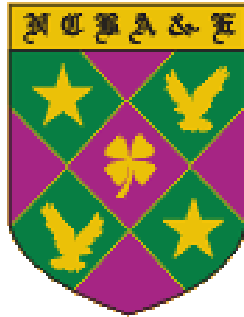


*National College of Business
Administration & Economics
Lahore*



**SELF CONGRUENCE – EMOTIONAL BRAND
ATTACHMENT RELATIONSHIP:
THE INTERPLAY OF BRAND PERSONALITY
DIMENSIONS OF SINCERITY AND
SOPHISTICATION**

BY

ZEESHAN RAFIQ

**MASTER OF PHILOSOPHY
IN
BUSINESS ADMINISTRATION**

SEPTEMBER, 2014

**NATIONAL COLLEGE OF BUSINESS
ADMINISTRATION & ECONOMICS**

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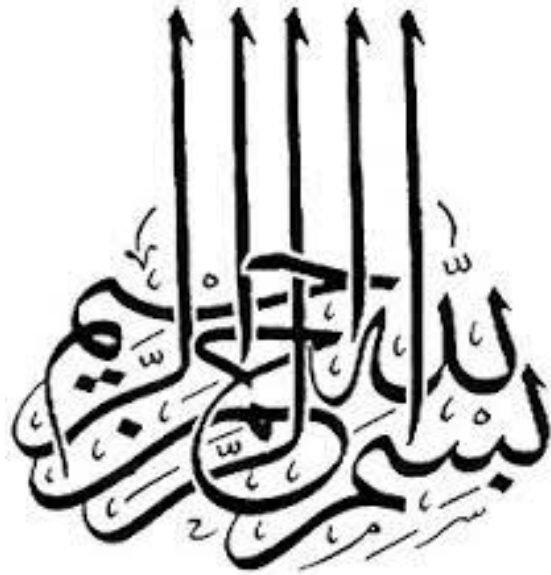
ZEESHAN RAFIQ

**A dissertation submitted to
School of Business Administration**

**In Partial Fulfillment of the
Requirements for the Degree of**

**MASTER OF PHILOSOPHY
IN
BUSINESS ADMINISTRATION**

September, 2014



**In the name of ALLAH,
the Compassionate,
the Merciful**

**NATIONAL COLLEGE OF BUSINESS
ADMINISTRATION & ECONOMICS
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**MASTER OF PHILOSOPHY IN
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DECLARATION

It is to declare that this research work has not been submitted for obtaining similar degree from any other university/college.

ZEESHAN RAFIQ
September, 2014

DEDICATED
TO

My Family
The very source of
My inspiration

ACKNOWLEDGEMENT

All praises to Almighty Allah who has given us the wisdom and knowledge to identify the right path and reach the truth. All respects for His Holy Prophet (PBUH) who is forever beacon of light for all of us.

A special thanks to my family. Words cannot express how grateful I am to my mother, father, brother and sister for all of the sacrifices that they have made on my behalf. Their prayer for me was what sustained me thus far. I am forever indebted to my parents who spent sleepless nights alongside me and were always my support in the moments when there was no one to answer my queries.

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I must say that it is propitious to be among you people, and am forever grateful to you all for all the contributions and wholehearted support you have given me in your individual capabilities.

RESEARCH COMPLETION CERTIFICATE

Certified that the research work contained in this thesis entitled **“Self Congruence – Emotional Brand Attachment Relationship: The Interplay of Brand Personality Dimensions of Sincerity and Sophistication”** has been carried out and completed by **Zeeshan Rafiq** under my supervision during his **M.Phil. Business Administration** Programme.

(Dr. Faisal Qadeer)
Supervisor

SUMMARY

Intense competition in the business world has compelled managers to seek ways through which they can enhance consumers' commitment towards the brand and compel them to make financial sacrifices in order to obtain it. Both practitioners and academics understand that sustainable competitive advantage and product differentiation from competitor is inextricably linked with emotional brand attachment. Although consumers interact with thousands of brands throughout their lives, they develop an intense emotional attachment with only a few of them. Consequently, it has been difficult for both researchers and practitioners to appraise and understand the intricate emotional relationship of consumers with brands. In this regard self congruence and brand personality are considered to be at the helm of inducing emotional brand attachment and are given paramount importance.

This study focuses to understand and further elaborate the role of actual and ideal self congruence in enhancing emotional brand attachment. Moreover our research aims to explore the effects and influences of brand personality dimensions of sincerity and sophistication on emotional brand attachment as well as ponder upon the moderating role of these personalities on the relationship between self congruence (ideal and actual) and emotional brand attachment.

The results have been contrived through a survey questionnaire from the students of business administration who are pursuing their research degrees of M.Phil and Ph.D. Two universities are randomly selected from Lahore, which are offering research degrees in business administration. From a total of 19 research classes which are being conducted for business administration in these two institutes, 7 are randomly selected. A total of 154 students participated in the survey and a total of 308 questionnaires were distributed of which 154 were of part A and 154 were of part B. The researcher received back 281 fully completed and usable questionnaires out of which 140 were of part A and 141 were of part B.

The data is subsequently analyzed through various statistical techniques such as cross tabulation, descriptive statistics, correlations and linear regressions for data analyses and hypotheses testing. All hypotheses other than the moderating roles of sincerity and sophistication have been staunchly supported. The results indicate that actual self congruence, ideal self congruence, sincerity and sophistication are strongly associated with emotional brand attachment for both hedonic and utilitarian products. It is pertinent to note that the comparison between the two types of congruence and brand personalities reveal that in a collectivistic Pakistani culture, consumers are more prone to and show a greater inclination towards brands which are perceived as being sincere and are congruent to the actual self of the consumers. The study discusses the results and draws several insights along with suggestions for theory and practice; limitations and prospect directions.

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CHAPTER 1

INTRODUCTION

1.1 STATEMENT OF TOPIC

In today's competitive world, the number of products in the markets has increased exponentially. It has become an arduous task for the marketers to differentiate their products from the competitors. In this regard *emotional brand attachment* is applauded as a central pillar of market differentiation and sustainable competitive advantage. Bearing this in mind, scholars as well as practitioners urge and stress upon the need to identify factors which influence emotional brand attachment. Previous studies have shown that the role of *self congruence* is of paramount importance in inducing emotional brand attachment. However, the conundrum facing manager is to decide which of the self congruence (*actual or ideal*) should they address and focus upon in order to successfully position their brand in the target market. The extent to which actual or ideal self congruence will play a role in generating emotional brand attachment is ambiguous and requires further investigations. Similarly the effects and influences of different dimensions of *brand personality* on self congruence and emotional brand attachment have not been explored. It is posited that the brand personality dimensions of *sophistication* and *sincerity* will positively interact with emotional brand attachment as well as influence self congruence in contrasting ways. This study seeks to fill the aforementioned research voids and contribute and enrich the domains of self congruence, emotional branding and brand personality.

1.2 INTRODUCTION

The turn of the century has given rise to intense competition in the business world. Businesses try various strategies and contrive numerous formulas in order to gain a competitive advantage over their competitors. The numbers of products in the markets have increased exponentially. It has become an arduous task for the marketers to differentiate their products from the competitors. Bilotti (2011) states that for organization to gain a competitive edge, firms must introduce offerings which are unique and unparalleled compared to their rivals. In order to accomplish such objectives marketers at one point or the other must comprehend, stimulate and appeal the psychology of the consumer. He further reiterates that the feelings and emotions induced

by a brand hold the key to successfully and effectively differentiate a firm's offering from that of its competitors.

Emotional brand attachment is a connection that interlinks and intertwines a customer with a particular brand by inducing feelings of affection, passion and connection (Malar et al., 2011). The importance of emotions with respect to brands gains significance and captivates the attention of marketers since customers become emotionally involved with a minuscule number of brands (Thomson et al., 2005). Due to the minuscule and small number of possible adherences of customers with brand, emotional brand attachment is being given paramount importance among marketers (Bilotti, 2011). By reminiscing on the work of previous researchers, Thompson et al., (2006), state that the emotional perspective of consumer-brand attachment is viewed upon as an edifice which effectively differentiates a brand from the competitors and bestows upon the firm a sustainable competitive advantage.

Recently academicians and marketers have started giving importance to comprehending and understanding, the intricate relationships and attachments of customers with brands (Thomson, 2006). As a concept which elucidates the intensity of the connection of a customer with the brand, attachment is vital and indispensable since it influences behavior which promotes brand profitability by creating loyal customers (Thomson et al., 2005). The greater an individual's attachment with a product, the greater will be the chances he would exert efforts to be close to the product and demonstrate affinity to the product. When individuals are confronted with stress and pressure from their surroundings they often seek solace from the attachment product. Similarly when people have to separate from an object they are attached to or when there is a risk of being departed from the product, individuals may become distressed (Thomson et al., 2005).

According to Oliver (1999) deep-seated psychological devotions pave the way for customer loyalty. According to him the most intense and effective form of psychological devotions are emotional, pertaining to affection, commitment and admiration. Firms should therefore strive to form and forge emotional bonds with brands in order to reap the profits and rewards of genuine loyal customers (Grisaffe, 2011).

According to Fournier (1998) past researches conducted to investigate the relationships between consumers and brands have established that the comprehension of the emotional aspects associated with these kinds of relationships is vital for both marketers as well as for researchers. Acknowledging the importance of establishing relationships with brands Park et al., (2010) emphasize on the need for further research on how managers

could augment brand attachment. Similarly Malar et al., (2011) state that future research should consider looking at various moderating variables which would steer the relationship between the self-concept and emotional brand attachment. Thus by taking into consideration previous researches and the research gaps highlighted by the scholars, this study investigates the influence and affects of self-congruence and brand personality on emotional brand attachment. Furthermore this study also focuses on the moderating role of brand personality on the relationship between the self concept (actual and ideal self) and emotional brand attachment.

Previous researches highlight the strong positive influence which the phenomenon of self congruence has on emotional brand attachment. The objective of the majority of marketing campaigns and promotions is to develop and achieve self- congruence. When an individual's self and the personality of a brand are coherent with each other self congruence is established (Aaker, 1999). According to Malar et al., (2011), favorable and strong self congruence positively affects a customer's psychological attitude and inclination towards the brand. Self congruence particularly plays a pivotal role in emotional brand attachment, since the two concepts are closely related with each other (Bilotti, 2011).

The acceptance or rejection of brands, products or advertising depends upon how well they integrate and conform to the self-concept of an individual (Mehta, 1999). According to Grubb and Grathwohl (1967) brands contain and possess symbolic meaning and exhibit/transmit various images. The acquisition, consumptions and presentations of brands convey these symbolic meanings to the person himself as well as to other people. This subjective meaning of the brand should be in coherence with the self-image of an individual in order to influence an individuals' buying behavior. It is pertinent to note that the effect and influence of the symbolic meanings of a brand on the purchase decisions of individuals is mediated by the self-concept (Mehta, 1999).

Recently research was conducted in order to determine the variables that may have an impact and affect on the ideal and the actual self. Furthermore understanding and comprehending which one of the two self-concepts, the actual self or the ideal self is more significant with regards to influencing an individual's buying behavior is also the focus of research. Some of the variables looked upon include personality, social class, and self esteem. Results of the research lead to ambiguity with regards to the influence and impact of the actual and ideal self on an individual's buying and decision behavior (Malhotra, 1988). It is proposed that self-congruence plays a role in enhancing the cognitive responses and attitudes of the customer towards the brands (Grohmann, 2009). Since an individual's self-concept is pertinent for

emotional brand attachment to take place (Park et al., 2010) self congruence especially will be a central driver in the formation of emotional brand attachment (Malar et al., 2011).

From the above discussion, it is evident that the self concept influences emotional brand attachment. However, very few studies attempted to investigate the magnitude of influence that the actual or ideal self will have on emotional brand attachment. When should managers emphasize on creating a brand personality that focuses to attract the ideal self of the customers and when should they focus to inspire the actual self (Malar et al., 2011)? Similarly the bulk of studies on self brand congruence were carried out in the western perspective, especially in the US. A very small amount of research has looked upon the effect of culture on the relationship between individuals' self-concept and its effect on their brand perceptions (Halonen, 2012). This study therefore looks into the role of the actual self as well as the ideal self on emotional brand attachment.

Another important variable which play a significant role in influencing emotional brand attachment is the personality of the brand. According to Aaker (1997) brand personality is "the set of human characteristics associated with a brand". Brand Personality bestows upon the firm competitive advantage as it makes it easier for the organizations to disseminate their message to the customers, particularly when the firm faces intense competition and finds it difficult to differentiate its products (Ghodeswar, 2008). Thus brand personality plays a crucial role in differentiating the products of a firm. Managers can use the brand personality to create and construct an image for symbolic and self-expressive aspect of the product (Azoulay and Kapferer, 2003). This indicates that one of the reason managers develop a brand personality is to highlight and cater the intangible aspect of the brand. Heere (2010) concedes to the fact that managers are able to guide, and shape the perception of the customers towards the brands.

From an advertiser's perspective, the idea of brand personality is of utmost significance for a number of reasons. As advertising is considered to promote the symbolic aspects of a brand, the use of brand personality provides an effective route to communicate this intangible and symbolic meaning to the target market. The reason being that brand personality helps to conjoin the customer, the product and culture associated with the customer within the body of the advertisement (Mccracken, 1986). Furthermore brand personality is crucial in inducing positive emotions and inclinations toward the brand (Biel, 1992). It is also a very prudent strategy for creating a connection with the customers (Sung and Tinkham, 2005). Thus academicians and marketers

acknowledge the significance of brand personality in persuading and influencing people (Biel, 1992).

According to McCrae and Costa (1987), by determining the connections and associations between the image of a brand and an individual's self-concept, marketers will be able to differentiate and position products to the target market successfully. Each brand interacts in a distinct manner depending upon the particular personality attributes of the customer. Hence an extensive investigation and intense understanding of the interplay and interconnection between a consumer's self concept and brand image is required from the marketer's perspective.

From the above discussion it is not farfetched to state that brand personality positively influences emotional brand attachment. Till date to the best of our knowledge no study has looked upon the influence of the dimensions of brand personality (*Sincerity, Excitement, Competence, Sophistication, and Ruggedness*) on emotional brand attachment. Our study ponders on this avenue and conducts an empirical investigation on the influence of the brand personality dimensions of sincerity and sophistication on emotional brand attachment.

Furthermore Malar et al., (2011) stress upon the need to identify various moderating variables that will influence the relationship between self congruence and emotional brand attachment. In light of the aforementioned research gap this study investigates and analyzes the moderating affect of brand personality (sincerity and sophistication) on the relationship between self congruence (ideal and actual) and emotional brand attachment.

1.3 SIGNIFICANCE OF THE STUDY

Nowadays in order to keep pace with the drastically changing, fast pace and highly competitive world organizations are continuously striving to understand the intricacies involved in the buying behavior of individuals. Furthermore marketers are keen to understand the consumer's decision making process. Managers are looking for ways to make insights on how to develop and foster emotional relations between a user and a brand. Earlier studies have shown that emotional brand attachment occupies a distinctive and important place in relationship marketing. This is so because the formation of brand attachment drives shapes and influences an individual's purchase decision.

It is because of the above stated reasons that academicians and practitioners have started giving importance to comprehending and

understanding, the intricate relationships and emotional attachments of customers with brands. Academicians are keen to understand the role ideal and actual self congruence plays in inducing and enhancing emotional brand attachment. Very few studies attempted to investigate the magnitude of influence that the actual or ideal self will have on emotional brand attachment. When should managers emphasize on creating a brand personality that focuses to attract the ideal self of the customers and when should they focus to inspire the actual self (Malar et al., 2011)? Similarly the bulk of studies on self brand congruence were carried out in the western perspective, especially in the US. A very small amount of research has looked upon the effect of culture on the relationship between individuals' self-concept and its effect on their brand perceptions (Halonen, 2012). This study seeks to understand the phenomenon of self congruence and emotional branding in a collectivistic culture and is one of the pioneering studies in the context of Pakistani environment.

Furthermore there has been a surge in interest regarding the role of brand personality in imbuing emotional brand attachment. There is a need for exploratory work to establish the role of brand personality in enhancing emotional brand attachment. Till date to the best of our knowledge no study has looked upon the influence of brand personality on emotional brand attachment. Our study ponders on this avenue and conducts an empirical investigation on the influence of the brand personality dimensions of sincerity and sophistication on emotional brand attachment. Moreover this study extends the work of Malar et al., (2011) and looks upon the moderating role of brand personality (Sincerity and Sophistication) on the relationship between the self-concept (Ideal/Actual) and emotional brand attachment.

1.4 OBJECTIVES OF THE STUDY

- a) To comprehend and examine the connections between the types of self congruence (actual or ideal) and emotional brand attachment
- b) To analyze the impact of the brand personality dimensions of sincerity and sophistication, on emotional brand attachment
- c) To investigate the influence of sincerity and sophistication on the relationship between self-congruence and emotional brand attachment.

1.5 STUDY HYPOTHESES

In light of our study objectives, prior research, arguments and deliberations this research puts forth the following hypotheses. The detail of the ‘hypotheses grounding’ which is based on an extensive literature review and relevant theories is provided in Chapter 2.

- H₁: Ideal self congruence will enhance emotional brand attachment
- H₂: Actual self congruence will enhance emotional brand attachment
- H₃: Brands perceived as exhibiting the personality dimensions of sophistication will have a positive impact on emotional brand attachment
- H₄: Brands perceived as exhibiting the personality dimensions of sincerity will have a positive impact on emotional brand attachment
- H₅: Brand personality dimension of sophistication will moderate the relationship between ideal self congruence and emotional brand attachment
- H₆: Brand personality dimension of sincerity will moderate the relationship between actual self congruence and emotional brand attachment.

1.6 THEORETICAL MODEL

Figure 1 illustrates the analytical framework of our study. It elaborates the set of study variables and their relationships. The first hypothesis pertains to the relationship of ideal self congruence with emotional brand attachment. The second hypothesis exhibits the relationship of actual self congruence with emotional brand attachment. Similarly hypothesis 3 illustrates the relationship of sophistication with emotional brand attachment, whereas hypothesis 4 deals with the relationship between sincerity and emotional brand attachment. The moderating role of sophistication and sincerity is depicted in hypothesis 5 and 6 respectively.

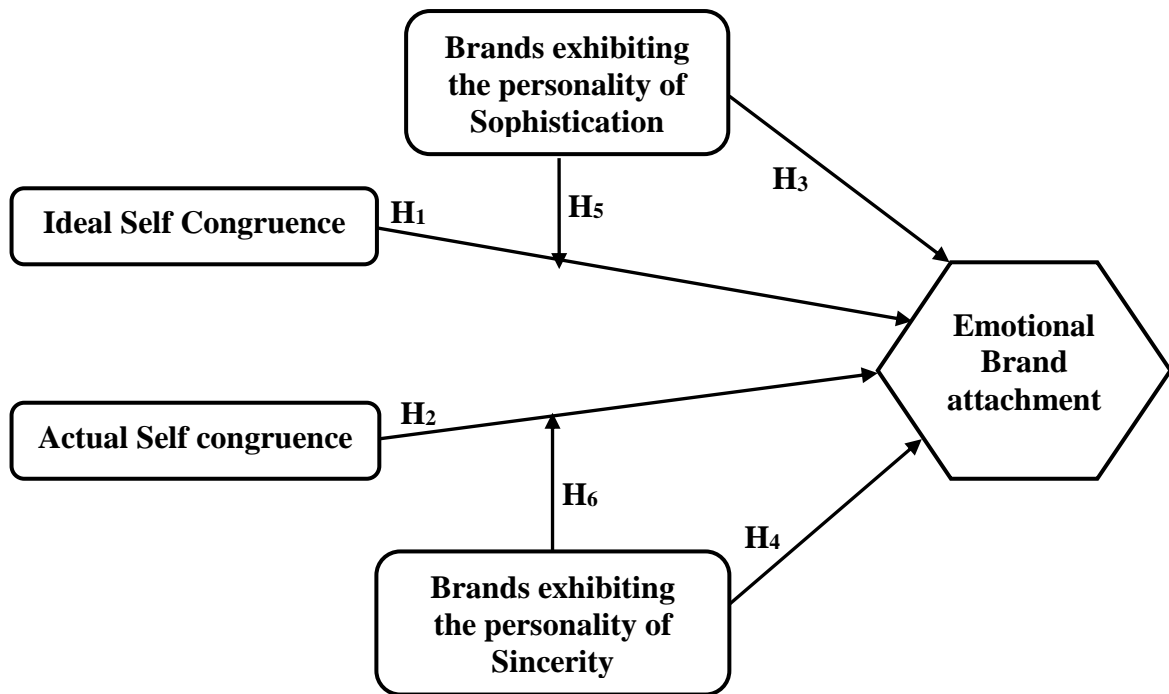


Fig. 1.1: Theoretical Framework

1.7 METHODOLOGY

The study conducts a questionnaire based survey among the students of business administration from various universities of Lahore. The purpose of the research is analytical in which the proposed hypothesis are tested in order to understand the relationship that exists among the variables. The type of investigation is correlational which is done in order to delineate the important variables associated with the current study. In this study the extent of researcher interference is minimal and the study settings are non-contrived (the studies are invariably conducted in non-contrived settings). The unit of analysis is individuals since the consumers of particular brands will be studied. The time horizon is cross-sectional as data is gathered at one point in time. It is pertinent to note that the primary data from students is gathered with the help of self administered questionnaire. The methodology of this study is discussed in detail in chapter 3.

1.8 DATA ANALYSIS

The collected Data is analyzed using SPSS module 19th version and Excel 2010. The study employs various statistical tests to examine the data through cross tabulation and descriptive analysis separately. For the purpose of inter-item consistency (reliability analysis), Cronbach's Alpha is estimated.

The study measures Pearson Bi-variate Correlations for all the study variables. In order to test the moderating variable we use the methodology as prescribed by Baron and Kenny's (1986) and Aiken and West (1991). The detailed analysis and interpretations are discussed in Chapter 4.

1.9 FINDINGS

The findings of the study are in accordance to the hypothesized relationship. The methodology undertaken and techniques applied to analyze the data are deemed appropriate to fulfill the objectives of the study. The empirical results of the hypotheses testing illuminate the relationships between the study variables. It is seen that ideal and actual self congruence play a crucial role in inducing and enhancing emotional brand attachment. Furthermore the results reveal that not only is brand personality crucial for the phenomenon of self congruence but is also an important antecedent of emotional brand attachment. However the moderating role of sincerity and sophistication on the relationship between self-congruence and emotional brand attachment are not supported. A detailed discussion on findings, implication and limitations with future direction are given in Chapter 5.

CHAPTER 2

LITERATURE REVIEW AND HYPOTHESES

2.1 EMOTIONAL BRAND ATTACHMENT

Emotional Brand attachment is considered as a type of self-extension, which is characterized as analogous to interpersonal bonds (Kleine and Baker, 2004). Individuals extend their ‘self’ to objects, such as other individuals, places and possessions (Belk, 1988). Brand attachment is regarded as a prominent construct that displays the approach by which consumers are related with brands (Schmitt, 2012). Thomson et al. (2005) are the first to develop measurement on emotional brand attachment, by conceptualizing it as emotional bonding, utilizing the degree of affection, passion and connection to measure attachment.

Later, brand attachment is argued to capture both emotional and cognitive bonding, reflecting brand – self connection (Park, et al., 2006), which is the belief hold by consumers on the relevance between the brand and ‘their self’ (Fedorikhin et al., 2008). This definition goes along with research using self-brand connections, which refer to the extent that a brand has been incorporated into consumers’ self-concept (Escalas, 2004). Recently, brand prominence, exhibits the salience of the brand – self connection through perceived ease and frequency brought into consumer s’ mind, has been added to the conceptualization (Park et al., 2010). Other research (Rossiter and Bellman, 2012) measures brand attachment using four dimensions: resonance, bonding, companionship and love.

2.1.1 Importance of Emotional Brand Attachment

Emotional branding is an answer to the discrepancies and deficiencies of the traditional approach to brand management which focuses and relies upon benefits in order to position the brands (Gobe, 2001 cited in Thompson et al., 2006). Proponents of emotional brand attachment particularly contend to the basic assertion of the benefit driven perspective, which is that marketers should develop a unique, coherent and distinct benefit position in order to be successful (Aaker, 1996).

According to Thomson et al., (2006), advocates of emotional brand attachments argue that positioning a brand in terms of its advantages cannot

produce an everlasting competitive edge for a firm. This is because benefits of products could be easily copied and imitated. This is especially true in case the benefits are associated to technology and designing of a particular product. Furthermore simply highlighting the benefits of brands would prove to be ineffective in capturing and engrossing the minds of the customers and the brand would fail to occupy a center stage in a saturated market. In this regard advocates of emotional branding contend that brands that arouse customer passion and everlasting loyalty are rarely related to attributes and benefits.

Emotional brand attachment is pivotal in establishing a long lasting relationship with the brand. It is pertinent that marketers try to induce and establish strong emotional links between the customers and brands. Park et al., (2010) explain the significance of having customers strongly attached to brands. According to him the greater the intensity of attachment between the customers and the respective brands, the greater will be the inclination of customers to give up personal resources and to establish a continuous association with the brand. This indicates that customers are inclined and exhibit intentions to engross in difficult behaviors. Difficult behaviors are those that demand the sacrifice and the expenditure of money time and other resources which help to develop and strengthen a brand relationship. By analyzing an individual's emotional attachment with a brand, marketers can anticipate and foresee an individual's dedication as well as allegiance to the brand. Furthermore it helps to determine how much a customer is inclined to make financial sacrifices for the brand. In a nutshell an individual's loyalty to a brand can be anticipated by taking into consideration an individual's emotional attachment with the brand (Thomson et al., 2005).

Oliver (1999) states that the earnings generated from customers who are emotionally attached to products are relatively stable and are less lively to be effected by turmoil. When the attachment is particularly cohesive, it gives rise to enduring loyalty which results in repurchases, "come rain or shine" regardless of situational allurements and promotions which may lead a customer to shift and replace the product.

Establishing durable and everlasting emotional bonds with brands is an effective way of obtaining loyal, profitable, individuals who are willing to make repurchases. To induce such emotionally laden repurchases, firms must devote their efforts and focus on three crucial issues. Firstly marketers must define the type and kind of attachment. Secondly marketers should determine the precursors and factors which result in the formation of such emotional bonds. Lastly marketers must determine and distinguish which precursors could be controlled and manipulated (Grisaffe, 2011).

In the light of the above discussion this research looks into the role and influences of self congruence (actual and ideal) as well as the dimensions of brand personality on Emotional Brand Attachment.

2.2 THE SELF CONCEPT

One of the primary and fundamental tasks that marketers must confront is to determine which side of a customer's psyche they are pursuing, whether it is the ideal self or the actual self. In some cases individuals tend to buy things that appeal to their aspirations, the ideal self. In the opposite end of the spectrum customers buy products which are congruent with their actual self (Bilotti, 2011). Nowadays the trend seems to be tilting towards authenticity. Today's Customers seek and respond to realism and authenticity in promotion and marketing (Gilmore and Pine, 2007). Individuals are now showing more inclination and importance to the actual self instead of the ideal self, as was apparent by Doves marketing campaign (Malar et al., 2011).

A comprehensive definition of Self-concept is given by Sirgy (1982). According to himself concept is "the totality of the individual's thoughts and feelings having reference to himself as an object". According to Mehta (1999) self concept is "A person's perception of oneself". Various concepts are used to explain self concept, and in this regard four major types of self concepts have been identified in literature (Mehta, 1999; Sirgy 1982): a) *Actual-Self*: 'describes how a person actually sees and perceives oneself'; b) *Ideal-Self*: Describes how a person would prefer to see and perceive himself; c) *Social Self*: Describes how a person thinks other view him; d) *Ideal Social self*: Describes how a person would prefer other people to view him. Although all four types of self-concepts make an impact and influence brand preferences, the role of actual self and ideal self in self brand congruity is seen to be more significant and is backed by strong empirical evidence (Sirgy, 1982).

2.2.1 The Self Concept and Emotional Brand Attachment

As stated earlier, individual's self concept is pertinent for emotional brand attachment to take place (Park et al., 2010). Also self congruence (the match between the actual and ideal self of an individual and the brand personality) is pivotal for the occurrence of emotional brand attachment (Malar et al., 2011). Since buying and using products provide means for expressing oneself, people generally purchase goods and brands that are seen and viewed to be analogous to the self-concept of the individuals (Graeff, 1996). This leads to the phenomenon which is generally termed as "self image congruity" (Sirgy et al., 1997; Sirgy et al., 1991; Sirgy, 1982). To understand the

mechanism of self congruity affecting consumer behavior, it is important to recognize that self image can be formed with different reference points about one's self. In particular, consumers can construct a self image about who they actually are i.e. actual self image as well as about who they aspire to be i.e., ideal self image (Ekinci and Riley, 2003).

The conundrum facing managers is to decide which of the self concept the actual or the ideal self should managers address and focus on in order to position their brand in the target market (Malar et al., 2011). Another important matter which should be taken into consideration is that most of the studies on individuals' self-concept and its effect on their brand perceptions have been carried out in the United States (Halonen, 2012). Although a few attempts have been made to study the effects of culture on the relationship between individuals' self-concept and its effect on their brand perceptions (Aaker and Schmitt, 2001; Sung and Choi, 2012), further investigations are needed to understand the phenomenon of self-congruence in diverse settings and backgrounds (Halonen, 2012). Therefore it is the need of the hour to investigate the affect of the actual and ideal self on emotional brand attachment, bearing in mind the cultural perspective.

2.2.2 Self Concept in the Light of Cognitive Consistency Theories

With the aid of Cognitive consistency theories, the influence of the self concept on emotional brand attachment can be explained, and hypothesis indicating the relationships between the self concept and emotional brand attachment developed. The significance of self congruence can be elaborated in the light of cognitive consistency theories. These theories propose that individuals seek to obtain congruence and coherence in their beliefs and their behaviors (Festinger, 1954). In case there is disharmony between the beliefs and actions of an individual the person will encounter cognitive dissonance which would result is stress and discomfort. Therefore in order to prevent cognitive dissonance from occurring people generally act in a likely manner, which bolsters their belief. This implies that people will buy and consume those brands which have similar personalities to them (Malar et al., 2011). Exhibiting and participating in such type of buying behavior strengthens and augments the Actual and the ideal self. The greater the coherence between the brand and a person's self-concept the greater will be the affiliation and attachment of that person with the brand. Cognitive consistency theories, specifically the self-expansion theory and self-verification theory can provide insights into attachment. The above stated theories work in concordance, influencing individuals to make purchases that are in congruence with the self-concept (Bilotti, 2011).

2.3 IDEAL SELF CONGRUENCE AND EMOTIONAL BRAND ATTACHMENT

Self-expansion theory elicits that individuals are motivated to self expand and this is often accomplished by including other individuals in the self (Aron et al., 2005). In this particular scenario brands occupy the position of another person. An emotional bond is established as an individual's self expansion occurs by the inclusion of the brand. The more the individual recognizes that the brand is a manifestation of who he is, the greater will be the emotional attachment between the person and the brand (Malar et al., 2011).

As far as the ideal self is concerned self enhancement theory helps to illustrate how emotional brand attachment is developed with a particular brand. Self enhancement is a form of motivation. It leads to individuals feeling good about them and enhances their self esteem (Ditto and Lopez 1992). According to self enhancement theory individuals have an inclination to enhance their sense of self worth (Sedikides and Strube, 1997). For this purpose individuals seek to achieve their desires and ambitions which are analogous to their ideal self (Higgins, 1987).

A brand exhibiting a personality similar to those of an individual's ideal self will aid in enhancing the self worth of the consumer (Grubb and Grathwohl, 1967). In this way if an individual realizes that his desires and ambitions are encompassed in a particular brand, this will lead to ideal self congruence and an emotional attachment with the brand. Thus according to our *Hypothesis 1* we expect that: *Ideal self congruence will enhance emotional brand attachment.*

2.4 ACTUAL SELF CONGRUENCE AND EMOTIONAL BRAND ATTACHMENT

Self verification theory posits a different explanation. Contrary to the self expansion theory which suggests that people self expand through the inclusion of brands in the self, self-verification theory asserts that individuals look for and pursue brands that reinforce, reflect, ratify, preserve and maintain the self-concepts that they possess (Swann, 1983). One way an individual can accomplish this objective is to buy brands that resembles and is homogenous with his self concept. People show an inclination towards brands that ratify and validate their self-concept and refrain from those that do not (Malar et al., 2011). Thus consuming products and brands manifesting and resembling an individual's actual self (i.e. actual self congruence) will arouse pleasant feelings relating to the brand and ultimately lead to emotional brand

attachment. This leads to the development of the *Hypothesis 2* states that: *Actual self congruence will enhance emotional brand attachment.*

2.5 THE BRAND PERSONALITY

Brands serve various advantages to people. Keller (1993) states three benefits of using a brand; these are functional, experiential and symbolic. Functional benefits connote to the ability of a brand to solve a particular problem. For instance Colgate helps to eradicate plaque. Experiential benefits connote to the sensory gratification, for example the taste of chocolate. It also deals with the cognitive arousal gained by using a particular brand.

Brand personality is related to the symbolic function. Symbolic functions relate to the self expressive functions associated with the use of the brand. In other words symbolic benefits depict what the brand portrays about the individual to the individual and to other people. When consuming a brand, the individual becomes connected with these symbols and images of the brand. In a way they acquire and incorporate in their mind, the image of the regular consumers of that particular brand or the personality of the brand.

Today a lot of different things are regarded as brands. The term brand is not limited to firms and products, but people are also looked upon as brands. Not only politicians and celebrities but also a regular man may perceive himself to be a brand (Solomon et al., 2010). Keeping this rational in mind it would be logical and plausible to do the reverse and associate human attributes to brands. Actually such a notion comes naturally to individuals (Plummer, 1985). In this regard research has indicated that individuals can associate various attributes and personalities to a particular brand when asked to in a questionnaire, without any difficulty (Azoulay and Kapferer, 2003). The fact of the matter is that viewing objects as having human qualities is a part of human psychology. It helps individuals to relate and comprehend their surroundings and the world (Louis and Lombart, 2010).

Brand personality is formed and shaped from several sources which may be grouped into direct and indirect sources. The direct sources are the ones that are people centric. The direct sources are comprised of a) the personnel of the organization b) the head of the organization c) Promoters of the brands such as celebrities. Furthermore demographic factors such as age, sex of an individual, social class are also known to influence and mold the personality of the brand. The indirect sources which mold and shape the personality of the brand include the brand name, the logo of the brand, price of the product, etc. In a nutshell the indirect sources include all the decisions made by the marketers

which are associated and linked with the brand (Aaker, 1997). Similarly McCracken (2005), states that one of the direct sources is the celebrities, who promote the product in advertisement. In these commercials they are depicted as consuming the brand, and in this way play a role in the formation of brand personality.

A brand can be portrayed with the help of attributes and traits such as the sex, age, social class and also with the help of typical traits which are ascribed to individuals such as ruggedness which is frequently used to describe Harley Davidson. Similarly IBM can be perceived as being formal and individuals associate sophistication with Mercedes Benz. It is therefore logical to state that human personality traits can be ascribed and attributed to brands. Furthermore human personality can be used as a tool to comprehend and understand how customers look upon and identify with the symbolic aspect (images) of the brand (Caprara, Barbaranelli and Guido, 2001).

2.5.1 Brand Personality and Emotional Brand Attachment

From the above discussion we may infer that brand personality will have a significant role to play in emotional brand attachment. This is so because on a broader perspective we can concur that the personality of the brand is centric for self congruence. Furthermore it lays the foundation for an individual's devotion and fondness towards a brand by enlivening and bestowing human characteristics to the respective brand (Malar et al., 2011).

Brand personality is essential for the formation of connections between an individual and a brand. According to Aaker (1996) Brand personality incites consumers and aids the consumers in identifying traits and characteristics they yearn in the brand which lead the customer to relate and form connections with the brand. Harris and de Chernaton (2001), illustrate how these connections are formed. According to them connections and bonds are formed between an individual and a particular brand as the brand instills and nourishes its personality. The relationships thus formed are pivotal for the success of the brand.

In order to understand customer's views, assessments and attitude about a particular brand, researcher can inquire from the customers to describe a brand on the bases of how they view its personality. Such an attempt would be able to give a superior comprehension of the emotions and bonds linked with a brand as compared to questioning the customers about how they perceive the attributes, associated with a particular brand (Phau and Lau, 2000). This indicates that Brand personality offers a better approach to comprehending the

emotions related to a particular brand as compared to studying and looking into the attributes of a brand.

Scholars have also reiterated and urged to investigate the relationship between brand personality and emotional brand attachment. Researchers are of the view that with the help of Aaker's five dimensions of personality (Sincerity, Excitement, Competence, Sophistication, and Ruggedness) one can further investigate and ponder upon how these dimensions of brand personality can induce and arouse emotions in individuals (Phau and Lau, 2000; Biel, 1992). It has become necessary that researchers investigate the influence and effect of brand personality both at individual level (consumers buying intentions and perceptions related to the brand) as well as on product level (brand equity). At the individual level it is likely that brand personality will influence a consumers cognitive processing and perceptions regarding the brand (Freling and Forbes, 2005), such as enhancing brand recognition by the consumer (Sekuler and Blake, 1994) and inducing cognitive processing (Biel, 1992). The stimulation of cognitive processing will ultimately result in enhanced brand attachments (Kleine et al., 1993).

2.5.2 Aaker's Dimension of Brand Personality

Aaker in 1997 stated that consumer behavior researchers must develop their own definitions and design their own instruments to measure the personality variables that go into the purchase decision. These discrepancies and voids compelled him to develop a brand personality scale. The scale demonstrates how different types of brand personalities can be distinguished. This has resulted in the perception that there are multiple ways in which the brand personality construct could influence a consumer's preference, and has provided investigators with tools so that these may be better understood. This study developed a specialized brand personality scale on the basis of three sources, namely, personality scales from psychology, personality scales used by marketers, and original qualitative research of personality traits associated with a number of brands. The final scale contained 42 personality traits with 15 facets. The five brand personality dimensions are Sincerity, Excitement, Competence, Sophistication, and Ruggedness. In this study we have focused on two of these Brand personality dimensions namely sincerity and sophistication.

2.6 SOPHISTICATION AND EMOTIONAL BRAND ATTACHMENT

In the study conducted by Freling and Forbes (2005) individuals who are given information pertaining to the personality of a brand (regardless of the brand personality dimension used) exhibit greater positive attitudes and inclination towards the brand as compared to those individuals who are not given any information pertaining to the personality of the brand. Furthermore it is also seen that, subjects in scenarios where the dimensions of brand personality are experimentally manipulated, show a greater tendency and inclination to make purchases as compared to those with no brand personality treatment condition. Thus, no matter which brand personality dimension is adopted as long as a brand exhibits a distinct, strong and favorable brand personality, it will induce and stimulate greater positive brand perceptions, attitudes and associations in the consumer (Freling and Forbes, 2005).

From this we may infer that brands having a strong personality will induce and have a positive impact on emotional brand attachment. In this particular study our focus is on brands exhibiting the dimensions of sincerity and sophistication. Thus in *Hypothesis 3* we posit that: *Brands perceived as exhibiting the personality dimensions of sophistication will have a positive impact on emotional brand attachment.*

2.7 SINCERITY AND EMOTIONAL BRAND ATTACHMENT

In line with the aforementioned discussion Mendez et al. (2013) states that Brand personality is instrumental in identifying, assessing, explaining and improving or developing a positive set of characteristics for a favorable perception of the brand by consumers. This indicates that brand personality such as sincerity will play a crucial role in imbuing emotional brand attachment.

Similarly the personality of a brand is chiefly inclined towards the emotive or expressive aspect of the brand and less related to the functional elements (Low and Lamb, 2000). This depicts that the Brand personality is related to the emotional aspect of the brand and will play a role in enhancing the emotions established between a consumer and a brand. Since the focus of this study is on the brand personality dimension of sincerity we posit in *Hypothesis 4* that: *Brands perceived as exhibiting the personality dimensions of sincerity will have a positive impact on emotional brand attachment.*

2.8 CONGRUENCE-PERSONALITY INTERACTION FOR EMOTIONAL BRAND ATTACHMENT

In the following paragraphs we discuss and explain why it is pertinent to investigate the moderating role of brand personality in the relationship between self congruence and emotional brand attachment.

Firstly, previous research highlights the pivotal role brand personality plays in self congruence. The gist of brand self-congruence is that individuals consume products and brands as symbols with the help of which they build, create and reflect their actual and ideal self (Trump and Brucks, 2012). Psychologist and Researchers concur that brands play a prominent role in how a person describes and sees himself (Mehta, 1999).

How an individual perceives oneself occupies a distinct place in the study of consumer psychology. The understanding of consumer self-concept is of paramount importance as it has a considerable impact on consumers buying behavior and mind set. Studies show a connection between an individual's self-concept and the personality of a brand. The phenomenon of self congruence helps marketers to forecast and anticipate various facets of an individuals buying and consumption behavior such as the use of a product and ownership, attitudes and emotions towards brands, adherence, devotion and loyalty towards a brand, travel behavior and the influence and success of celebrity endorsements (Sirgy et al., 1991; Sirgy and Su, 2000; Kressmann et al., 2006; Choi and Rifon, 2012).

Academicians particularly concentrate in understanding the degree, magnitude and impact of the imagery of brands and its affect on an individual's self concept. Furthermore how the customers utilize brands to develop and communicate this self-concept is also been the focus of many studies (Sirgy, 1982; Aaker, 1997). The fundamental concept which is generally known as self brand congruity, asserts that customers are inclined to acquire brands whose personalities match and coincide with their self-concept. Simply put the more the individual believes that the brand is similar to how an individual perceives himself the greater will be the connection and attachment with the brand (Halonen, 2012). Since brand personality has a significant role to play in self congruence which is a central driver in the formation of emotional brand attachment (Malar et al., 2011) we may posit that brand personality will moderate the relationship between ideal and actual self congruence with emotional brand attachment.

Secondly, current researches in the field of cross-cultural psychology (Heine et al., 2009) indicates that in non western cultures the attraction

between people who are similar to each other is less strong as compared to those in the western cultures. In other words the similarity-attraction effect is less intense in non western cultures. This implies that the relationship and inclination of individual to brands with personality perceived similar to theirs would also be weaker in the non western cultures (Halonen, 2012). Furthermore a considerable amount of research indicates that the self concepts are also affected by cultural circumstances (Markus and Kitayama 1991). This is illustrated by the fact that a person associated with a collectivistic culture develops self-concepts which are more interdependent as compared to those people hailing from individualistic cultures (Halonen, 2012).

Self -construals can be regarded as the disposition of the self-concepts, which is known to be the cause of many psychological and motivational phenomenons. Self construal indicates how individuals perceive, comprehend, and interpret their surroundings. Individuals with independent self-construals generally identify and construe their self –concepts with the help of internal characteristics like traits, attributes, beliefs, choices and inclinations. On the other hand individuals with interdependent self-construals generally identify and construe their self-concepts in accordance with their connection and association with other people. This means that individuals having interdependent perceptions will mold their self concepts according to the prevailing situation, background, or environment, and it will change depending upon the circumstances. Contrary to it people holding independent self-concepts identify and define themselves in the same way irrespective of the situation, background or circumstances and place great emphasis on consistency. Thus such people show consistency in their choices, preferences and traits throughout their lives (Halonen, 2012).

In the western culture mostly people hold the independent self-views. For such people it is normal and common to identify and define themselves to other people with the help of personality traits. It is pertinent to note this “cognitive consistency of the self” occupies less significance in collectivistic cultures (Triandis 2001). This implies that the phenomenon of self-brand congruence will also be weak and restricted in collectivistic cultures (Halonen, 2012). Thus in order to investigate the effect of collectivistic culture which in our case is Pakistan on self brand congruence, it is necessary to study the influence and moderating role of brand personality on the actual and ideal self congruence. This will help us in understanding the relationship and inclination of individual to brands with personality perceived similar to theirs in the non western cultures.

Thirdly, the reason for the emphatic inclination of a consumer towards a brand which is self congruent is that individuals use brands as a route and

outlet for self expression (Swann, 1987). The self expression model which is coherent with the concept of self congruence (Sirgy, 1982), asserts that for particular individuals specific brands can become a medium and outlet to exhibit and express a portion of their self identity (Phau and Lau, 2000).

According to Fishbein and Ajzen, the potentiality and capability of a particular brand to serve as an outlet for self expression depends on how successful the brand is in inducing the notion of experiential benefits in the customers (Fishbein and Ajzen, 1975). The personality of a brand can help to translate and transmute a consumer's experiences, channeling it into an outlet for self expression (Phau and Lau, 2000). A brand with a strong personality has a significant part to play in the self expression process. This premise is clearly illustrated by Levis jeans. Levis Jeans has been successful in capturing consumer attention and tilting consumer's inclination in their favor by developing a unique and strong brand personality, which has almost reached a pinnacle of admiration and awe in the consumer's mind (Phau and Prendergast, 2000).

The expression model is also capable of becoming an extension or an essential and indispensable part of the self (Belk, 1988). This implies that it attains a condition from where it is difficult to unwind and separate the consumer from the brand. When a brand conjoins with the individual and forms an integral portion of the extended self, it would depict the consumer's identity and will induce profound emotional attachment to the self (Cohen, 1989). Thus the self expression theory elicits that a strong brand personality is a prerequisite, if a brand is to become a part of the extended self and induce the feelings of emotional brand attachment. From this we may conjecture that a strong personality of a brand will moderate the relationship between self congruence and emotional brand attachment.

2.8.1 Moderating Role of Sophistication in ISC-EBA Relationship

According to Aaker (1997) three of the brand personality dimensions namely sincerity, excitement and competence resemble three dimensions from the big five model. Agreeableness and sincerity are analogous to each other. Both describe the feeling of warmth and acceptance. Similarly the dimension of extroversion resembles excitement. Both are used to describe the sentiments of sociability, energy and activity. Also Conscientiousness and competence typify security and dependability. It is pertinent to note that the remaining two dimensions, which are sophistication and ruggedness, are distinct from the other three dimensions since they do not relate to or resemble any of the big five human personality dimensions.

Different dimensions of brand personality will engage and interact with the consumer in contrasting ways. Also the preferences and perceptions of customers will vary depending upon the type of personality the brand exhibits. The dimensions of sincerity, excitement and competence ascribe with and relate to an individual's own personality. On the other hand the dimensions of sophistication and ruggedness tap into and relate to the desires of the customers, in other words stimulate and influence the aspirations of the customers. This indicates that the dimensions of sophistication and ruggedness is more aspirational than the other three brand personality dimensions. This argument is supported and is coherent with the advertising designed for sophisticated brands such as Monet, Revlon and Mercedes. The aim of such advertising is to reach and attract the aspirational aspect of the consumer by adopting themes such as upper class, glamorous and sexy. Furthermore brands exhibiting the personality of ruggedness such as Malboro and Levis adorn and sentimentalize American values of strength and masculinity (Aaker, 1997).

Malar et al., (2011) also emphasize that a study investigating the effect and influence of different brand personalities on self congruence should be conducted. Malar et al., (2011) posit that self congruence pertaining to the dimensions of sincerity, excitement and competence will bear distinct branding consequences in comparison to the self congruence associated with sophistication and ruggedness. From this we may infer that the personality of sophistication will play a greater role in stimulating and enhancing Ideal self congruence and the dimensions of sincerity will make a greater impact and influence on the actual self congruence.

Ideal self view is generally concerned with things that will occur in the future. The ideal self is developed and carved by imagination of ideals and the vision of how a person would like to see himself in the future. Thus the ideal self is related with the aspirations of the individual (Malar et al., 2011). Similarly the brand personality dimension of sophistication is associated with capturing aspirational images which are linked to wealth and status (Aaker et al., 2001). Since ideal self is associated with aspirations of individuals and sophistication captivates aspirational images we postulate that the brand personality dimension of sophistication will significantly influence and have a significant impact on the relationship between ideal self congruence and emotional brand attachment. This leads us to the development of *Hypothesis 5: Brand personality dimension of sophistication will moderate the relationship between ideal self congruence and emotional brand attachment.*

2.8.2 Moderating Role of Sincerity in ASC-EBA Relationship

On the other hand by using brands which are congruent and similar to the actual self concept, consumers can exhibit and communicate their real true self to others. This approach is consistent with and was used by Unilever in their Dove promotional campaign. In this campaign Dove hired models that were more average looking and were supposedly more analogous and comparable to the actual self of the target audience. This led to the formation of strong emotional brand attachment in the consumers of Dove (Malar et al., 2011). Thus in actual self, consumers seek reality, truthfulness and authenticity in the marketing cues and communications (Gilmore and Pine, 2007). The brand personality dimension of sincerity is comprised of traits such as down to earth, honest, sincere and original (Aaker, 1997). All these traits captivate the essence of the actual self, which is concerned with reality, truthfulness and authenticity. For instance “A down to earth” personality is practical and realistic and since actual self is concerned with reality, we may infer that the personality of sincerity is congruent with the actual self. Similarly honesty, and originality are traits of sincerity and the actual self concept is generally concerned with authenticity in messages which is not possible unless the messages and images related to the brand are honest and original. From this we posit that the brand personality dimension of sincerity will significantly influence and have a significant impact on the relationship between actual self congruence and emotional brand attachment. This leads to the development of *Hypothesis 6: Brand personality dimension of sincerity will moderate the relationship between actual self congruence and emotional brand attachment.*

2.9 SUMMARY

A thorough and comprehensive look at the literature review on self congruence, emotional branding and brand personality reveal that even though self congruence and brand personality play a significant role in imbuing and enhancing emotional brand attachment, yet the work done in order to understand the intricate relationships between these construct is still in the budding stages and require further research. Moreover such studies have rarely been conducted in a collectivistic culture (Halonen, 2012). Therefore it is imperative to conduct such a study in a Pakistani context.

By analyzing the relevant literature it will be appropriate to infer that ideal and actual self congruence will enhance emotional brand attachment. Similarly in light of the literature review we posit that not only is brand personality crucial for the phenomenon of self congruence but is also an important predictor of emotional brand attachment. This relationship of brand

personality and emotional brand attachment has not been earlier explored empirically to the best of our knowledge. Furthermore our study also follows the future direction and research gaps of Malar et al. (2011), who stresses upon the need to identify various moderating variables that will influence the relationship between self congruence and emotional brand attachment.

The purpose of this study is therefore to investigate the influence of ideal and actual self congruence on emotional brand attachment. Our research will also ponder upon the role of sincerity and sophistication on emotional brand attachment. Moreover the research contemplates on the moderating affect of brand personality (sincerity and sophistication) on the relationship between self congruence (ideal and actual) and emotional brand attachment.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN ELEMENTS

This study is *co-relational and analytical* in nature and its purpose is to *test the hypothesis* relating to the connections between the types of self congruence (actual or ideal) and emotional brand attachment. The study investigates the impact of sincerity and sophistication, on emotional brand attachment. The researcher is also interested in ascertaining the influence of sincerity and sophistication on the relationship between self-congruence and emotional brand attachment.

The unit of analysis which is the major entity that the researcher analyzes and which pertains to the level of aggregation of the data is the *individual consumers* and users of the brand. The time perspective of this research is *cross sectional*. According to Neuman (2000) a cross sectional data gathering approach is suitable when the nature of the study is descriptive as is in this case. Furthermore it is cost efficient and simple. It is pertinent to note that in the majority of previous researches pertaining to self congruence, personality and emotional branding individuals are adopted as the unit of analysis and the time horizon for such studies are cross sectional (Malar et al., 2011; So et al., 2013; Patwardhan and Balasubramanian, 2011).

This is a field study in which the extent of researcher *interference is minimal* and the study settings are *non-contrived* (the studies are invariably conducted in natural settings). The survey is carried out through the distribution of a self administered questionnaire to consumers of particular brands. Assurance is given to the respondents that their information will be kept confidential. The respondents of the survey complete the survey questionnaire and hand it over to the conductor after completion.

3.2 STUDY VARIABLES

3.2.1 Dependent Variable

Emotional brand attachment is the dependent variable of the study. *Emotional brand attachment* reflects the bond that connects a consumer with a

specific brand and involves feelings toward the brand; these feelings include affection, passion, and connection (Thomson, MacInnis and Park 2005).

3.2.2 Independent Variables

Actual self congruence and ideal self congruence are the two independent variables of the study. *Actual self congruence* reflects the consumer's perception of the fit between the actual self and the brand's personality. Similarly *ideal self congruence* reflects the consumer's perception of the fit between the ideal self and the brand's personality (Aaker 1999; Malar et al., 2011).

3.2.3 The Independent as well as Moderating Variables

Brand personality of sincerity and sophistication are the independent as well as the moderating variables of the study. According to Aaker (1997) *sophistication* represents class and charm. It comprises of three facets which are glamorous good looking, and charming. Moreover, *sincerity* represents warmth and acceptance. It comprises of four facets which are down to earth, honest, wholesome and cheerful.

3.2.4 The Control Variables

Individual differences in the socio demography may affect emotional brand attachment, influence the ideal and actual self as well as brand personality perceptions. In order to control the impact of such factors, the study inculcates *age, gender, marital status, employment and economic class* as control variables. This is in accordance to Phau and Lau (2000) consumer buying behavior is observed to differ based on their age groups, gender, life cycle (e.g. marital status) and user status (e.g. user and non-user). As such, demographics may also have an influence on the concept of self-congruity, since it is one of the constructs that defines consumer behavior.

3.3 POPULATION AND SAMPLE

3.3.1 Target Population

The research students of business administration who are undergoing their M.Phil and Ph.D. in various universities of Lahore are the target

population. It is pertinent to note that researchers are of the view that students can be effectively utilized to obtain and collect information pertaining to basic psychological processes. They are able to give appropriate, useful and valuable information pertaining to consumer research (Kardes, 1996). Furthermore students can be utilized as surrogates when investigating behavioral processes (Hawkins et al., 1997). Since our study is concerned with understanding and investigating psychological as well as behavioral processes it would be appropriate to use a student sample. Furthermore students are also consumers and users of products and brands. Their perception of brand personality is formed and shaped in the same manner as those of “real” people. Thus there is no reason to believe that the results obtained by collecting data from students will be any different from the results obtained by collecting data from “real people” (Kardes, 1996). Moreover information will be collected from students about brands with which they are familiar and are consumers of.

It is pertinent to note that research students of business administration are opted because they are relatively mature and would be able to better understand and relate to the intricacies of consumer research as compared to other students since they have gone through the research process themselves. Furthermore the questionnaire being in English, the comprehension and aptness of the research students in the English language would be better than their counterparts since they have spent a greater time interacting, communicating and studying in English (more than 16 years). In this way they will be more proficient in the English language thereby ensuring the questionnaires would be understood accurately. One major factor which compelled the researcher to take research students as the study sample is the fact that students from different parts of the countries converge in big cities like Lahore for their postgraduate education, particularly in case of research degrees. Thus it is expected that the researcher by taking into consideration research students will obtain a more diversified sample of participants from different areas of Pakistan both rural and urban.

3.3.2 Sampling Design

From the universities situated in Lahore who are offering research degrees (M.Phil or Ph.D.) in business administration, two universities were randomly selected. Out of these two institutions one was an autonomous semi-government institution and the other a private institution. The selection of these two institutions conforms to our study objectives.

3.3.3 The Sample

In the two universities the total number of research classes which were being conducted for business administration amounts to 19. Considering these classes as clusters, the study employs cluster sampling design, which is one of the types of probability sampling designs where we randomly select suitable number of clusters according to our sample size. From these 19 clusters (classes) 07 clusters were randomly selected.

The researcher distributes the questionnaires to all the students in these 07 clusters. The total number of students in these 07 clusters amounts to 154. Each student filled two questionnaires (Annexure A and Annexure B). The total numbers of questionnaires distributed by the researcher were 308 (154 questionnaires of part A and 154 questionnaires of part B).

The researcher received back 281 fully completed and usable questionnaires out of which 140 questionnaires were of part A and 141 were of part B, the response rate being 91.2 %.

3.4 DATA COLLECTION

3.4.1 The Instruments

The survey questionnaire is the main data-gathering instrument. Self administered questionnaire is opted because there are distinct advantages of using it as opposed to other instruments. Questionnaire is an economical way to collect large data in short span of time. They lend themselves to group administration; and they allow confidentiality to be assured (Leary, 1995). Furthermore Saunders et al., (2003) argue that a reasonable and moderate to high response rate is guaranteed with self-administered, hand delivered and collected questionnaires. The questionnaire survey also provides greater uniformity across research situations as respondents respond to the same standardized questions. At the same time the questionnaire survey technique gives the respondents enough time to respond to the questions. Finally the element of anonymity associated with the questionnaire survey technique enhances the chances of getting honest responses.

The language of the instrument is English and keeping in view the educational level of the respondents of the study, there seems no problem in understanding of the questions that are put to them for their response.

In order to further examine the understanding of the instrument by the respondents a pilot study is conducted among students other than the respondents. From the feed-back received, it is observed that there is no ambiguity in understanding of the items. Therefore no customization of the items is done.

The questionnaire consists of two parts, part A and part B. The underlying difference between the two is that in Part A, a list of utilitarian brands is given from which the respondents have to choose one specific brand with which he is familiar as a consumer. Similarly, in part B, a list of hedonic brands is given for the respondent to select from. Apart from this the all the remaining sections of the two parts are analogous to one another. Both the parts are comprised of six sections (see Annexure A and Annexure B).

Section one pertains to the personal information of the respondents which includes gender, formal education, age, marital status, economic class and occupation. Basically, this section covers all of the control variables.

Section 2 of part A and part B comprises of a list of brands for the respondents to choose from. Part A encompasses a list of utilitarian brands whereas part B consists of a list of hedonic brands. The hedonic and utilitarian brands which are widely consumed and well known in Pakistan are taken from Masood (2013). She identified 7 utilitarian brands (Dalda Cooking Oil; Dawlance Refrigerator; Dove Soap; Gillette; Head and Shoulders; Nestle Drinking water; Surf Excel) and 8 hedonic brands (Coke; Dairy Milk Chocolate; I-Phone; L'Oreal; Nike; O'more Ice-cream; Pepsi; Rolex).

Sections 3, 4, 5 and 6 of both part A and B pertains to the study variables which is the brand personality, actual self congruence, ideal self congruence, and emotional brand attachment respectively.

3.4.2 Administration Procedure

The survey has been conducted through the personal visits of the researcher at the premises of the university where classes for M.Phil and Ph.D. were being conducted over a period of one month approximately.

As aforementioned each Participant fills two questionnaires part A and B. Initially, the participant is instructed to fill part A and choose a brand from a list of *Utilitarian* brands provided with which he is *familiar as a consumer* and indicate the degree of *sophistication* and *sincerity* associated with it. Keeping this in mind the participant proceeds to fill the rest of the

questionnaire. The entire procedure is replicated for part B in which a list of *Hedonic* brands is provided for the respondent to choose from.

3.5 MEASUREMENT AND SCALES

3.5.1 Brand Personality – Sophistication

The brand personality of sophistication is measured with the help of 6 item scale developed by Aaker (1997). In this scale the personality dimension of sophistication is captured through the 6 traits, such as *upper class* and *charming*. A five point scale is used to measure sophistication (1=not at all descriptive, 5= extremely descriptive).

3.5.2 Brand Personality – Sincerity

The brand personality of sincerity is measured with the help of the 11 item scale developed by Aaker (1997). In this scale the personality dimension of sincerity is captured through the 11 traits, such as *down to earth*, *honest*, *wholesome* and *cheerful*. A five point scale is used to measure sophistication (1=not at all descriptive, 5= extremely descriptive).

3.5.3 Actual Self Congruence

Actual self Congruence is measured following the procedure used in Sirgy et al., (1997). Keeping in mind a specific brand with which a participant is familiar as a consumer, the participant is asked to consider that brand as a human and attribute human traits (characteristics) with the brand. The participant is then instructed to think about how he/she *actually see himself presently* and to portray his/her personality (actual self). Ultimately the respondent compares the brand personality with his/her own and specifies the degree to which he/she perceives the brand personality is a match or mismatch with his/her own personality.

The variation in actual self congruence is captured with 2 items (Malar et al., 2011). The items are “*the personality of brand is similar to how I see myself*”, and “*the personality of brand is a mirror image of me*. Each of these two items are answered on a five point likert scale from strongly disagree (1) to strongly agree (5).

3.5.4 Ideal Self Congruence

Ideal self congruence is again measured by further extending the procedure used in Sirgy et al., (1997). Starting from exactly the same procedure, the participant is instructed to think about how he/she *prefer and aspire to see themselves in the future*. Ultimately the respondent compares the brand personality with his/her own and specifies the degree to which he/she perceives the brand personality is a match or mismatch with their ideal personality.

The variation in ideal self congruence is captured with 2 items (Malar et al., 2011). First item is “*the personality of brand is similar to how I would like to be*”. This item is answered on a five point scale from (1) not at all similar to (5) very much similar. Second item is “*the personality of brand is a mirror image of the person I would like to be*”. This item is answered using a five point scale from (1) not at all mirror image to (5) exact mirror image.

3.5.5 Emotional Brand Attachment

Emotional brand attachment is measured with 10 items which are taken from Thomson et al., (2005). These items appear as phrases and expressions in the questionnaire (e.g. “*I have feelings of affection towards this brand*” and “*I feel connected to this brand*”). Participant will be instructed to rate these phrases on a five point scale (1=not at all and 5=very much).

3.6 RELIABILITY OF THE SCALES

In order to measure reliability of the scales, the study uses Cronbach's Alpha, the most suitable test to check the inter item consistency. The Cronbach Alpha is calculated for every construct which includes ideal self congruence, actual self congruence, sophistication and sincerity. According to Kline (1998) a reliability coefficient of approximately 0.90 can be considered “excellent”, whereas values close to Alpha 0.80 are “very good” and value just about Alpha 0.70 are “adequate”. In the current study the reliability of emotional brand attachment scale is above 0.90 and can be considered excellent. Similarly the reliabilities of the remaining scales are above 0.80 which are very good.

Table 3.1
Reliability of the Scales

S#	Scales	Items	Alpha
1	Sophistication	06	0.819
2	Sincerity	11	0.806
3	Actual Self congruence	02	0.840
4	Ideal Self Congruence	02	0.862
5	Emotional Brand Attachment	10	0.935

3.7 DATA ANALYSIS

This study uses the statistical package for social sciences (SPSS) to analyze the data from questionnaires. This package is commonly used for analyzing and generalizing the sample data. It is also very useful in summarizing data in a manner that provides answers to research hypothesis. The SPSS software will be used to examine the nature of the relationships that exist between independent and dependent variables. It is used to create tables and figures as well.

3.8 SUMMARY

Now that the research methodology in the form of a research design, data-collection methods, measuring instruments, sampling and data analysis has been discussed, the stage has been set for the implementation of data-collection and analysis process. The next chapter will therefore deal with the presentation and analysis of the results.

CHAPTER 4

DATA ANALYSIS, RESULTS AND INTERPRETATIONS

4.1 RESPONDENT'S CHARACTERISTICS

This section describes the characteristics of the respondents with respect to hedonic and utilitarian brand types. The characteristics are assessed with respect to gender, marital status, formal education, employment, age, and economic class.

Table 4.1
Participants Characteristics by Brand Types

Variables	Category	Brand Classification				Total	
		Utilitarian		Hedonic			
		Freq	%	Freq	%	Freq	%
Gender	Male	49	35.3	48	34.5	97	34.9
	Female	90	64.7	91	65.5	181	65.1
	Total	139	100	139	100	278	100
Marital Status	Married	39	27.9	38	27.9	77	27.9
	Single	101	72.1	98	72.1	199	72.1
	Total	140	100	136	100	276	100
Formal Education	16 Years	79	62.7	66	61.1	145	62.0
	Above 16 Years	47	37.3	42	38.9	89	38.0
	Total	126	100	108	100	234	100
Employment Status	Yes	56	41.5	58	42.0	114	41.8
	No	79	58.5	80	58.0	159	58.2
	Total	135	100	138	100	273	100

Table 4.1 illustrates that out of the 278 respondents who indicated their gender about 65 % were females and the remaining were males. Of the 276 participants who revealed their marital status nearly 30 % were married and the remaining were unmarried. Moreover, of the 234 respondents 62 % had a formal education of 16 years and 38 % had a formal education of more than 16 years and, of the 273 participants who gave their employment statuses about 58 % were unemployed and the remaining were employed. The complete overview on the frequency distributions and percentages cross tabulating the four participants' characteristics by brand types can be seen in Table 4.1.

Table 4.2 depicts information of participants relating to their age and economic class. Of the 279 respondents who depicted their age about 61 % are between the ages of 21 and 25, about 23 % participants are in the age group of 26 and 30 and nearly 16 % are above the age of 30. Moreover, 274 of the participants indicated their economic class of which roughly 44 % belonged to the upper class, 52 % belonged to the middle class and the remaining in the lower middle class. The complete detail of the frequency distributions and percentages cross tabulating the participants' age and economic class by brand types can be seen in Table 4.2.

Table 4.2
Participants Characteristics by Brand Types

Variables	Category	Brand Classification				Total	
		Utilitarian		Hedonic		Freq	%
		Freq	%	Freq	%		
Age	21-25	84	60.9	87	61.7	171	61.3
	26-30	32	23.2	32	22.7	64	22.9
	Above 30	22	15.9	22	15.6	44	15.8
	Total	138	100	141	100	279	100
Economic Class	Upper Middle	60	43.8	60	43.8	120	43.8
	Middle	71	51.8	71	51.8	142	51.8
	Lower Middle	6	4.4	6	4.4	12	4.4
	Total	137	100	137	100	274	100

4.2 UTILITARIAN AND HEDONIC BRANDS USAGE

4.2.1 Utilitarian Brand Usage by Gender

The usage of the utilitarian brands by the gender of the respondents is exhibited in Table 4.3. From the 139 respondents, Dove Soap is used by approximately 25 %. Over all approximately one fifth of the respondents were consumers of Nestle Water as well as Head & Shoulders brand.

It is pertinent to note that women are relatively more avid users of Dove Soap (32.2 %; n=90) in comparison to men (10.2%; n=49). Interestingly, it may be noted that males are more inclined to use head and shoulders (26.5%) than females (16.7%). In contrast females show a greater tendency to consume Nestle Water (23.3 %) than males (14.3%). The complete detail of the frequency distributions and percentages cross tabulating the seven utilitarian brands by gender can be seen in Table 4.3.

Table 4.3
Utilitarian Brand Usage by Gender

Brand Name	Utilitarian				Total	
	Male		Female			
	Freq	%	Freq	%	Freq	%
Dalda Cooking Oil	6	12.2	12	13.3	18	12.9
Dawlance Fridge	3	6.1	4	4.4	7	5.0
Dove Soap	5	10.2	29	32.2	34	24.5
Gillette	13	26.5	0	0.0	13	9.4
Head and Shoulders	13	26.5	15	16.7	28	20.1
Nestle Water	7	14.3	21	23.3	28	20.1
Surf Excel	2	4.1	9	10.0	11	7.9
Total	49	100.0	90	100.0	139	100.0

4.2.2 Hedonic Brand Usage by Gender

The usage of the hedonic brands by the gender of the respondents is exhibited in Table 4.3. From the 139 respondents the highest consumers were of Coke (30.2 %). The next three brand usage in descending order is of Dairy Milk Chocolate (28.1%), I-Phone (13.7%) and Pepsi (11.5 %).

It is pertinent to note that a higher percentage of male are consumers of Coke (45.8 %; n=48) than female (22%; n=91). Female are relatively more avid users of Dairy Milk Chocolate and I-Phone where as males are relatively more inclined to consume Pepsi. The complete detail of the frequency distributions and percentages cross tabulating the eight hedonic brands by gender can be seen in Table 4.4.

Table 4.4
Hedonic Brand Usage by Gender

Brand Name	Hedonic				Total	
	Male		Female			
	Freq	%	Freq	%	Freq	%
Coke	22	45.8	20	22.0	42	30.2
Dairy Milk Chocolate	9	18.8	30	33.0	39	28.1
I-Phone	4	8.3	15	16.5	19	13.7
L Oreal	0	0.0	12	13.2	12	8.6
Nike	2	4.2	3	3.3	5	3.6
O more ice cream	2	4.2	1	1.1	3	2.2
Pepsi	8	16.7	8	8.8	16	11.5
Rolex	1	2.1	2	2.2	3	2.2
Total	48	100	91	100	139	100

4.2.3 Utilitarian Brand Usage by Age

Table 4.5
Utilitarian Brand Usage by Age

Brand Name	Utilitarian				Total	
	21-25		26 and Above		Freq	%
	Freq	%	Freq	%		
Dalda Cooking oil	11	13.1	7	13.0	18	13.0
Dawlance Fridge	4	4.8	3	5.6	7	5.1
Dove Soap	22	26.2	11	20.4	33	23.9
Gillette	2	2.4	11	20.4	13	9.4
Head and Shoulders	20	23.8	8	14.8	28	20.3
Nestle Water	18	21.4	10	18.5	28	20.3
Surf Excel	7	8.3	4	7.4	11	8.0
Total	84	100.0	54	100.0	138	100.0

The cross tabulations of the age category of the respondents by the seven utilitarian brands are exhibited in Table 4.5. Of the 138 participants, among the consumers of age 26 years and above (n=54), the inclination to use Gillette (20.4 %) is very high in comparison to their younger counterparts (2.4%; n=85). Moreover people belonging to the age group between 21 and 25 are more inclined to use head & shoulders (23.8%) in comparison to older consumers. See Table 4.5 for complete detail of the frequency distributions and percentages cross tabulating the utilitarian brands by the two age categories.

4.2.4 Hedonic Brand Usage by Age

The cross tabulations of the age category of the respondents by the eight hedonic brands are exhibited in Table 4.6. In this case total number of respondents amounts to 141. It is apparent from the table that among the consumers of age 26 and above (n=56), the inclination to consume Pepsi (19.6 %) is more in comparison to their younger counterparts (7.1%; n=85). Moreover people belonging to the age group between 21 and 25 are more inclined to use I- Phone (16.5%) in comparison to the second age group. See Table 4.6 for complete detail of the frequency distributions and percentages cross tabulating the hedonic brands by the two age categories.

Table 4.6
Hedonic Brand Usage by Age

Brand Name	Hedonic				Total	
	21-25		26 and Above		Freq	%
	Freq	%	Freq	%		
Coke	27	31.8	16	28.6	43	30.5
Dairy Milk Chocolate	23	27.1	16	28.6	39	27.7
I-Phone	14	16.5	5	8.9	19	13.5
L Oreal	7	8.2	5	8.9	12	8.5
Nike	3	3.5	2	3.6	5	3.5
O more ice cream	2	2.4	1	1.8	3	2.1
Pepsi	6	7.1	11	19.6	17	12.1
Rolex	3	3.5	0	0.0	3	2.1
Total	85	100	56	100	141	100

4.2.5 Utilitarian Brand Usage by Marital Status

The cross tabulations of the marital status of the respondents by the seven utilitarian brands are exhibited in Table 4.7. In this case total number of respondents amounts to 140. The tendency to consume Dalda Cooking Oil is relatively greater amongst unmarried consumers (14.9 %; n=101) in comparison to their married counterpart (7.7%; n=39). See Table 4.7 for complete detail of the frequency distributions and percentages cross tabulating the utilitarian brands by the marital status.

Table 4.7
Utilitarian Brand Usage by Marital Status

Brand Name	Utilitarian				Total	
	Married		Single		Freq	%
	Freq	%	Freq	%		
Dalda Cooking oil	3	7.7	15	14.9	18	12.9
Dawlance Fridge	4	10.3	3	3.0	7	5.0
Dove Soap	10	25.6	24	23.8	34	24.3
Gillette	5	12.8	8	7.9	13	9.3
Head and Shoulders	7	17.9	21	20.8	28	20.0
Nestle Water	6	15.4	23	22.8	29	20.7
Surf Excel	4	10.3	7	6.9	11	7.9
Total	39	100.0	101	100.0	140	100.0

4.2.6 Hedonic Brand Usage by Marital Status

The cross tabulations of the marital status of the respondents by the eight hedonic brands are exhibited in Table 4.8. In this case total number of respondents amounts to 136. It is apparent from the table that the tendency to use I-Phone is greater amongst unmarried consumers (15.3 %; n=100) in comparison to their married counterpart (7.9%; n=38). Moreover from among the respondents who are married the consumption of Pepsi is more (15.8%) in comparison to single individuals (9.2%). See Table 4.8 for complete detail of the frequency distributions and percentages cross tabulating the utilitarian brands by the marital status.

Table 4.8
Hedonic Brand Usage by Marital Status

Brand Name	Hedonic				Total	
	Married		Single		Freq	%
	Freq	%	Freq	%		
Coke	11	28.9	32	32.7	43	31.6
Dairy Milk Chocolate	12	31.6	26	26.5	38	27.9
I-Phone	3	7.9	15	15.3	18	13.2
L Oreal	2	5.3	9	9.2	11	8.1
Nike	3	7.9	2	2.0	5	3.7
O more ice cream	1	2.6	2	2.0	3	2.2
Pepsi	6	15.8	9	9.2	15	11.0
Rolex	0	0.0	3	3.1	3	2.2
Total	38	100	98	100	136	100

4.2.7 Utilitarian Brand Usage on the Bases of Employment

Table 4.9
Utilitarian Brand Usage on the bases of Employment

Brand Name	Utilitarian				Total	
	Employed		Unemployed		Freq	%
	Freq	%	Freq	%		
Dalda Cooking oil	9	16.1	7	8.9	16	11.9
Dawlance Fridge	1	1.8	6	7.6	7	5.2
Dove Soap	9	16.1	24	30.4	33	24.4
Gillette	12	21.4	1	1.3	13	9.6
Head and Shoulders	12	21.4	15	19.0	27	20.0
Nestle Water	9	16.1	19	24.1	28	20.7
Surf Excel	4	7.1	7	8.9	11	8.1
Total	56	100.0	79	100.0	135	100.0

The cross tabulations of the employment status of the respondents by the seven utilitarian brands are exhibited in Table 4.9. In this case total number of respondents amounts to 135. The tendency to consume Dalda Cooking Oil is relatively greater amongst consumers who are employed (16.1 %; n=56) in comparison to those who are unemployed (8.9%; n=79). Moreover respondents who are unemployed are relatively more inclined to use Dove Soap (30.4 %) in comparison to those who are employed (16.1 %). See Table 4.9 for complete detail of the frequency distributions and percentages cross tabulating the utilitarian brands by the employment status.

4.2.8 Hedonic Brand Usage on the Bases of Employment

The cross tabulations of the employment status of the respondents by the eight hedonic brands are exhibited in Table 4.10. In this case total number of respondents amounts to 138. The tendency to consume Dairy Milk Chocolate is relatively greater amongst consumers who are employed (32.8 %; n=58) in comparison to those who are unemployed (23.8%; n=80). Moreover respondents who are unemployed are relatively more avid users of I-Phone (17.5 %) in comparison to those who are employed (8.6 %). See Table 4.10 for complete detail of the frequency distributions and percentages cross tabulating the utilitarian brands by the employment status.

Table 4.10
Hedonic Brand Usage on the bases of Employment

Brand Name	Hedonic				Total	
	Employed		Unemployed			
	Freq	%	Freq	%	Freq	%
Coke	20	34.5	22	27.5	42	30.4
Dairy Milk Chocolate	19	32.8	19	23.8	38	27.5
I-Phone	5	8.6	14	17.5	19	13.8
L Oreal	1	1.7	11	13.8	12	8.7
Nike	1	1.7	4	5.0	5	3.6
O more ice cream	2	3.4	1	1.3	3	2.2
Pepsi	9	15.5	7	8.8	16	11.6
Rolex	1	1.7	2	2.5	3	2.2
Total	58	100	80	100	138	100

4.2.9 Utilitarian Brand Usage on the bases of Economic Class

The cross tabulations of the economic class of the respondents by the seven utilitarian brands are exhibited in Table 4.11. In this case total number of respondents amounts to 131. It is pertinent to note that the tendency to consume Dalda Cooking Oil is relatively greater amongst middle class consumers (15.5 %; n=71) in comparison to those belonging to the upper class (8.3%; n=60). Also respondents belonging to the upper class are relatively more inclined to use Dove Soap (33.3 %) in comparison to those belonging in the middle class (19.7 %). Moreover respondents belonging to the middle class are relatively more avid consumers of head and shoulders (26.8 %) in comparison to those belonging to the upper class (13.3). Likewise participants pertaining to the upper class are relatively more indulged to consume nestle water (30 %) in comparison to those belonging to the middle class (14.1 %). See Table 4.11 for complete detail of the frequency distributions and percentages cross tabulating the utilitarian brands by the economic class.

Table 4.11
Utilitarian Brand Usage on the Basis of Economic Class

Brand Name	Utilitarian				Total	
	Upper Middle		Middle			
	Freq	%	Freq	%	Freq	%
Dalda Cooking oil	5	8.3	11	15.5	16	12.2
Dawlance Fridge	2	3.3	4	5.6	6	4.6
Dove Soap	20	33.3	14	19.7	34	26.0
Gillette	3	5.0	8	11.3	11	8.4
Head and Shoulders	8	13.3	19	26.8	27	20.6
Nestle Water	18	30.0	10	14.1	28	21.4
Surf Excel	4	6.7	5	7.0	9	6.9
Total	60	100.0	71	100.0	131	100.0

4.2.10 Hedonic Brand Usage on the bases of Economic Class

The cross tabulations of the economic class of the respondents by the eight hedonic brands are exhibited in Table 4.12. In this case total number of respondents amounts to 131. It is pertinent to note that the tendency to consume Coke is relatively greater amongst middle class consumers (39.4 %; n=71) in comparison to those belonging to the upper class (23.3%; n=60). Also Respondents belonging to the upper class are relatively more avid users of I-Phone (20 %) in comparison to those belonging to the middle class (9.9).

Moreover participants belonging to the upper class are relatively more inclined to consume L Oreal (15 %) in comparison to those belonging in the middle class (4.2 %). See Table 4.12 for complete detail of the frequency distributions and percentages cross tabulating the hedonic brands by the economic class.

Table 4.12
Hedonic Brand Usage on the Basis of Economic Class

Brand Name	Freq				Total	
	Upper Middle		Middle			
	Freq	%	Freq	%	Freq	%
Coke	14	23.3	28	39.4	42	32.1
Dairy Milk Chocolate	18	30.0	20	28.2	38	29.0
I-Phone	12	20.0	7	9.9	19	14.5
L Oreal	9	15.0	3	4.2	12	9.2
Nike	1	1.7	2	2.8	3	2.3
O more ice cream	1	1.7	2	2.8	3	2.3
Pepsi	3	5.0	8	11.3	11	8.4
Rolex	2	3.3	1	1.4	3	2.3
Total	60	100	71	100	131	100

4.3 DESCRIPTIVE STATISTICS OF THE STUDY VARIABLES

Table 4.13 exhibits the descriptive statistics of the study variables. The mean of the study variables ranges from 3.33 to 3.80. The mean for emotional brand attachment is 3.80, which is the highest among the study variables. Similarly the lowest mean among the study variables is of ideal self congruence which is 3.33. The detail of the means and standard deviations of the five study variables is exhibited in Table 4.13.

Table 4.13
Descriptive Statistics of the Variables

Variables	Min	Max	Mean	SD
Actual Self Congruence	1.0	5.0	3.36	1.00
Ideal Self Congruence	1.0	5.0	3.33	0.90
Sincerity	1.4	5.0	3.63	0.65
Sophistication	1.0	5.0	3.68	0.86
Emotional Brand Attachment	1.1	5.0	3.80	0.82

4.4 GROUP COMPARISONS

Before comparisons of means of the study variables for gender, marital status, formal education, employment status, age, economic class, and product type groups we applied Kolmogorov-Smirnov Z to test normality assumption. For sophistication and emotional brand attachment the normality is assumed. Thus in case of these two variables *Independent Sample t-test* is the suitable to test the significance of the mean differences. On the other hand, the data for the remaining three variables i.e. actual self congruence, ideal self congruence and sincerity is not normal. In this case, *Mann-Whitney* is the suitable statistics to test the significance of the mean differences for these three study variables.

4.4.1 Comparisons of Study Variables by Gender

The comparisons of the means of the five study variables for males and females groups of the respondents are shown in Table 4.14. The relevant test of significance reveals that males and females are statistically same in terms of actual self congruence, ideal self congruence and sincerity. However, the two groups are different in case of sophistication ($P < 0.01$) and emotional brand attachment ($P < 0.01$). Specifically women are more likely to be inclined towards the brand personality sophistication and emotional attachment than their counterpart. The complete detail about the actual means and standard deviations for the variables of the two groups is available in the Table 4.14.

Table 4.14
Comparisons of Study Variables by Gender

S#	Variables	Gender	Mean	Sd	P-value
1	Actual Self Congruence	Male	3.35	1.06	ns
		Female	3.37	0.97	
2	Ideal Self Congruence	Male	3.39	0.89	ns
		Female	3.29	0.91	
3	Sincerity	Male	3.52	0.68	ns
		Female	3.69	0.62	
4	Sophistication	Male	3.51	0.77	**
		Female	3.77	0.88	
5	Emotional Brand Attachment	Male	3.64	0.72	*
		Female	3.89	0.87	

* $P < 0.05$, ** $P < 0.01$

4.4.2 Comparisons of Study Variables by Marital Status

The comparisons of the means of the five study variables for married and single groups of the respondents are shown in Table 4.15. The relevant tests of significance reveal that married and single are statistically same in terms of actual self congruence, sincerity, sophistication and emotional brand attachment. However, the two groups are different in case of ideal self congruence ($P < 0.05$). In this particular case unmarried individuals are more likely to be inclined towards ideal self congruence than their counterpart. The complete detail about the actual means and standard deviations for the variables of the two groups is available in the Table 4.15.

Table 4.15
Comparisons of Study Variables by Marital Status

S#	Variables	Marital Status	Mean	sd	P-value
1	Actual Self Congruence	Married	3.33	0.96	ns
		Single	3.38	1.02	
2	Ideal Self Congruence	Married	3.13	0.86	*
		Single	3.40	0.90	
3	Sincerity	Married	3.57	0.64	ns
		Single	3.64	0.65	
4	Sophistication	Married	3.62	0.76	ns
		Single	3.67	0.88	
5	Emotional Brand Attachment	Married	3.73	0.84	ns
		Single	3.81	0.82	

* $P < 0.05$

4.4.3 Comparisons of Study Variables by Formal Education

The comparison of the means of the five study variables for formal education groups of '16 years' and 'above 16 years' is shown in Table 4.15. The relevant tests of significance reveal that the two groups are statistically same in terms of actual self congruence, ideal self congruence, sincerity, sophistication and emotional brand attachment. The complete detail about the actual means and standard deviations for the variables of the two groups is available in the Table 4.15.

Table 4.16
Comparisons of Study Variables by Formal Education

S#	Variables	Formal Education	Mean	sd	P-value
1	Actual Self Congruence	16 years	3.36	0.94	ns
		Above 16	3.40	1.08	
2	Ideal Self Congruence	16 years	3.36	0.82	ns
		Above 16	3.31	0.97	
3	Sincerity	16 years	3.68	0.62	ns
		Above 16	3.53	0.72	
4	Sophistication	16 years	3.73	0.85	ns
		Above 16	3.50	0.88	
5	Emotional Brand Attachment	16 years	3.81	0.81	ns
		Above 16	3.75	0.86	

4.4.4 Comparisons of Study Variables by Employment Status

The comparisons of the means of the five study variables for employed and unemployed groups of the respondents are shown in Table 4.17. The relevant test of significance reveal that employed and unemployed are statistically same in terms of actual self congruence, ideal self congruence, sincerity, and emotional brand attachment. However, the two groups are different in case of sophistication ($P < 0.05$). In this particular case unemployed individuals are more likely to be inclined towards brand personality of sophistication than their counterpart. The complete detail about the actual means and standard deviations for the variables of the two groups is available in the Table 4.17.

Table 4.17
Comparisons of Study Variables by Employment Status

S#	Variables	Employment	Mean	sd	P-value
1	Actual Self Congruence	Yes	3.29	1.07	ns
		No	3.39	0.95	
2	Ideal Self Congruence	Yes	3.37	0.91	ns
		No	3.27	0.90	
3	Sincerity	Yes	3.58	0.69	ns
		No	3.64	0.62	
4	Sophistication	Yes	3.53	0.79	*
		No	3.76	0.90	
5	Emotional Brand Attachment	Yes	3.69	0.82	ns
		No	3.86	0.83	

* $P < 0.05$

4.4.5 Comparisons of Study Variables by Age Group

The comparison of the means of the five study variables for the two age groups ('21-25' and '26 and above') is shown in Table 4.18. The relevant test of significance reveals that the two age groups are statistically same in terms of actual self congruence, and ideal self congruence. However, the two groups are different in case of sincerity ($P < 0.05$), sophistication ($P < 0.05$) and emotional brand attachment ($P < 0.01$). Specifically individuals belonging to the age group '26 and above' are more likely to be inclined towards brand personality of sincerity and emotional brand attachment than their counterpart. Whereas individuals belonging to the age group '21-25' are more perceptive towards the brand personality of sophistication than their counterpart. The complete detail about the actual means and standard deviations for the variables of the two groups is available in the Table 4.18.

Table 4.18
Comparisons of Study Variables by Age Group

S#	Variables	Age Group	Mean	sd	P-value
1	Actual Self Congruence	21-25	3.42	0.94	ns
		26 and Above	3.28	1.08	
2	Ideal Self Congruence	21-25	3.32	0.86	ns
		26 and Above	3.35	0.97	
3	Sincerity	21-25	3.70	0.60	*
		26 and Above	3.52	0.70	
4	Sophistication	21-25	3.75	0.86	*
		26 and Above	3.57	0.84	
4	Emotional Brand Attachment	21-25	3.90	0.80	*
		26 and Above	3.65	0.83	

* $P < 0.05$; ** $P < 0.01$

4.4.6 Comparisons of Study Variables by Economic Class

The comparison of the means of the five study variables for the two economic groups ('upper middle' and 'middle') of the respondents is shown in Table 4.19. The relevant test of significance reveals that the two groups are statistically same in terms of actual self congruence, ideal self congruence, sincerity and sophistication. However, the two groups are different in case of sophistication ($P < 0.01$). In this particular case individuals belonging to the upper middle class are more likely to be inclined towards brand personality of sophistication than their counterpart. The complete detail about the actual means and standard deviations for the variables of the two groups is available in the Table 4.19.

Table 4.19
Comparisons of Study Variables by Economic Class

S#	Variables	Economic Class	Mean	sd	P-value
1	Actual Self Congruence	Upper Middle	3.38	1.01	ns
		Middle	3.38	0.98	
2	Ideal Self Congruence	Upper Middle	3.34	0.85	ns
		Middle	3.37	0.93	
3	Sincerity	Upper Middle	3.65	0.69	ns
		Middle	3.62	0.61	
4	Sophistication	Upper Middle	3.86	0.89	**
		Middle	3.54	0.82	
4	Emotional Brand Attachment	Upper Middle	3.91	0.77	ns
		Middle	3.72	0.83	

* $P < 0.05$; ** $P < 0.01$

4.4.7 Comparisons of Study Variables by Product Types

The comparisons of the means of the five study variables for hedonic and utilitarian groups are shown in Table 4.20. The relevant tests of significance reveal that the two groups are statistically same in terms of ideal self congruence. However, the two groups are different in case of actual self congruence ($P < 0.01$), sincerity ($P < 0.05$), sophistication ($P < 0.01$) and emotional brand attachment ($P < 0.01$). Specifically hedonic brands are more likely to induce actual self congruence in comparison to utilitarian brands. Moreover utilitarian brands are more likely to be associated with brand personality of sincerity and sophistication than their counterparts. Also individuals are relatively more likely to form emotional bonds with utilitarian brands in comparison to hedonic brands. The complete detail about the actual means and standard deviations for the variables of the two groups is available in the Table 4.20.

From the comparisons of the means of the five study variables for hedonic and utilitarian groups it can be seen that the phenomenon of self congruence and emotional brand attachment is contingent on brand types both hedonic and utilitarian. Thus further analysis of correlation and regression is conducted by taking into considerations hedonic and utilitarian nature of the products.

Table 4.20
Comparisons of Study Variables by Product Type

S#	Variables	Brand Type	Mean	sd	P-value
1	Actual Self Congruence	Utilitarian	3.24	0.94	**
		Hedonic	3.49	1.04	
2	Ideal Self Congruence	Utilitarian	3.25	0.88	ns
		Hedonic	3.40	0.91	
3	Sincerity	Utilitarian	3.53	0.65	*
		Hedonic	3.73	0.63	
4	Sophistication	Utilitarian	3.53	0.86	**
		Hedonic	3.82	0.84	
4	Emotional Brand Attachment	Utilitarian	3.56	0.80	**
		Hedonic	4.03	0.79	

* P < 0.05; ** P<0.01

4.5 RELIABILITIES AND CORRELATIONS

In order to test reliability of all scales *Cronbach alphas* (or simply called co-efficient alpha) are estimated. The alphas for the scale all scales are above 0.81 (Table 4.21), thereby exhibiting excellent reliability of the five scales.

The bivariate correlations among the study variables separately measured for the two brand types are shown in Table 4.21. In case of utilitarian brands the bivariate correlations indicate that ideal self congruence ($r=0.453$, $P < 0.01$) and actual self congruence ($r=0.516$, $P < 0.01$) positively correlate to emotional brand attachment, thereby providing an initial support to the relationship as anticipated under H_1 and H_2 respectively. Likewise, the two types of brand personalities, sophistication ($r=0.393$, $P < 0.01$) and sincerity ($r=0.527$, $P < 0.01$) positively correlate to emotional brand attachment as predicted by H_3 and H_4 respectively.

Similarly in case of hedonic brands all the first four hypotheses also finds initial support by our data. Ideal self congruence ($r=0.464$, $P < 0.01$) and actual self congruence ($r=0.459$, $P < 0.01$) positively correlate to emotional brand attachment, thereby providing an initial support to the relationship as anticipated under H_1 and H_2 respectively. Likewise, the two types of brand personalities, sophistication ($r=0.513$, $P < 0.01$) and sincerity ($r=0.540$, $P < 0.01$) positively correlate to emotional brand attachment as predicted by H_3 and H_4 respectively.

Thus we can say the four independent variables and the dependent variable exhibits similar nature of association for both utilitarian and hedonic samples. This may also be mentioned here that in the correlation matrix none of the independent variables are too highly correlated. This implies that we can easily rule out the chances of multicollinearity in our independent variables.

However, the five demographic variables exhibit no association with emotional brand attachment for the utilitarian brands. In case of hedonic brands, four out the five demographic variables are associated with emotional brand attachment, negatively with age and employment and positively with gender and economic class.

Table 4.21
Correlation Matrix

Variables	Brand	Alpha	1	2	3	4	5	6	7	8	9
1. Age	Utilitarian	-	1								
	Hedonic	-									
2. Gender	Utilitarian	-	-0.498**	1							
	Hedonic	-	-0.464**								
3. Marital Status	Utilitarian	-	0.582**	-0.176*	1						
	Hedonic	-	0.542**	-0.216*							
4. Employment	Utilitarian	-	0.524**	-0.615**	0.242**	1					
	Hedonic	-	0.467**	-0.0508**	0.222*						
5. Economic Class	Utilitarian	-	-0.195*	0.329**	0.015	0.203*	1				
	Hedonic	-	-0.211*	0.310**	-0.022	-0.112					
6. Actual Self Congruence	Utilitarian	0.84	-0.103	-0.028	-0.051	-0.078	-0.013	1			
	Hedonic		-0.101	0.115	-0.069	-0.053	0.045				
7. Ideal Self Congruence	Utilitarian	0.86	-0.067	-0.140	-0.192*	0.100	-0.072	0.573**	1		
	Hedonic		-0.054	0.122	-0.116	-0.034	0.050	0.635**			
8. Sincerity	Utilitarian	0.81	-0.131	0.130	-0.028	-0.030	0.038	0.318**	0.203*	1	
	Hedonic		-0.200*	0.194*	-0.16	-0.115	0.040	0.417**	0.302**		
9. Sophistication	Utilitarian	0.82	-0.071	0.049	-0.007	-0.055	0.077	0.358**	0.413**	0.275**	1
	Hedonic		-0.175	0.265**	-0.045	-0.0212*	0.315**	0.297**	0.369**	0.340**	
10. Emotional Brand Attachment	Utilitarian	0.94	-0.102	0.034	-0.012	0.003	0.057	0.516**	0.453**	0.527**	0.393**
	Hedonic		-0.224*	0.301**	-0.090	-0.200*	0.197*	0.459**	0.464**	0.540**	0.513**

4.6 HIERARCHICAL LINEAR REGRESSION MODELS

To test the study hypothesis, we used hierarchical linear modeling (Bryk and Raudenbush, 1992). In order to test the moderating variable we use the methodology as prescribed by Baron and Kenny's (1986) and Aiken and West (1991). In this method in order to confirm a third variable making a moderation effect on the relationship between the two variables X and Y, we must show that the nature of this relationship changes as the values of the moderating variable M change. This is in turn done by including an interaction effect (X x M) in the model and checking to see if indeed such an interaction is significant and helps explain the variation in the response variable better than before.

4.6.1 Regression Model of Emotional Brand Attachment for Utilitarian Brands

Table 4.22 exhibit the affects of independent variables on dependent variables by involving the control variables in the first model and then comparing the additional explanations generated by other independent variables in the subsequent models for utilitarian brands.

Table 4.22
Regression Models of EBA for Utilitarian Brands

	Model 1	Model 2	Model 3	Model 4	Model 5
<i>Control</i>					
Age	-0.275*	-0.180	-0.195	-0.190	-0.169
Gender	-0.078	0.019	0.044	0.030	-0.026
Marital Status	0.101	0.036	0.102	0.083	0.073
Employment	0.118	0.189 [^]	0.144	0.150	0.097
Economic Class	0.058	0.065	0.062	0.049	0.051
<i>Independent</i>					
Actual Self Congruence		0.533**	0.360**	0.324**	0.218*
Ideal Self Congruence			0.302**	0.234**	0.247**
Sophistication				0.206*	0.145 [^]
Sincerity					0.356**
R ²	0.044	0.317	0.375	0.409	0.518

[^] P < 0.10; * P < 0.05; ** P < 0.01

Model 1 exhibits the impact of control variables of age, gender, marital status, employment and economic class on emotional brand attachment. Only age has significant impact on emotional brand attachment ($\beta=-0.275$, $P < 0.05$). The overall explanatory power of this model is very low ($R^2=0.044$).

In Model 2 Hypothesis 2 is tested by regressing actual self congruence on emotional brand attachment along with the control variables. The results exhibit are as per our expectations that actual self congruence has significant positive impact on emotional brand attachment ($\beta=0.709$, $P<0.01$) with R^2 0.317. Thus $H2$ is *fully supported* for utilitarian brands.

In Model 3 Hypothesis 1 is tested by adding ideal self congruence as an independent variable. The results are in accordance to our expectations that Ideal self congruence have a significant positive impact on emotional brand attachment ($\beta =0.302$, $P < 0.01$) with R^2 0.375. This provides *full support to H_1* in case of utilitarian brands.

In Model 4 the regression model tests Hypothesis 3 by adding sophistication into the previous model. The results exhibit are as per our expectations and brands perceived as exhibiting the personality dimensions of sophistication have a positive impact on emotional brand attachment ($\beta =0.206$, $P < 0.05$) with $R^2=0.409$, providing *full support to H_3* in case of utilitarian brands.

In Model 5 the regression model tests Hypothesis 4 by further adding sincerity in the model. The results are in accordance to our assumption that brands perceived as exhibiting the personality dimensions of sincerity will have a positive impact on emotional brand attachment ($\beta = 0.356$, $P < 0.05$) with $R^2=0.518$ thereby providing *full support to H_4* in case of utilitarian brands.

4.6.2 Regression Model of Emotional Brand Attachment for Utilitarian Brands with Interaction Terms

The Regression Models for emotional brand attachment for utilitarian brands with interaction terms are shown in Table 4.23. In the first three models we have added three pairs of variables separately. Model 1 in this table is exactly same as the Model 3 in Table 4.22, therefore needs no elaboration here.

In Model 2 sophistication and sincerity are regressed on emotional brand attachment along with the control variables. The results exhibit that sophistication ($\beta =0.305$, $P < 0.01$) and sincerity ($\beta =0.438$, $P < 0.01$) has significant positive impact on emotional brand attachment. The overall explanatory power of this model is ($R^2= 0.393$).

Table 4.23
Regression Model of EBA for Utilitarian Brands with Interaction Terms

	Model 1	Model 2	Model 3	Model 4	Model 5
<i>Control</i>					
Age	-0.195*	-0.199*	-0.166 [^]	-0.159	-0.219
Gender	0.044	-0.115	0.007	-0.052	0.013
Marital Status	0.102	0.047	0.064	0.018	0.137
Employment	0.144	0.082	0.124	0.137	0.097
Economic Class	0.062	0.038	0.054	0.060	0.042
<i>Independent</i>					
Actual Self Congquance (ASC)	0.360**			0.606 [^]	
Ideal Self Congquance (ISC)	0.302**				0.821**
Sophistication (Sp)		0.305**			0.633**
Sincerity (Sn)		0.438**		0.519**	
<i>Two Way Interaction Terms</i>					
ASC X Sn			0.484**	-0.279	
ISC X Sp			0.270**		-1.547
R ²	0.375	0.393	0.477	0.449	0.357

[^] P < 0.10; * P < 0.05; ** P < 0.01

In Model 3 the two interaction terms (ASC X Sn) and (ISC X Sp) are regressed on emotional brand attachment along with the control variables. The results indicate that both the interactions terms has significant positive impact on emotional brand attachment with ASC X Sn ($\beta = 0.484$, $P < 0.01$) and ISC X Sp ($\beta = 0.270$, $P < 0.01$). The overall explanatory power of this model is ($R^2 = 0.477$). In order to test the moderation hypothesis (i.e. H5 and H6) the two interaction terms must also be significant in presence of the independent and moderator in the model.

However, the interaction term (ASC X Sn) in Model 4 does not remain significant in presence of actual self congruence and sincerity. Thus there is *no ample support for H₆* in case of utilitarian brands. Similarly the interaction term (ISC X Sp) in Model 5 is also not significant in presence of ideal self congruence and sophistication. Thus there is *no ample support for H₅* in case of utilitarian brands.

4.6.3 Regression Model of Emotional Brand Attachment for Hedonic Brands

Table 4.24 exhibit the affects of independent variables on dependent variables by involving the control variables in the first model and then comparing the additional explanations generated by other independent variables in the subsequent models for hedonic brands.

Model 1 exhibits the impact of control variables of age, gender, marital status, employment and economic class on emotional brand attachment. It is seen that control variables does not have an impact on emotional brand attachment. The overall explanatory power of this model is very low ($R^2=0.099$).

In Model 2 Hypothesis 2 is tested by regressing actual self congruence on emotional brand attachment along with the control variables. The results are in accordance to our expectations that actual self congruence has significant positive impact on emotional brand attachment ($\beta =0.46$ $P < 0.01$) with R^2 0.307. Thus *H2 is fully supported* for hedonic brands.

In Model 3 Hypothesis 1 is tested by adding ideal self congruence as an independent variable. The results are in accordance to our expectations that Ideal self congruence have a significant positive impact on emotional brand attachment ($\beta =0.241$, $P < 0.05$) with R^2 0.341. This provides *full support to H1* in case of hedonic brands.

In Model 4 the regression model tests Hypothesis 3 by adding sophistication into the previous model. The results exhibited are as per our expectations and brands perceived as exhibiting the personality dimensions of sophistication have a positive impact on emotional brand attachment ($\beta =0.251$, $P < 0.05$) with $R^2=0.386$, providing *full support to H3* in case of hedonic brands.

In Model 5 the regression model tests Hypothesis 4 by further adding sincerity in the model. The results are in accordance to our assumption that brands perceived as exhibiting the personality dimensions of sincerity will have a positive impact on emotional brand attachment ($\beta = 3.872$, $P < 0.01$) with $R^2=0.473$ thereby providing *full support to H4* in case of hedonic brands.

Table 4.24
Regression Models of EBA for Hedonic Brands

	Model 1	Model 2	Model 3	Model 4	Model 5
<i>Control</i>					
Age	-0.048	-0.035	-0.060	-0.073	-0.058
Gender	0.173	0.133	0.129	0.105	0.067
Marital Status	-0.003	-0.002	0.022	0.010	0.026
Employment	-0.037	-0.029	-0.023	0.000	-0.017
Economic Class	0.163	0.139	0.130	0.048	0.060
<i>Independent</i>					
Actual Self Congruence		0.46**	0.307**	0.280*	0.158
Ideal Self Congruence			0.241*	0.176	0.181*
Sophistication (Sp)				0.251*	0.208*
Sincerity					0.332**
R ²	0.099	0.307	0.341	0.386	0.473
ΔR ²		0.207	0.034	0.045	0.088

^ P < 0.10; * P < 0.05; ** P < 0.01

4.6.4 Regression Model of Emotional Brand Attachment for Hedonic Brands with Interaction Terms

The Regression Models for emotional brand attachment for hedonic brands with interaction terms are shown in Table 4.25. In the first three models we have added three pairs of variables separately. Model 1 in this table is exactly same as the Model 3 in Table 4.24, and therefore needs no elaboration here.

In Model 2 sophistication and sincerity are regressed on emotional brand attachment along with the control variables. The results exhibit that sophistication ($\beta = 0.308$, $P < 0.01$) and sincerity ($\beta = 0.422$, $P < 0.01$) has significant positive impact on emotional brand attachment. The overall explanatory power of this model is ($R^2 = 0.401$).

In Model 3 the two interaction terms (ASC X Sn) and (ISC X Sp) are regressed on emotional brand attachment along with the control variables. The results indicate that both the interactions terms has significant positive impact on emotional brand attachment with ASC X Sn ($\beta = 0.412$, $P < 0.01$) and ISC X Sp ($\beta = 0.264$, $P < 0.01$). The overall explanatory power of this model is ($R^2 = 0.439$). In order to test the moderation hypothesis (i.e. H5 and H6) the two interaction terms must also be significant in presence of the independent and moderator in the model.

However, the interaction term (ASC X Sn) in Model 4 does not remain significant in presence of actual self congruence and sincerity. Thus there is *no ample support for H₆* in case of hedonic brands. Similarly the interaction term (ISC X Sp) in Model 5 is also not significant in presence of ideal self congruence and sophistication. Thus there is *no ample support for H₅* in case of hedonic brands.

Table 4.25
Regression Model of EBA for Hedonic Brands with Interaction Terms

	Model 1	Model 2	Model 3	Model 4	Model 5
<i>Control</i>					
Age	-0.060	-0.050	-0.067	-0.027	-0.094
Gender	0.129	0.066	0.089	0.087	0.113
Marital Status	0.022	0.010	0.040	0.022	0.018
Employment	-0.023	-0.019	-0.023	-0.043	0.012
Economic Class	0.130	0.042	0.078	0.136	0.045
<i>Independent</i>					
Actual Self Congruence (ASC)	0.307**			0.135	
Ideal Self Congruence (ISC)	0.241*				0.564
Sophistication (Sp)		0.308**			0.442
Sincerity (Sn)		0.422**		0.257	
<i>Two Way Interaction Terms</i>					
ASC X Sn			0.412**	0.246	
ISC X Sp			0.264**		-0.324
R ²	0.341	0.401	0.439	0.412	0.343

^ P < 0.10; * P < 0.05; ** P < 0.01

4.7 SUMMARY OF THE RESULTS

The results of the study hypothesis are exhibited in Table 4.26. It is pertinent to note that H₁, H₂, H₃, H₄ are supported whereas H₅ and H₆ are not supported. The detailed explanations of the results are discussed in the proceeding chapter.

Table 4.26
Results of the Hypotheses

S#	Hypotheses	Results
1	Ideal self congruence will enhance emotional brand attachment	Supported
2	Actual self congruence will enhance emotional brand attachment	Supported
3	Brands perceived as exhibiting the personality dimensions of <i>sophistication</i> will have a positive impact on <i>emotional brand attachment</i>	Supported
4	Brands perceived as exhibiting the personality dimensions of <i>sincerity</i> will have a positive impact on <i>emotional brand attachment</i>	Supported
5	Brand personality dimension of sophistication will moderate the relationship between ideal self congruence and emotional brand attachment	Not Supported
6	Brand personality dimension of sincerity will moderate the relationship between actual self congruence and emotional brand attachment	Not Supported

CHAPTER 5

DISCUSSION AND CONCLUSIONS

5.1 DISCUSSION OF FINDINGS

This study seeks to investigate the role of the actual self as well as the ideal self on emotional brand attachment. Furthermore it ponders upon and conducts an empirical investigation on the influence of the brand personality dimensions of sincerity and sophistication on emotional brand attachment. Since there was a need to identify various moderating variables that will influence the relationship between self congruence and emotional brand attachment this study investigates and analyzes the moderating affect of brand personality (sincerity and sophistication) on the relationship between self congruence (ideal and actual) and emotional brand attachment. This study contributes and enriches the domains of self congruence, emotional branding and brand personality.

It is pertinent to note that when a group comparison was conducted between the product types hedonic and utilitarian with the study variables, the results were noteworthy and compelling, which substantiated further support to previous literature and arguments that self congruence and emotional brand attachment is contingent on brand types both hedonic and utilitarian. A statistically significant difference was seen when the group comparison was made between the two product types with actual self congruence, sincerity, sophistication and emotional brand attachment. These results validated Malar et al., (2011) views and suggestions that future research should consider and look upon the effects of hedonic versus utilitarian nature of the products on self congruence and emotional brand attachment relationships.

Similarly in a study conducted by Alex and Joseph (2012) it is seen that hedonic brands bolster the relationship between actual self congruence and emotional brand attachment in comparison to utilitarian brands. This is so because when a user consumes a particular brand to gain pleasure or to seek experiential benefits than his solace and justification for using that brand evolves from his actual self or ideal self congruence with the personality of that particular brand. This results in enhancing the emotional brand attachment of the consumer with the brand. On the contrary in case of utilitarian products the emphasis and concern of the consumer is on the functionality of the product, product attributes and practical usefulness and benefits gained from consuming the product instead of self congruence and brand personality.

Furthermore it was seen that a strong connection exists between actual self congruence and emotional brand attachment for both product types.

From the above discussion it can be inferred that an exploration of the product related context variable is vital to understand the nature of self congruence emotional brand attachment relationship. It can also be seen that the phenomenon of self congruence and emotional brand attachment is contingent on brand types both hedonic and utilitarian. Therefore it is imperative that the analysis of correlation and regression be conducted by taking into considerations hedonic and utilitarian nature of the products.

All hypotheses other than the moderating roles of sincerity and sophistication have been staunchly supported. Pearson correlation indicates that actual self congruence, ideal self congruence, sincerity and sophistication are strongly associated with emotional brand attachment for both hedonic and utilitarian products.

The response rate in the study is approximately 91.2%. This response rate is beyond the average replies from the participants in Social research (Baruch and Holtom, 2008; Bordia et al., 2011). The detail discussions on the results of each hypothesis are given in the proceeding sections.

5.1.1 Ideal Self Congruence and Emotional Brand Attachment

Hypothesis 1 posits that Ideal self congruence will enhance emotional brand attachment. The results illustrate that the role of ideal self congruence in enhancing emotional brand attachment is significant for both hedonic and utilitarian products. The results are consistent with the findings of previous studies. (Malar et al., 2011; Alex and Joseph, 2012).

In this case the self congruity is influenced by the self concept motives of self esteem (Aaker, 1997; Biel, 1997). The higher the fit between the image of the consumers of the brand and that of the individual's ideal self, the greater the chances that the individual will implicitly feel that consuming the brand will fulfill his self esteem needs. The brand allows the consumer to lessen the discrepancy between their actual and ideal self which aids to boost the self esteem of the individual (Rosenberg, 1979). Thus Ideal self congruity ensures that the brand serves to satisfy the need for self esteem in the individual thereby inducing the customer to assess and perceive the brand favorably resulting in emotional brand attachment.

Furthermore people desire to attain a higher level by linking and relating themselves with those who reflect and represent their ideal images instead of those which represent the images they presently embody. Thus a product or brand that reflects and helps to transmit the ideal self image of an individual is sought more favorably in comparison to those that reflect ones actual self (Ekinci and Riley, 2003; Hosany and Martin, 2012). In this way ideal self congruity enhances emotional brand attachment with a particular brand.

5.1.2 Actual Self Congruence and Emotional Brand Attachment

Hypothesis 2 conjectures that Actual self congruence will enhance emotional brand attachment. The results illustrate that the role of actual self congruence in enhancing emotional brand attachment is significant for both hedonic and utilitarian products. The underlying reason for Actual self congruence enhancing emotional brand attachment is the need of self-consistency. This self concept motive prompts and induces individual to act and behave in a manner which is in accordance to how they see themselves that is their actual self. Individuals have notions and views about their own identities, values, lifestyles and habits. As soon as their self theories (meta beliefs) are developed they become entrenched in them and ready to safeguard them. If their self beliefs are endangered, it results in mental breakdown and psychosis within an individual (Epstein, 1980). Thus the desire of self consistency within an individual drives his purchase behavior (Ericksen and Sirgy, 1992; Manleburg et al., 1998). Thus Actual self congruity ensures that the brand serves to fulfill the desire of self consistency in the individual thereby inducing the customer to assess and perceive the brand favorably resulting in emotional brand attachment.

A large number of studies have indicated and endorsed the fact that actual self congruity aided favorably in influencing the evaluation of various features and attributes of brick and mortar as well as online stores (Cho and Kim, 2012; Ha and Im, 2012 ; Kang et al., 2009). In the same way actual self congruity favorably influences the evaluation of brands which is crucial for emotional brand attachment.

It is pertinent to note that an Individual is likely to make emphatic comparisons with those who surpass them in various traits, features and characteristics which the individual deems as significant and relevant to him. This disparity harms and diminishes a person's self esteem which in turn will spawn negative emotions towards those who out-perform them. These ill feeling and emotions may comprise of jealousy, depression, sadness and

frustration which are painful and distressing to negotiate and come in terms with (Drigotas et al., 1999). In various studies such as those conducted by Gulas and Mckeage (2000) and Gilbert et al., (1995) participants were made to compare between themselves and beautiful, glamorous models in commercials. It is seen that such an evaluation spawned emotions of inferiority, jealousy and envy within an individual.

When a comparison is made between the two types of self congruence by analyzing the regression tables with interaction terms (Table 4.25 and Table 4.23), it is seen that Actual self congruence has a greater role in inducing emotional brand attachment for both brand types (β for Utilitarian Brands =0.360; β for Hedonic Brands=0.307) in comparison to Ideal Self Congruence (β for Utilitarian Brands =0.302; β for Hedonic Brands=0.241). From this we may infer that individuals show a greater tendency to look for and pursue brands that reinforce, reflect, ratify, preserve and maintain their actual self. This they accomplish by consuming brands that resembles and is homogenous with how they actually see and perceive themselves. Thus buyers are more likely to purchase brands which are a manifestation of their actual self.

5.1.3 Effect of Sophistication and Sincerity on Emotional Brand Attachment

The results provide support to hypothesis 3 for both hedonic and utilitarian products which state that Brands perceived as exhibiting the personality dimensions of *sophistication* will have a positive impact on *emotional brand attachment*. Furthermore the results also provide support to hypothesis 4 in case of both the product types which posits that brands perceived as exhibiting the personality dimensions of *sincerity* will have a positive impact on *emotional brand attachment*. From the results it is evident that the personality of the brand is centric for self congruence. The personality of the brand lays the foundation for an individual's devotion and fondness towards a brand by enlivening and bestowing human characteristics to the respective brand (Malar et al., 2011). This indicates that consumers evaluate brands with a matching personality more positively than incongruent brands. Also Similarity of personality or temperament of a brand increases the extent of emotional bond.

The underlying reason why sincerity and sophistication play a role in enhancing emotional brand attachment is that people generally consume brands with personalities that reflect and conform to their own self images. This indicates that the cognitions and notions of the self are closely associated with the personality (Schiffman and Kanuk, 2000). In other words people

convey and communicate their selves by consuming brands whose personalities are perceived to be congruent with their own personalities (Aaker, 1999).

The rationale that sincerity and sophistication enhances emotional brand attachment is that brand personality goes beyond what consumers think the brand is or does and reflects how consumers feel about the brand (Keller 1998). Thus the personality of the brands is pivotal in providing symbolic benefit to the consumer. The symbolic benefits depict what the brand portrays about the individual to the individual and to other people. Thus the personality of a brand provides an outlet for symbolic or self expressive function instead of attributes and functionalities of the products (Aaker 1997). When consuming a brand, the individual becomes connected with these symbols and images of the brand. In a way they acquire and incorporate in their mind, the image of a regular consumer of that particular brand or the personality of the brand. In this way the personality of the brands aids in developing an emotional connection of the brand user with the brand. Since the personality of a brand is chiefly inclined towards the emotive or expressive aspect of the brand and less related to the functional elements (Low and Lamb, 2000) it will play a significant role in enhancing the emotions established between a consumer and a brand.

Furthermore by consuming and using brands or through various marketing campaigns, users can associate and ascribe personality traits which reflect and emulate human values to the brands. This is significant as the brand personality trait such as sincerity and sophistication is used by the individual for the purpose of self expression. Thus the brands support various dimensions of the consumer's self, ranging from a realistic aspect of oneself to an ideal self (Klein et al., 1993). Individuals impregnate brands with human personality traits and envisage brands as famous people, stars or models (Rook 1985). This is concurred by Aaker (1996) who states that brand personality incites consumers and aids the consumers in identifying traits and characteristics they yearn in the brand which lead the customer to relate and form connections with the brand. Harris and de Chernaton (2001), illustrate how these connections are formed. According to them connections and bonds are formed between an individual and a particular brand as the brand instills and nourishes its personality. The relationships thus formed are pivotal for the success of the brand and for fostering emotional brand attachment.

When a comparison is made between sincerity and sophistication by analyzing the regression tables with interaction terms (Table 4.25 and Table 4.23), it is seen that sincerity has a greater role in inducing emotional brand attachment for both brand types (β for Utilitarian Brands =0.438; β for

Hedonic Brands=0.422) in comparison to sophistication (β for Utilitarian Brands =0.305; β for Hedonic Brands=0. 0.308). From this we may infer that consumers show a greater inclination towards those brands which are perceived as sincere. This implies that consumers seek reality, truthfulness and authenticity in the marketing cues and communications. The brand personality dimension of sincerity is comprised of traits such as down to earth, honest, sincere and original. These traits of sincerity aid the consumers in identifying with the brand, by giving it the personification of being real, truthful and authentic.

5.1.4 The Role of Sophistication and Sincerity as Moderators

Hypothesis 5 which states that “brand personality dimension of sophistication will moderate the relationship between ideal self congruence and emotional brand attachment” and Hypothesis 6 which states that “Brand personality dimension of sincerity will moderate the relationship between actual self congruence and emotional brand attachment” were not supported by the results of this study. This reiterates and conforms to Halonen (2012) views that the role of brand personality would diminish and be far less significant in non western cultures like that of Pakistan. Similarly various researches have illustrated that brand personality dimensions can vary when interacted with different types of individuals coming from different cultures (Ferrandi et al., 2000; Rojas-Mendez et al., 2013). It might be that these variations in brand personality may be the cause which hindered the moderating role of sincerity and sophistication.

Current researches in the field of cross-cultural psychology (Heine et al., 2009) indicates that in non western cultures the attraction between people who are similar to each other is less strong as compared to those in the western cultures. In other words the similarity-attraction effect is less intense in non western cultures. This implies that the relationship and inclination of individual to brands with personality perceived similar to theirs would also be weaker in the non western cultures (Halonen, 2012). Furthermore a considerable amount of research indicates that the self concepts are also affected by cultural circumstances (Markus and Kitayama 1991). This is illustrated by the fact that a person associated with a collectivistic culture develops self-concepts which are more interdependent as compared to those people hailing from individualistic cultures (Halonen, 2012). Since the self concepts of individuals in collectivistic culture like Pakistan are more interdependent and their affinity to brands with personality perceived similar to theirs is weaker than those people belonging to western cultures, the

moderating role of sincerity and sophistication on the self congruence – emotional brand attachment relationship will also be weak and insignificant.

Self construals can be regarded as the disposition of the self-concepts, which is known to be the cause of many psychological and motivational phenomena. Self construal indicates how individuals perceive, comprehend, and interpret their surroundings. Individuals with independent self-construals generally identify and construe their self –concepts with the help of internal characteristics like traits, attributes, beliefs, choices and inclinations. On the other hand individuals with interdependent self construals generally identify and construe their self-concepts in accordance with their connection and association with other people. This means that individuals having interdependent perceptions will mold their self concepts according to the prevailing situation, background, or environment, and it will change depending upon the circumstances. Contrary to it people holding independent self-concepts identify and define themselves in the same way irrespective of the situation, background or circumstances and place great emphasis on consistency. Thus such people show consistency in their choices, preferences and traits throughout their lives (Halonen, 2012).

In the western culture mostly people hold the independent self-views. For such people it is normal and common to identify and define themselves to other people with the help of personality traits. It is pertinent to note this “cognitive consistency of the self” occupies less significance in collectivistic cultures (Triandis 2001). This implies that the phenomenon of self-brand congruence will also be weak and restricted in collectivistic cultures (Halonen, 2012). Furthermore, some researchers (e.g. Ng and Houston 2006) have suggested that those with independent self-views will find it easier to access abstract brand associations due to emphasizing the ‘traitedness’ of behavior and seeing the self as separate from context. This is particularly crucial when brand personality is measured with a set of abstract attributes as developed by Aaker (1997), originally based on the ‘Big Five’ theory of personality. However this is in contrast to individuals in collectivistic cultures like Pakistan, who will encounter difficulty to access abstract brand associations and would also struggle in seeing the self as separate from context which is crucial when brand personality is measured with a set of abstract attributes. The aforementioned discussion sheds light as to why the moderating role of brand personality in the current study is not supported.

It is pertinent to note that Aakers (1997) scale is one of the high impact scales in marketing (Sehgal, and Sagar, 2014) and represents an important step toward enabling experimental researchers to measure symbolic meanings of brand (Austin et al., 2003). Thus it is the most common used scale for

measuring brand personality since it was conceived specifically for consumer behavior researches particularly to measure the personality variables that go into the purchase decisions. However in order to better comprehend and fathom the brand personality dimensions, current studies are investigating the role and effects of culture on the brand personality dimensions (e.g. Aaker et al., 2001; Milas and Mlacisc, 2007). Results depict diversity across different cultures. This leads to the inference that the brand personality scale may be too broad for application in different cultural settings (Caprara et al., 2001). Furthermore studies have also shown that the factor structure of the brand personality conceptualization is also not generalizable over different cultures (Austin et al., 2003). Moreover the brand personality scale is not conceived taking into account countries as a study object. This signifies that the personality traits the scale employs may not be suitable for different cultural settings and countries since some traits that are country specific may have never been taken into account for inclusion in the scale. Also it should be noted that there are different and contrasting cultures around the globe. Cultures even vary and change in the same country. This gives rise to a quandary and predicament in relation to the brand personality scale as it does not take into consideration the culture specific differences (Rojas-Méndez et al., 2013). Aaker (1997) himself reiterated that while there are culture free etic dimensions, some emic dimensions need to be sought out and adapted in divergent cultures or countries. These may be some of the underlying reasons that the moderation results of this study which was conducted in a cultural settings which is different from the west i.e. Pakistan and which used the aforementioned scale to measure brand personality were not supported or substantiated.

5.2 PRACTICAL IMPLICATIONS

The study has brought forth many significant implications for both Practitioners and researchers alike. It is established from the research findings that self congruity has a very crucial and pivotal role in inducing and enhancing emotional brand attachment. On the basis of this finding we propose the following marketing strategies.

Marketers should impregnate and inculcate their brands with a clear brand personality. This brand personality should be molded and tailored to the actual and ideal self concept of the target audience. In the same way managers should determine the self concept of the target audience and then develop the personality of their brand in accordance to it mostly through advertising and promotion.

Brand Managers should understand that emotional brand attachment is an important predictor of brand loyalty. Marketers should strive to develop an effective and fruitful encounter of the customers with the brands. This may inculcate a strong emotional bond between the consumer and the brand which ultimately leads to brand loyalty. Studies should be administered to determine a variety of social interactions with the brand that will enhance the emotional bond between the brand and the target audience. Furthermore establishing an emotional bond between the consumer and a brand will enhance and prolong the lifespan of the brand. This will result in a decrease in the disposal tendency of the products. Marketers can play their part in developing a sustainable society by inducing attachments with brands. One course of action to develop an emotional relation with the products is to develop a product with a predetermined personality.

The study findings also suggest and provide directions as to how brand managers can successfully position their brands in the market. In today's competitive world it has become an arduous task for the marketers to differentiate their products from the competitors, thus the approach taken to position a brand in terms of brand images is of utmost significance (Arnold, 1992). Marketers can emphatically enhance the efficacy of their brand positioning strategy by ensuring that the brand image and the self concept of the target market are analogous to each other. Graeff (1996) advocates that marketers can effectively utilize the phenomenon of image congruence, to enhance and improve an individual's perception regarding the brand. Marketers can create advertising campaigns that would imbue and stimulate brand users to think about their actual and ideal self. This will result in improving the advertising appeal and efficacy as it is seen that consumers are more inclined to engross themselves in promotions that take into account and are congruent with their self concepts instead of those advertisements that are incongruent with their self concepts (Zinkham and Hong, 1991).

The study also establishes the importance of Brand personality in enhancing emotional brand attachment. Brand personality plays crucial role in differentiating the products of a firm. Brand Mangers can use the brand personality to create and construct an image for symbolic and self-expressive aspect of the product (Azoulay and Kapferer, 2003). Thus with the help of brand personality such as sincerity and sophistication managers are able to guide, and shape the perception of the customers towards the brands which will ultimately lead to emotional brand attachment.

5.3 THEORETICAL CONTRIBUTION

The current study is contributing in the domains of self congruence, emotional branding and brand personality. The study contributes to the literature of self congruence and emotional branding by comprehending and examining the connections between the types of self congruence (actual or ideal) and emotional brand attachment. Furthermore it adds to the literature of brand personality and emotional branding by analyzing the impact of the brand personality dimensions of sincerity and sophistication, on emotional brand attachment and also by investigating the influence of sincerity and sophistication on the relationship between self-concept and emotional brand attachment.

A major contribution of this study is that it seeks to understand the phenomenon of self congruence and emotional branding in a collectivistic culture and is one of the pioneering studies, the first of its kind in the context of Pakistani environment. This is in accordance to Halonen (2012) who stated that the majority of the empirical research over the past decades has been conducted on consumers in the US and there is a need to explore the self brand congruity hypothesis in different cultural contexts.

The study expands the literature of self congruence by illustrating that brands which are perceived as being congruent with the ideal and actual self of the consumers are successful in developing emotional brand attachment. In line with the self verification theory a person with a high self esteem prefers to pursue brands that reinforce, reflect, ratify, preserve and maintain the actual self of that person (Erickson, 1997; Swann, 1983). In this case brands which manifest and resemble an individual's actual self will arouse pleasant feelings relating to the brand resulting in actual self congruence which imbues emotional brand attachment. On the contrary in the light of the self enhancement theory individuals with a low self esteem have an inclination to enhance their sense of self worth (Sedikides and Strube, 1997). For this purpose individuals seek to achieve their desires and ambitions which are analogous to their ideal self (Higgins, 1987). In this context a brand exhibiting a personality similar to those of an individual's ideal self will aid in enhancing the self worth of the consumer (Grubb and Grathwohl, 1967). The individual realizes that his desires and ambitions are encompassed in a particular brand, which leads to ideal self congruence and emotional attachment with the brand.

Another important contribution of this study is that it has explored the relationship of brand personality with emotional brand attachment. Previously it was seen that brand personality plays a pivotal role in self congruence which leads to emotional brand attachment (Malar et al., 2011). We have empirically

demonstrated that not only is brand personality crucial for the phenomenon of self congruence but is also an important predictor of emotional brand attachment. This relationship of brand personality and emotional brand attachment has not been earlier explored empirically to the best of our knowledge.

A significant contribution of this study is that it has looked upon the moderating role of brand personality (Sincerity and Sophistication) on the relationship between the self-concept (Ideal/Actual) and emotional brand attachment. Although the moderating role of brand personality is not supported it has endorsed and validated various scholars who state that the relationship and inclinations of individual to brands with personality perceived similar to theirs would be weaker in the non western cultures and hence the phenomenon of self-brand congruence will also be weak and restricted in collectivistic cultures (Halonen, 2012). This study has paved way to further discussions as to the role as well as the influence of self construals and brand personality in the purchase behavior of consumers belonging to the non western cultures. The study has also shown that further investigations are to be made in order to fully comprehend the self concepts of individuals and how they interact with the brand personality in collectivistic cultures like Pakistan.

This study also contributes by exploring the effects of hedonic versus utilitarian nature of the products on self congruence and emotional brand attachment relationships (Malar et al., 2011; Alex and Joseph, 2012). The results have empirically exhibited that the phenomenon of self congruence and emotional brand attachment is contingent on brand types both hedonic and utilitarian.

Another contribution of the study is that it validates the notion that individuals are more inclined and become emotionally attached to those brands which are congruent with their ideal or actual self (Malar et al., 2011; Mehta, 1999; Ericksen, 1997). The results further illustrate that brand users may desire and prefer a brand for its symbolic characteristics instead of its functional qualities. This validates Bhat and Reddy (1998) who stated that the symbolism and functionality of the brand are two different and unique concepts in an individuals mind.

5.4 LIMITATIONS AND FUTURE DIRECTIONS

The study involves a cross sectional design of data collection. However the snapshot nature of cross-sectional studies doesn't provide a good basis for establishing causality. Future studies should take this factor into consideration.

The data for the Study is gathered with the help of self administered questionnaires. The self report questionnaires are prone to common method variance because of the speed with which the respondents fill the questionnaire and also because the participants can browse through the already answered questions and the forthcoming ones (Podsakoff et al., 2012). In order to control common method bias, this study employs methodological separation of measurements in which participants respond to the independent and dependent variables in various formats. Future studies should address this issue by using other methods such as Psychological separation of measurements, by incorporating some objective measures as opposed to purely subjective and through temporal separation of measurements (Craighead et al., 2011).

The data for the study was gathered from the research students of business administration who are undergoing their M.Phil and Ph.D. in various universities of Lahore. It is pertinent to note that researchers are of the view that students can be effectively utilized to obtain and collect information pertaining to basic psychological processes. They are able to give appropriate, useful and valuable information pertaining to basic research dealing with causal relationships (Kardes, 1996). Furthermore students can be utilized as surrogates when investigating behavioral processes (Hawkins et al., 1997). However future studies should collect data from other sources. Furthermore it will also be an interesting extension of the study to compare the framework between different genders, age group, and social class, to identify variances caused by these variables.

Due to time constraints and in order to minimize respondent fatigue the study incorporated two of Aaker's (1997) five brand personality dimensions sincerity and sophistication. Future studies should incorporate the remaining three personality dimensions which include excitement, competence and ruggedness. A comparative analysis should be made between the brand personalities to assess which of them are more likely to induce ideal self congruence and which ones are more likely to induce actual self congruence.

There is a possibility that the approach undertaken for the study may give rise to spurious relationships. In order to eliminate the possibility of spurious relationship we incorporated a few control variables. However it is pertinent to note that the spurious effect cannot be completely warded off (De-Stobbeleir et al., 2011). Future studies should try to assess and study the theoretical model in different situations and should also highlight other confounding variables.

The study's results may not be germane to different cultures since the symbolic meanings attached to brands tend to vary across cultures. Thus an interesting future direction will be to compare the framework between different cultures and countries. Furthermore an extensive research is needed to be conducted to have a comprehensive understanding of the self construal in the collectivistic cultures like Pakistan. Future studies should also ponder upon the various factors which influence the self construals and self congruity in collectivistic cultures.

A meaningful future endeavor should look upon other factors which influence and enhance emotional brand attachment. For instance one may posit that the length of the relationship with a given brand may play a crucial role in enhancing emotional brand attachment. Consider a family which has been users of a particular brand for several generations. Our study did not include measures of ownership status or length of relationship in the model. Future studies should look into the moderating roles of ownership status and duration between self-congruity and emotional brand attachment. Furthermore an interesting direction for future studies is to look upon the boundary conditions and the diagnosticity of the emotional brand attachment measures to marketers. One boundary condition relates to the different type of brands and the buying circumstances most germane for emotional brand attachment.

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ANNEXURE-A

QUESTIONNAIRE

PART A

Thank you for participating in this study of your attitudes/preferences toward consumer brands. The aim of this survey is to get your perceptions to a set of brands with which you are familiar as a consumer as well as some evaluations of yourself. Thus, the following questions are designed to measure yourself and your brand evaluations. All of your responses throughout the study will be completely confidential.

1. Personal Information:

a) Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female	b) Formal Education (No. of years):
c) Age: <input type="checkbox"/> Below 20 <input type="checkbox"/> 21–25 <input type="checkbox"/> 26–30 <input type="checkbox"/> 31–35 <input type="checkbox"/> 36–40 <input type="checkbox"/> Above 40	
d) Marital Status: <input type="checkbox"/> Married <input type="checkbox"/> Single	
e) Economic Class: <input type="checkbox"/> Upper <input type="checkbox"/> Upper Middle <input type="checkbox"/> Middle <input type="checkbox"/> Lower Middle <input type="checkbox"/> Lower	
f) Occupation: <input type="checkbox"/> Employed <input type="checkbox"/> Unemployed	

2. Choose ONE brand with which you are familiar as a consumer :

- Dalda Cooking Oil Dove Soap Head & Shoulders Gillette
- Dawlance Refrigerator Surf Excel Nestle Drinking Water

3. Now we would like you to think of the brand that you have selected above as if it were a person. This may sound unusual, but think of the set of human characteristics or personality traits associated with that brand. For example, you might think that the human characteristics associated with Mountain Dew might be non-conforming, fun, interesting, exciting and off-beat. We're interested in finding out which personality traits or human characteristics come to mind when you think of your selected brand.

(P.T.O)

For each of the listed statements, please check the one response that best expresses the extent to which you find the personality traits as descriptive or not descriptive of your selected brand.

Brand:.....(Please circle only one box for each of them)

	Not at all Descriptive				Extremely Descriptive
Down-to-earth	1	2	3	4	5
Family-oriented	1	2	3	4	5
Small-town	1	2	3	4	5
Honest	1	2	3	4	5
Sincere	1	2	3	4	5
Real	1	2	3	4	5
Wholesome	1	2	3	4	5
Original	1	2	3	4	5
Cheerful	1	2	3	4	5
Sentimental	1	2	3	4	5
Friendly	1	2	3	4	5
Upper class	1	2	3	4	5
Glamorous	1	2	3	4	5
Good looking	1	2	3	4	5
Charming	1	2	3	4	5
Feminine	1	2	3	4	5
Smooth	1	2	3	4	5

4. Take a moment to think again about your selected brand as if it is a person. Think of the set of human characteristics that can be associated with your brand and then describe it as a person using personality like characteristics such as reliable, friendly, stylish, beautiful, rugged etc.

Now think about how you see yourself (your actual self). What kind of person are you? How would you describe your personality?

Once you have done this, indicate your agreement or disagreement to the following statements by writing abbreviations in the space provided corresponding to your answer.

- a) _____ The personality of the brand is similar to how I see myself
- b) _____ The personality of brand is a mirror image of me

SD	Strongly Disagree
D	Disagree
HD	Hard to Decide
A	Agree
SA	Strongly Agree

5. Take a moment to think again about your selected brand as if it is a person. Think of the set of human characteristics that can be associated with your brand and then describe it as a person using personality like characteristics such as reliable, friendly, stylish, sincere, beautiful, leader, follower etc.

Now think about how you would like to see yourself (your ideal self). What kind of person you want to be? How would you describe your ideal personality?

Once you have done this, please tick only one statement which best reflects your emotions:

- a) The personality of the brand is
- not at all similar to how I would like to be
 - not similar to how I would like to be
 - somewhat similar to how I would like to be
 - similar to how I would like to be
 - very much similar to how I would like to be
- b) The personality of the brand is
- not at all mirror image of the person I would like to be
 - not mirror image of the person I would like to be
 - somewhat mirror image of the person I would like to be
 - mirror image of the person I would like to be
 - exact mirror image of the person I would like to be

6. Read the statement carefully and tick the box that best describes your emotions towards this brand

a. I have feelings of affection towards this brand	Not at all 1 2 3 4 5 Very much
b. I love this brand	Not at all 1 2 3 4 5 Very much
c. I have feelings of peacefulness towards this brand	Not at all 1 2 3 4 5 Very much
d. I have feelings of friendliness towards this brand	Not at all 1 2 3 4 5 Very much
e. I feel attached to this brand	Not at all 1 2 3 4 5 Very much
f. I feel connected to this brand	Not at all 1 2 3 4 5 Very much
g. I feel strongly bonded to this brand	Not at all 1 2 3 4 5 Very much
h. I feel passionate for this brand	Not at all 1 2 3 4 5 Very much
i. I feel delighted for this brand	Not at all 1 2 3 4 5 Very much
j. I feel captivated for this brand	Not at all 1 2 3 4 5 Very much

Thank you for your cooperation!

ANNEXURE-B

QUESTIONNAIRE

PART B

Thank you for participating in this study of your attitudes/preferences toward consumer brands. The aim of this survey is to get your perceptions to a set of brands with which you are familiar as a consumer as well as some evaluations of yourself. Thus, the following questions are designed to measure yourself and your brand evaluations. All of your responses throughout the study will be completely confidential.

1. Personal Information:

a) Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female	b) Formal Education (No. of years):
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d) Marital Status: <input type="checkbox"/> Married <input type="checkbox"/> Single	
e) Economic Class: <input type="checkbox"/> Upper <input type="checkbox"/> Upper Middle <input type="checkbox"/> Middle <input type="checkbox"/> Lower Middle <input type="checkbox"/> Lower	
f) Occupation: <input type="checkbox"/> Employed <input type="checkbox"/> Unemployed	

2. Choose ONE brand with which you are familiar as a consumer :

- Pepsi Nike Rolex L'Oreal
 I-phone Dairy Milk chocolate Coke O'more Ice-cream

3. Now we would like you to think of the brand that you have selected above as if it were a person. This may sound unusual, but think of the set of human characteristics or personality traits associated with that brand. For example, you might think that the human characteristics associated with Mountain Dew might be non-conforming, fun, interesting, exciting and off-beat. We're interested in finding out which personality traits or human characteristics come to mind when you think of your selected brand.

(P.T.O)

For each of the listed statements, please check the one response that best expresses the extent to which you find the personality traits as descriptive or not descriptive of your selected brand.

Brand:.....(Please circle only one box for each of them)

	Not at all Descriptive				Extremely Descriptive
Down-to-earth	1	2	3	4	5
Family-oriented	1	2	3	4	5
Small-town	1	2	3	4	5
Honest	1	2	3	4	5
Sincere	1	2	3	4	5
Real	1	2	3	4	5
Wholesome	1	2	3	4	5
Original	1	2	3	4	5
Cheerful	1	2	3	4	5
Sentimental	1	2	3	4	5
Friendly	1	2	3	4	5
Upper class	1	2	3	4	5
Glamorous	1	2	3	4	5
Good looking	1	2	3	4	5
Charming	1	2	3	4	5
Feminine	1	2	3	4	5
Smooth	1	2	3	4	5

4. Take a moment to think again about your selected brand as if it is a person. Think of the set of human characteristics that can be associated with your brand and then describe it as a person using personality like characteristics such as reliable, friendly, stylish, beautiful, rugged etc.

Now think about how you see yourself (your actual self). What kind of person are you? How would you describe your personality?

Once you have done this, indicate your agreement or disagreement to the following statements by writing abbreviations in the space provided corresponding to your answer.

- a) _____ The personality of the brand is similar to how I see myself
- b) _____ The personality of brand is a mirror image of me

SD	Strongly Disagree
D	Disagree
HD	Hard to Decide
A	Agree
SA	Strongly Agree

5. Take a moment to think again about your selected brand as if it is a person

Think of the set of human characteristics that can be associated with your brand and then describe it as a person using personality like characteristics such as reliable, friendly, stylish, sincere, beautiful, leader, follower etc.

Now think about how you would like to see yourself (your ideal self). What kind of person you want to be? How would you describe your ideal personality?

Once you have done this, please tick only one statement which best reflects your emotions:

a) The personality of the brand is

- not at all similar to how I would like to be
 not similar to how I would like to be
 somewhat similar to how I would like to be
 similar to how I would like to be
 very much similar to how I would like to be

b) The personality of the brand is

- not at all mirror image of the person I would like to be
 not mirror image of the person I would like to be
 somewhat mirror image of the person I would like to be
 mirror image of the person I would like to be
 exact mirror image of the person I would like to be

6. Read the statement carefully and tick the box that best describes your emotions towards this brand

a. I have feelings of affection towards this brand	Not at all 1 2 3 4 5 Very much
b. I love this brand	Not at all 1 2 3 4 5 Very much
c. I have feelings of peacefulness towards this brand	Not at all 1 2 3 4 5 Very much
d. I have feelings of friendliness towards this brand	Not at all 1 2 3 4 5 Very much
e. I feel attached to this brand	Not at all 1 2 3 4 5 Very much
f. I feel connected to this brand	Not at all 1 2 3 4 5 Very much
g. I feel strongly bonded to this brand	Not at all 1 2 3 4 5 Very much
h. I feel passionate for this brand	Not at all 1 2 3 4 5 Very much

Thank you for your cooperation!