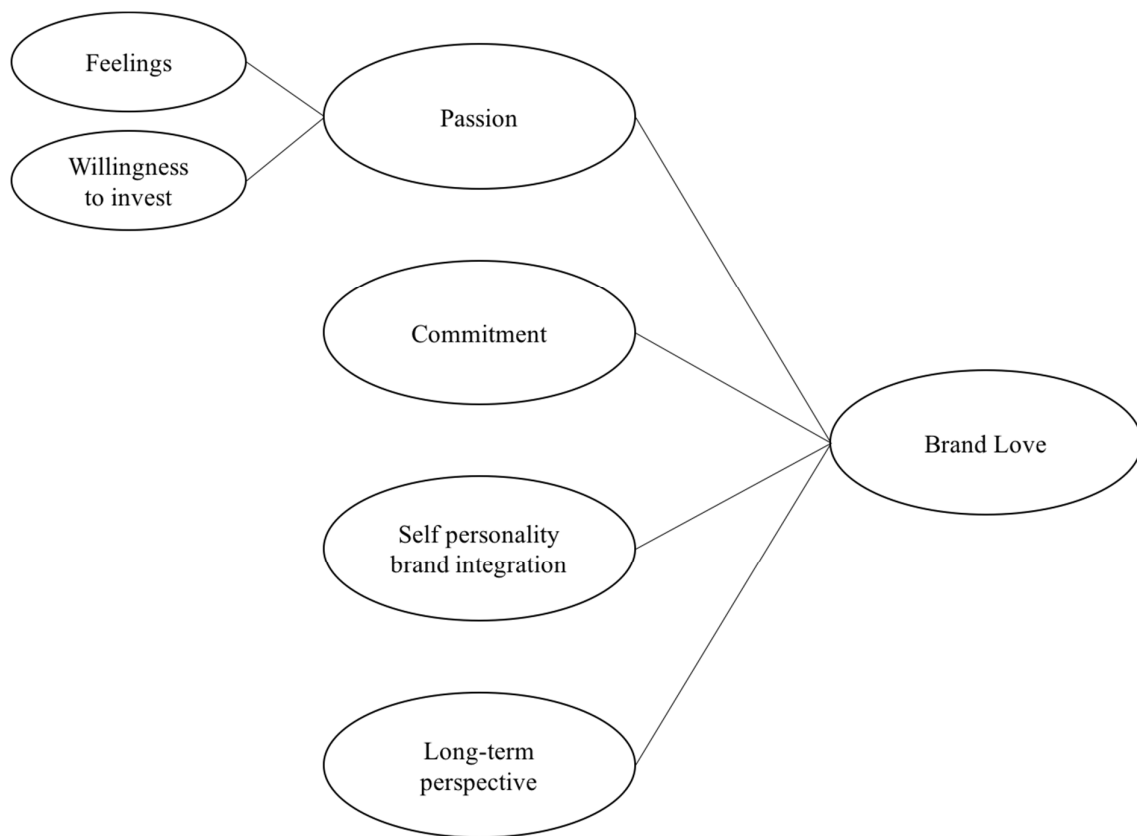


Figure 3 – Higher order Brand Love factor model.

We suggest that the proposed brand love model may have a greater theoretical value than any other since it originated from a diverse demographic and heterogeneous sample rather than a student sample as performed by previous studies (Batra et al., 2012, Albert and Valette-Florence, 2010). The “real-life with real consumers” aspect of the study may also be the reason why a dimension such as affection/connection has not been considered in the model. The theoretical inconsistency already identified in Chapter 2 was confirmed by the validity

issues as raised in the additional factor analysis, where different items of affection/connection loaded for several different other factors analyzed in the model. Our results support that affection/connection are both equivalent concepts that refer to feelings (already being measured and analyzed by the *passion* dimension) but also to a sense of fit, apparently better explained by the dimension of *self-personality brand integration*.

The results show two ways in which brand love is different: category specific differences and country specific differences.

Category-specific differences

American Apple® consumers seem to be more willing to invest their resources (both time and money) in improving the configuration of their iPhone as opposed to Portuguese Apple® consumers. They also appear to have a greater past history with the device. As mentioned, this difference does not occur between Jeep® owners from Portugal and the USA. As suggested by Hofstede (2005), the more individualistic American society uses a more direct and explicit form of communication which may have a spillover effect on how people express themselves through the brands they use. In a daily and omnipresent object, phone covers and wallpapers that everyone can see, are the ultimate tool of self-expression. This idea is consistent with the wide range of mobile covers and websites and/or apps that help the consumer customize their iPhone. On the other hand, brand love in American Jeep® owners seems to be much more influenced by a passionate emotional state than the Portuguese group, by almost four times more ($p\text{-value} < 0.01$). We suggest that this difference may be due to the fact that Jeep® is an American brand with attributes that resonate with the individualism and a more masculine attitude of Americans, when compared to the Portuguese. These attributes are publicized by Jeep® as a brand that is indelibly linked to freedom, adventure, authenticity and passion. Moreover, Jeep® actually became famous by the ubiquitous presence in the World War II personifying the Yankee ingenuity and cocky, can-do determination (Jeep, 2016). This may be the reason why any Jeep® model has a very small depreciation rate, holding an average of 60% of the original price (KelleyBlueBook, 2015). In addition, Jeep® is currently distributed in Portugal via a third-party company that does little-to-none advertising. Regardless of how Portuguese consumers perceive and love the Jeep® brand, it is understandable why American consumers may be much more passionate about it.

Country-specific differences

Overall, *commitment* as an element of brand love, is far more important for Portuguese than American consumers. As mentioned, this dimension refers to how eager consumers are to maintain the same brand for their life time. We propose that this is true due to the fact that Portuguese society is much more averse to risk than the American, translating in an emotional need for rules. Not to mention how security is a crucial component in how people are motivated (Hofstede and Hofstede, 2005). On the opposite side, American society is more prone to accept new innovative products and try something different, whether it be technology, businesses or food (Hofstede, 2001), suggesting that commitment as an emotion might not be as relevant as it is for how Portuguese consumers develop brand love. On the other hand, *self-personality brand integration* appears to be a much more important dimension to Americans than to Portuguese consumers regardless of brand category. Not only are Americans much more individualistic, which translates on how people express themselves, but they also seem to be more masculine where notions like success do not function as a motivator in itself but rather the ability to show one's success to others, i.e. the goal is to be able to display "I'm the winner" (Hofstede, 2001) Hence, we suggest that brand attributes and how consumers integrate these attributes on their personality is far more important in the USA than in Portugal, whether they relate to how consumers perceive themselves or how they wish to be perceived. Lastly, *long-term perspective* seems to be more important for American than Portuguese consumers. Following the previous train of thought, brand's attributes underlie the *how* and *why* consumers choose one brand versus another. If Jeep® and Apple® were vanished from the marketplace, consumers might feel as if they are left with nothing to be perceived for, i.e. causing a *tangible* separation distress. Additionally, Jeep® and Apple® are important and extremely valuable American brands (Interbrand, 2016), through which American consumers may perceive the strength of their economy. We suggest that if any of these two brands go out of existence, it will cause a relevant anticipated distress in American consumers.

Love Outcomes

Moreover, our model confirmed that brand love is not only connected, but highly determines several market outcomes such as brand loyalty (0.728), brand commitment (0.966) and positive word of mouth (WOM) (0.873). We demonstrate that brand love entails the existence of a positive experience and overall satisfaction with the usage, buying and display of the brand which therefore facilitates and develops brand loyalty, just as proposed by Amine

(1998) who viewed satisfaction as an indirect antecedent of brand loyalty. Our research adds a deeper understanding of what this satisfaction is and what emotions underlie the term “satisfaction”. In fact, brand love determines *brand commitment* more than any other market outcome. This results in a loving relationship with a strong sense of personal identification and affective commitment (Tuškej et al., 2013). Managers should note that emotionally committed consumers have a lower cost of retention than those who are not, making them less vulnerable to service failures and competition efforts (Bolton et al., 2000). Our model also demonstrates that committed consumers whose connection with the brand is rooted in an emotional relationship tend to try to convert their peers via positive word of mouth or brand advocacy (Grisaffe and Nguyen, 2010). However, we were not able to demonstrate the effect of brand love in how consumers resist negative information. The survey used an item adopted from Batra et al (2012) and one that we developed. It seems this important dimension needs a deeper understanding of which items should be used to measure it, for example, by future exploratory research.

Market outcome differences across category and country

Our research suggests that *brand loyalty* is the only market outcome that is consistent across the two countries and brand categories. *Brand commitment* appears to be the market outcome that is at least two times more important for American consumers than their Portuguese counterparts. Noting that only two items remained in our analysis (*I enjoy discussing this brand with people that are not familiar with it* and *This brand has a great deal of personal meaning for me*) and that WOM is also far greater important for American than Portuguese iPhone consumers, our data supports the idea that the dichotomy individualist/collectivistic society moderates important marketing constructs such as WOM (Money et al., 1998) and relationship commitment (Wuyts and Geyskens, 2005). In this sense, American society is more prone to commit to a brand and positively talk about it to others. Being part of a more collectivistic society, Portuguese consumers are less likely to be so open about their opinions and accomplishments to others, even as brand owners, possibly out of fear of offence or transgression of any unnamed rule that would lead to a loss of face (Hofstede and Hofstede, 2005).

Limitations

We have also identified an important limitation concerning the dimensions used in previous research. The affection and connection measures had several issues with validity with for several factors resulting in discriminant invalidity. Theoretical models of human behavior describe these emotions as crucial for a loving relationship, which supports the need for the development of better measures.

6. Conclusion

In brief, this research was able to address all research questions through the extensive data collection and data analysis performed. In fact, the depth of our statistical analysis was able to confirm brand love as a different construct than originally defined in prior research. Our model found brand love to be a third order dimension only comprised by passion, commitment, self brand integration and long term perspective. We found striking differences on how brand love is developed among Portuguese and American consumers. We also found that these differences are both country- and category-specific. Additionally, our results seem to reflect the cultural differences as described by Hofstede and colleagues (2005), except for the anticipated separation distress component of the long-term perspective. To the best of our knowledge, this was the first time such comparison was tested and we were able to outline the key differences among the groups. We also propose a new brand love model, which we argue to be a valuable tool to help managers and advertisers understand the emotional dimensions and their relative importance, and that ultimately will make consumers engage in a loving relationship with their brands.

7. Future Research

The proposed brand love model identified several emotional dimensions that consumers develop and support their relationship with a specific brand. Longitudinal research is needed to understand how these dimensions form over time and how they affect the loving relationship. Additionally, more work is required to understand what other differences may exist across product categories, especially between brands of services. Extended research with data from more countries is also crucial to complete a thorough comparison of how brand love develops across different cultures.

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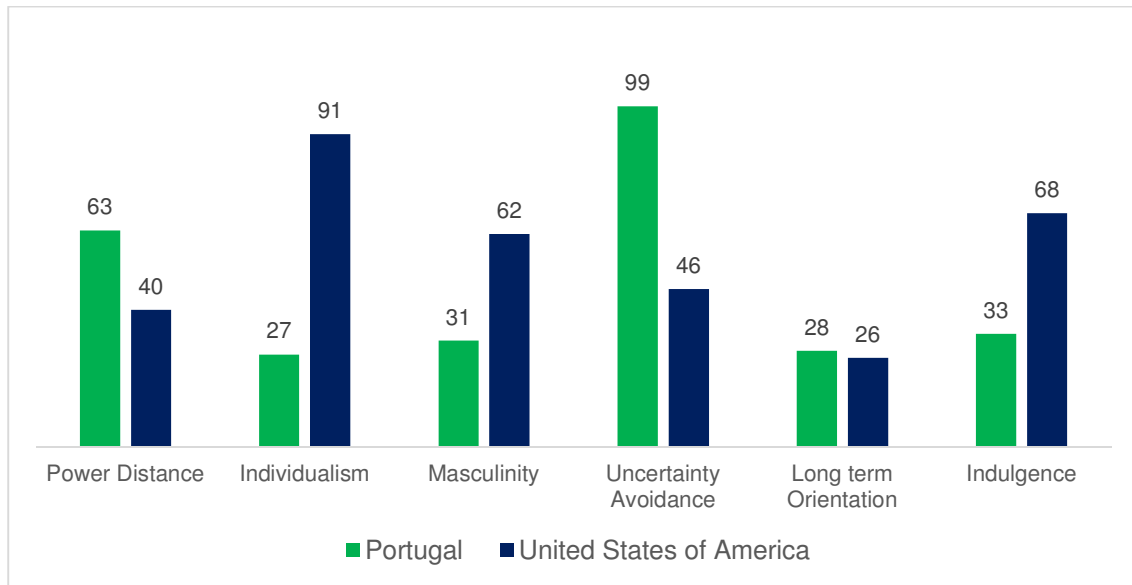
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9. APPENDICES

Appendix 1 - Hofstede Cultural Dimensions Comparison



6D® Hofstede Cultural Dimensions Comparison

Appendix 2 – Detailed survey – English version



Dear Sir/Madam,

Thank you very much for taking the time to answer this survey that aims to understand consumer-brand relationships.

This survey is part of the Final Dissertation research for the completion of my Master of Science in Applied Management at Catolica-Lisbon School of Business & Economics.

All your answers are confidential and will be strictly used for statistical purposes in the sole scope of this research.

This survey will take around 10 minutes to complete.

We thank you once again for your kind cooperation,
Vasco Pontinha

Do you currently live in the United States of America

Yes

No

Do you own any Apple® or Jeep® products?

Yes, I own an Apple® iPhone.

Yes, I own a Jeep® 4x4 vehicle.

Yes, I own both an Apple® iPhone and a 4x4 Jeep® vehicle.

No, I do not own anything from these two brands.

In the following section, we will ask you to consider several statements that will help us understand your relationship with Apple® and your Apple® iPhone.

Please note that these questions refer only to you and your relationship with your Apple® iPhone.
There are no right or wrong answers so please be completely honest in the answers that you provide.

Here is an example of the kind of questions we will ask:

Please indicate the extent to which each of the words below describe your feelings towards a specific brand name:

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Passionate							
Delighted							
Captivated							
Emotional							

We ask you for your answer to each feeling. Should any of these words not correspond to the kind of feelings you have for the brand, please select "Strongly disagree".

The rest of the survey should not take more than 10 minutes to complete.

Please indicate the extent to which each of the words below describe your feelings towards Apple®:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Passionate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delighted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Captivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emotional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Concerning your willingness to invest your resources in your Apple® iPhone, are you:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Willing to spend money improving or fine-tuning it after buy it?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Willing to spend time improving or fine-tuning it after buy it?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In regard to the passionate desire to use an Apple® iPhone, please indicate the extent to which you:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Feel myself desiring it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feel a sense of longing to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

About the things you have done in the past with your Apple® iPhone:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Have interacted a lot with it or the company that makes it (namely with the customer service, information services, frequent visits to the website, search through the brand's portfolio...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have been involved with it in the past	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In what may concern your commitment to Apple®, please state your level of agreement with the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I am very focused on this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand would be my first choice .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not buy another mobile device if I am able to buy an Apple® iPhone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to always keep this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is irreplaceable .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consider your affections and connection with Apple® and please state your level of agreement with the following statements

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I experience great happiness with this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that Apple® and I are quite similar to each other .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is something almost 'magical' about my relationship with Apple®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel tender toward Apple®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of natural fit with Apple®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am emotionally connected with Apple®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What I feel for Apple® is fun .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am devoted to Apple®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What I feel for Apple® is unselfish .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the next question, we would like you to consider the possibility to integrate the Apple® values in your personality and self-identity and indicate to which extent do you agree with the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Apple® says something true and deep about who you are as a person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having an Apple® iPhone is an important part of how you see yourself .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having an Apple® iPhone makes you look like what you want to look .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having an Apple® iPhone makes you feel like how you want to feel .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple® does something that makes life more meaningful .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple® contributes something towards making my life worth living .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I frequently find myself thinking about Apple® .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find that Apple® keeps popping into my head .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In a long-term perspective, to which extent do you agree with the following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I will be using an Apple® iPhone for a long time .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My Apple® iPhone will be a part of my life for a long time to come.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I suppose if Apple® was to go out of existence, I would feel anxious .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I suppose if Apple® was to go out of existence, I would apprehensive .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please express your overall feelings and evaluations towards Apple®

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Favorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unfavorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In what may concern your loyalty towards Apple®, please express your overall level of agreement with each following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I will continue to have an Apple® iPhone or buy a new one because I am satisfied with it .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use my Apple® iPhone or buy a new one in spite of competitor's deals .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy additional products from Apple®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer the Apple® brand to other brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking about the potential recommendation of Apple® to others, please indicate the extent to which you agree with each of the statements shown below

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I have recommended Apple® to lots of people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I 'talk-up' Apple® to my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to spread the good-word about Apple®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I give Apple® tons of positive word-of-mouth advertising .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In what may concern your commitment to Apple®, please express your overall level of agreement with the following statements

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I would be very happy to <u>spend the rest of my life with Apple® products.</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy <u>discussing the Apple® brand</u> with people that are not familiar with it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple® has a great deal of <u>personal meaning</u> to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suppose you hear something negative about Apple®, please indicate the extent to which you agree with each of the statements shown below

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<u>I would question</u> those statements in my own mind.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>I would wait for Apple® to confirm it</u> in order to believe in it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you a social media user?

Yes

No

Which of these social media platforms do you regularly use?
If you do not use any social media platforms, please skip this question.

- Facebook
- Twitter
- LinkedIn
- Instagram
- Other

Please state your gender

- Male
- Female

What is your age group?

- Less than 24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- More than 65 years old

What is your highest education level, so far?

- Elementary school
- High School
- Undergraduate
- Graduate studies (e.g. MBA, MSc, PhD)

What was your total household income before taxes during the past 12 months?

- | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| Less than \$25,000 | \$25,000 to \$34,999 | \$35,000 to \$49,999 | \$50,000 to \$74,999 | \$75,000 to \$99,999 | \$100,000 to \$149,999 | More than \$150,000 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

What would be your current employment status?

- Employed for wages
- Self-employed
- Out of work
- Homemaker
- Student
- Military
- Retired
- Other

We thank you for your time spent taking this survey.
Your response has been recorded.

Appendix 3 – Detailed survey – Portuguese version



Caro Senhor(a),

Muito obrigado pela disponibilidade em responder a este inquérito que tem como objetivo perceber as relações dos consumidores com as suas marcas preferidas.

Este inquérito surge no âmbito da elaboração da Tese Final de Mestrado em Gestão Aplicada na Católica-Lisbon School of Business & Economics.

Todas as suas respostas são confidenciais e serão usadas única e exclusivamente para fins estatísticos no âmbito desta investigação.

As primeiras duas questões do inquérito servirão para perceber se o seu perfil se enquadra no que pretendemos para este trabalho.

Estimamos que a duração deste inquérito seja aproximadamente 10 minutos.

Mais uma vez grato pela sua colaboração,
Vasco Pontinha

Está de momento a residir em Portugal?

- Sim
 Não

Tem algum produto da Apple® ou Jeep®?

- Sim, tenho um iPhone da Apple®.
 Sim, tenho um iPhone da Apple® e um 4x4 da Jeep®.
 Sim, tenho um 4x4 da Jeep®.
 Não, não tenho nenhum destes produtos.

Nesta secção iremos colocar à sua consideração um conjunto de afirmações que nos ajudarão a perceber a sua relação com o seu 4x4 e com a Jeep®.

As questões que se seguem referem-se sempre e apenas relativamente a si e à sua relação com o seu 4x4 da Jeep®.

Segue-se um exemplo do tipo de perguntas que surgirão:

Por favor, indique até que ponto cada uma das palavras abaixo indicadas descrevem os seus sentimentos em relação a uma determinada marca:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Apaixonado							
Encantado							
Fascinado							
Sentimental							

Pertende-se ter a sua resposta a cada um dos sentimentos. Se algum não corresponder ao uma descrição do que sente pela marca, por favor seleccione "DISCORDO TOTALMENTE"

Pedimos que responda honestamente às próximas questões, tendo em conta que não existem respostas certas nem erradas.

Por favor, indique até que ponto cada uma das palavras abaixo indicadas **descrevem os seus sentimentos em relação à Jeep®**:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Apaixonado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encantado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fascinado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentimental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

No que diz respeito à sua **disponibilidade em investir recursos na melhoria ou configuração do seu 4x4 da Jeep®**, por favor indique até que ponto concorda com cada uma das expressões abaixo indicadas:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Eu tenho vontade de investir muito dinheiro a melhorar ou a configurar após a compra.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenho vontade de investir muito tempo a melhorar ou a configurar após a compra.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quanto ao modo apaixonado como utiliza o seu 4x4 da Jeep®, indique por favor o grau de concordância com as seguintes expressões:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
É frequente não conseguir estar sem o meu 4x4 da Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequentemente, dou por mim a ter saudades de utilizar o meu 4x4 da Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gostávamos agora de lhe colocar algumas questões em relação à **forma como tem interagido com 4x4 da Jeep® no passado**:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Já tive bastantes interações com a Jeep® no passado. (nomeadamente com o serviço de pós-venda, serviço de informações, visitas frequentes ao website, pesquisa do portefólio completo de produtos...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenho estado muito envolvido com a Jeep® no passado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

No que diz respeito ao seu nível de compromisso com a Jeep®, por favor descreva o nível de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Estou muito focado nesta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca seria a minha primeira escolha .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Não compraria um 4x4 de outra marca se a Jeep® estiver disponível para venda.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gostaria de me manter com a Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero a Jeep® insubstituível .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Considerando agora os seus sentimentos e ligação com a Jeep®, por favor indique o seu grau de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Eu experimento uma grande felicidade com a Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diria que a Jeep® e eu, temos personalidades muito parecidas .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Há qualquer coisa de "mágico" na minha relação com a Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto ternura pela Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu e a Jeep® combinamos naturalmente .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estou emocionalmente ligado à Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O que sinto pela Jeep® é divertido .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sou um devoto da Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O que sinto pela Jeep® é altruista .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gostávamos agora que considerasse a possibilidade de integrar alguns dos valores da Jeep® na sua própria personalidade e forma de ser, por favor indique o seu grau de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
A Jeep® diz algo de verdadeiro e profundo sobre quem eu sou como pessoa.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter um 4x4 da Jeep®, é uma parte importante de como me vejo a mim mesmo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter um 4x4 da Jeep®, faz-me ter a aparência que eu quero para mim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ter um 4x4 da Jeep®, faz-me sentir como me quero sentir comigo próprio.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Jeep® faz algo que torna a vida com mais significado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Jeep® contribui com algo para a minha vida que a faz valer a pena viver.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequentemente, dou por mim a pensar na Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É frequente, a Jeep® vir-me à cabeça.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Considerando agora uma perspectiva de longo-prazo de utilização do 4x4 da Jeep®, qual o grau de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Vou usar um 4x4 da Jeep® durante muito tempo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O 4x4 da Jeep® será parte da minha vida durante muito tempo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se a Jeep® deixasse de existir, eu sentir-me-ia ansioso.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se a Jeep® deixasse de existir, eu sentir-me-ia preocupado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Para podermos avaliar o sentido global da imagem e atitudes que tem para com a Jeep®, por favor indique o grau de concordância com os seguintes termos:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Positivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negativo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Favorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desfavorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

No que concerne à sua lealdade para com a Jeep®, por favor indique o seu grau de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Vou continuar a utilizar um 4x4 da Jeep® porque estou satisfeito com a marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vou continuar a ter um 4x4 da Jeep® independentemente das ofertas das marcas concorrentes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu compraria mais produtos da Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu prefiro a Jeep® às outras marcas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quanto à possibilidade de recomendação da Jeep®, por favor indique o seu grau de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Eu já recomendei a Jeep® a muitas pessoas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu promovo a Jeep® aos meus amigos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenho espalhado uma boa imagem sobre a Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu faço imensa publicidade de passa-palavra para a Jeep®.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

No que diz respeito ao estabelecimento de um compromisso futuro com a Jeep®, por favor indique o grau de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Eu ficaria muito feliz se ficasse com a Jeep® para o resto da minha vida.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto de falar da Jeep® com pessoas que não a conhecem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Jeep® tem um significado muito pessoal para mim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suponha agora que ouvira alguma notícia negativa sobre a Jeep®, e indique o grau de concordância com a seguinte afirmação:

	Discordo totalmente	Discordo	Discordo pouco	Nem discordo nem concordo	Concordo pouco	Concordo	Concordo totalmente
Eu duvidaria dessas notícias negativas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esperava que a Jeep® confirmasse essas notícias para acreditar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

É utilizador de redes sociais?

Sim

Não

Qual ou quais são as redes sociais que utiliza regularmente?

- Facebook
 Twitter
 LinkedIn
 Instagram
 Outra

Qual o seu género?

- Masculino
 Feminino

Qual a faixa etária a que pertence?

- Menos de 24 anos de idade
- 25-34 anos
- 35-44 anos
- 45-54 anos
- 55-64 anos
- Mais de 65 anos de idade

Qual o nível de rendimento anual do seu agregado familiar?

- Menos de 25.000€ De 25.000€ a 34.999€ De 35.000€ a 49.999€ De 50.000€ a 74.999€ De 75.000€ a 99.999€ De 100.000 a 149.999€ Mais de 150.000€
-

Pode também informar-nos quanto à sua situação profissional atual?

- Trabalhador(a) por conta de outrém
- Trabalhador(a) por conta própria
- Desempregado(a)
- Doméstico(a)
- Estudante
- Militar
- Reformado(a)
- Outro

Agradecemos a sua participação neste inquérito.
A sua resposta foi registada.

