

UNIVERSITY OF ALGARVE
FACULTY OF ECONOMY

THE IMPACT OF GENDER
DIFFERENCES ON CONSUMER-BRAND
RELATIONSHIPS

Veranika Novik

Dissertation
Master in Marketing

Research paper elaborated under the guidelines of:
Professor Manuela Guerreiro, PhD
Professor Patrícia Pinto, PhD

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DECLARATION OF AUTHORSHIP WORK

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ABSTRACT

The present research is dedicated to the comparison of the consumers of different sexes in their relationship with the brands. More specifically, the study concentrates on the brand attachment, as one of the possible form of such relationship. The overall purposes of the research are connected to the understanding, whether the gender of a consumer influences the brand attachment and whether those results are different in case of a brand with a gender bond and a neutrally gendered brand.

After conducting in the first part of the study a rather detailed literature review, dedicated to the concept of brand attachment and the constructs close to it with the clear distinction between them, also analyzing the numerous models, explaining the essence of the construct; as a result, for the purposes of the present study was chosen the Attachment-aversion model of consumer-brand relationship, developed in the 2013 by Park at al. The model mentioned was chosen for a number of reasons. First of all, the model is dedicated to the brand attachment, as it is required by the present study. Secondly, the model pays attention not only to positive relationship between the consumer and the brand, but also includes aversion element, capturing all the range of salience and valence of the relationship in analysis. Thirdly, the AA-model pays attention not only to the attachment relationship itself, but also to the determinants and outcomes of it, making the model more profound in comparison with the other. And finally, the model gives the scales to evaluate all its elements, which have been already tested by the authors and proved their efficiency.

That's why the objectives of the present research correspond to the structure of the Attachment-aversion model of consumer-brand relationship, chosen for the study. The study has examined whether all the elements of the Attachment-aversion model of consumer-brand relationship (determinants, attachment relationship itself, motivational strength and behavioral intentions) are influenced by the sex of the consumer in case of a gendered and neutral brand.

The model, chosen for an analysis, needed a focal brand to be chosen. With regard to the objectives of the present study, there have been chosen two focal brands: one that has a bond to the female gender (Chanel), another that is neutrally gendered (Apple). The brands mentioned were further specified, concentrating an analysis of the study on Chanel perfume and Apple iPad. The focal brands were chosen first of all because of their popularity all over the world and because they are very familiar for the

representatives of the sample of the study. Secondly, due to the objectives of the study, it was needed to choose one neutrally gendered brand and one brand with the bond to female gender. Apple iPad is equally used by men and women, as for Chanel, although the brand has a line of products for male consumers, it mostly possesses female attributes and associations. The male lines of products are less famous. Also most of the products of the brand are designed exclusively for female consumers, which brings a female bond to the brand.

The focal brands for the study were specified (taking into consideration only perfume for Chanel and only iPad for Apple). The brands mentioned have a rather wide range of products, pertaining to different categories. That's why brands have a slightly different marketing strategy for different products, that allows for consumers to have different relationship with different products within the same brand. For that reason, the specifying of the focal brands seemed to be a reasonable decision.

The data, analyzed within the present study was obtained with the help of a questionnaire, spread online. The questionnaire was designed with the help of scales, developed by the authors of the Attachment-aversion model of consumer-brand relationship.

The target population for the research is the current students and alumni of Belarusian universities that are Russian-speaking, fluent in English and had a class in branding. The minimum sample size, needed for the current research was 261 respondents. The final sample, used for the analysis, consisted of 273 respondents, which was even more than a required minimum.

In order to achieve the goals, set for the present study, were used quantitative methods of research. Firstly, were applied the instruments of the descriptive statistics, paying special attention to the medians for the male and female groups of respondents. Also was conducted the chi-square test of independence. All the analysis was realized with the help of such software tools as Microsoft Office Excel and IBM SPSS Statistics (version 22).

After the analysis being conducted, the study came up with some general conclusions.

What concerns the focal brands, the Apple iPad was to some extent popular between the consumers with no regard to gender. As for Chanel perfume, as it was expected, the brand is more popular between the women, but at the same time a considerable part of men claimed the brand to be enticing.

At the same time, the study has shown that a female gendered brand that also has a line for the opposite gender cannot ignore male consumers in their brand management process. Men found a female gendered brand to be enticing, functionally satisfying, they expressed the desire to maintain the relationship with the brand and a quarter of the respondents claimed to be likely to buy the product.

The relationships between the elements of the brand attachment model and the sex of the consumer were stronger for a gendered brand, compared to the neutral one.

In case of a gendered brand, the sex of the consumer influenced all the elements of the consumer-brand relationship, that were analyzed in the study, except for a moderately difficult to enact behavioral intention (forgiving malfunctioning).

In case of a neutrally gendered brand, the sex of the consumers influenced some parts of the elements of the model: determinants (enticing and enriching), brand-self distance element of brand attachment relationship, motivation elements (desire to approach the brand and strengthen the relationship) and some behavioral intentions (easier to enact: waiting 4-6 weeks to buy; moderately difficult: recommending; very difficult: defending the brand and always buying the new model).

Keywords: consumer-brand relationship, brand attachment, brand aversion, brand-self distance, brand prominence, gender of the consumer, gendered brand.

RESUMO

A presente pesquisa é dedicada à comparação de consumidores de diferentes sexos em relação às marcas. Mais especificamente, o estudo concentra-se na ligação às marcas como uma das possíveis formas de relação. O objetivo geral da pesquisa está ligado ao conhecimento, se o gênero do consumidor influencia a ligação à marca e se esses resultados são diferentes no caso de uma marca com um gênero definido ou com uma marca com um gênero indefinido.

Numa primeira parte do estudo foi conduzida uma detalhada revisão da literatura, dedicada ao conceito de ligação às marcas e outros conceitos à volta do mesmo. Depois foram analisados os numerosos modelos, que explicam mais profundamente a essência do conceito. No final, para atingir os propósitos do presente estudo, o modelo escolhido foi o “*Attachment-aversion model of consumer-brand relationship*” (*AA-model*) desenvolvido em 2013 por Park et al. O modelo mencionado foi escolhido por diversos motivos.

Primeiro, o modelo é dedicado à ligação às marcas tal como requerido para o presente estudo. Segundo, o modelo presta atenção não só ao relacionamento positivo entre o consumidor e a marca, mas também inclui um elemento de aversão, capturando um grande intervalo de altos e baixos na relação em análise. Em terceiro, o *AA-model* presta atenção não só à ligação com a marca, mas também ao que a determina e quais as consequências da mesma, fazendo assim com que o modelo seja mais profundo em comparação com outros. Em quarto e último lugar, o modelo providencia uma escala para avaliar todos os seus elementos que por sua vez já foi testada pelos autores do *AA-model* e que provou a sua eficácia.

É por isso que os objetivos da presente pesquisa correspondem à estrutura do *AA-model* que foi escolhido para o estudo. O estudo examinou se todos os elementos do *AA-model* (as determinantes, ligação à marca, força motivacionais e intenções comportamentais) são influenciadas pelo sexo do consumidor no caso de uma marca que tenha o seu público-alvo assente no sexo do consumidor ou não.

O modelo, escolhido para a análise, precisava que se escolhesse uma marca. Considerando os objetivos do presente estudo foram escolhidas duas marcas, uma com o foco no sexo feminino (Chanel) e outra mais neutral (Apple), concentrando a análise do estudo num perfume da Chanel e no Apple iPad. As marcas em foco no estudo foram escolhidas primeiro pela sua popularidade em todo o mundo e porque também estão

familiarizadas para quem representa a amostra do estudo. Segundo, devido aos objetivos do estudo, era necessário escolher uma marca sem gênero e uma marca com um público-alvo bem definido.

O Apple iPad é igualmente utilizado pelo sexo masculino e pelo sexo feminino, enquanto que a Chanel, apesar de a marca ter uma linha de produtos masculina, tem mais traços e associações femininas. A linha de produtos masculina da Chanel é menos conhecida. Também, a maior parte dos produtos da marca são desenhados exclusivamente para consumidores do sexo feminino o que traz um elo de ligação do mesmo grupo à marca.

As marcas no qual o estudo se foca foram especificadas (tendo em consideração somente o perfume para a Chanel e o iPad para a Apple). As marcas mencionadas têm uma linha alargada de produtos pertencentes a diferentes categorias. Esta é a razão pela qual as marcas têm estratégias de marketing diferentes para diferentes produtos, o que permite aos consumidores terem uma relação personalizada com os produtos de uma mesma marca. Por esta razão, especificar quais eram as marcas focadas parece ser uma decisão acertada.

Os dados analisados no presente estudo foram obtidos com a ajuda de um questionário disponibilizado online. O questionário foi desenhado com a ajuda de escalas desenvolvidas pelos autores do *AA-model*. O público-alvo para este trabalho foram os atuais estudantes e *alumni* das Universidades de Belarus que falam Russo, são fluentes em Inglês e tiveram aulas sobre “*Branding*”. A amostra mínima para este estudo eram 261 respostas. A amostra final, usada para a análise, consiste em 273 respostas o que é mais do que o mínimo requerido.

Para atingir os objetivos, definidos para o presente estudo, foram utilizados métodos quantitativos para a pesquisa. Primeiro, foram aplicados instrumentos de estatística descritiva prestando especial atenção às medianas para os grupos masculinos e femininos das respostas obtidas. Depois foi conduzido o teste de independência do Qui-quadrado. Todas as análises foram realizadas com a ajuda de software como o Microsoft Office Excel e o IBM SPSS Statistics (versão 22).

Depois das análises efetuadas, o estudo apresentou algumas conclusões gerais.

No que corresponde às marcas focadas, o Apple iPad é até certo nível popular entre os consumidores independentemente do gênero. No que toca ao perfume da Chanel, como era expectável, a marca é mais popular entre o gênero feminino. Contudo, uma parte considerável do sexo masculino, considera a marca Chanel atraente.

Ao mesmo tempo, o estudo demonstrou que uma marca considerada feminina (mas que também tem uma linha para o sexo oposto) não pode ignorar os consumidores masculinos no processo de gestão da marca. Os homens percebem a marca feminina como atraente, funcionalmente satisfatória e expressam o desejo de manter uma relação com a mesma. Um quarto dos inqueridos afirma, inclusive, que vêem a compra de um produto desta marca como muito provável.

As relações entre os elementos do *AA-model* e o sexo dos consumidores são mais fortes com uma marca focada num público-alvo de um sexo específico quando comparada com uma marca que não tem o seu público-alvo definido pelo sexo.

No caso de uma marca associada a um sexo, o sexo do consumidor influencia todos os elementos do *AA-model* que foram analisados neste estudo. Todos, com a exceção da intenção comportamental, que neste caso foi de dificuldade moderada (desculpar o mau funcionamento da marca).

No caso de uma marca com um género indefinido, o sexo do consumidor influenciou algumas partes dos elementos do modelo: determinantes (atratividade e enriquecimento), distanciamento da marca (elemento da relação da ligação à marca), elementos motivacionais (desejo de abordar a marca e fortalecimento da relação) e algumas intenções comportamentais (facilidade em realizar: esperar 4-6 semanas para comprar; dificuldade moderada em realizar: recomendação; dificuldade alta em realizar: defesa da marca e compra constante de novos modelos).

Palavras-chave: relação marca-consumidores; ligação à marca, aversão à marca; distanciamento da marca; proeminência da marca; sexo do consumidor.

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LIST OF ABBREVIATIONS

AA-model	The Attachment-Aversion Model
AA-relationship	Attachment-aversion relationship
AMA	American Marketing Association
BRQ	Brand Relationship Quality
BSEU	Belarusian State Economic University
BSU	Belarusian States University
CAAM	The Connection-Automaticity Attachment Model
CPAM	The Connection-Prominence Attachment Model
IEA	Institute of Entrepreneurial Activity
M	Median
MIU	Minsk Innovation University
U-test	The Mann–Whitney–Wilcoxon test

CHAPTER 1. INTRODUCTION

1.1 General introduction

In conditions of constantly growing competition in every sphere of activity, oversaturation of markets with goods, brands and information, companies nowadays are paying more and more attention to all the possible means that would help them to raise their competitive level. Therefore the questions of communicative strategy of the company, its positioning relatively the competitors and the questions of branding are gaining more importance. In marketing accent moved from the producer to the consumer, making the process of managing the brand even more significant.

According to the definition of the American Marketing Association, a brand is "Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers" (AMA, 1995). Strong brand brings to the companies numerous advantages, such as for example, higher probability to sell the good or service with a higher price, attraction of loyal consumers, minimizing risks, connected to sales, better identification of a product.

That is why as in scientific research, as within the marketing professionals the interest to the questions of branding is growing every year. There has been numerous works dedicated to the process of building strong brands. For example, D. Aaker (1996) explained the building of the brand as building of a two level system, where the first level is the product itself with all its physical and technical characteristics and the second level is formed by the additional attributes of brand that bring association and positively distinguish it from the others.

Another theory, developed by T. Gad (2000), refers to the process as "4D branding". The model claims that in order to build a strong brand, it is necessary to pay attention to all the four dimensions of it: functional, social, mental and spiritual.

K. Keller (2008) described the process of building a strong brand as four stages. The first one is dedicated to building the identification of brand and association with the brand in consumers. The second one is connected to forming the meaning of brand. The third – ensuring the reaction of the consumers towards the brands identification and meaning and the last one – transforming this reaction to the customer's loyalty.

Different approaches toward the essence of brand and the way to build it strong agree on the significant importance of the issue for the companies. But just building the

brand is no longer enough for the company to be successful. More important is to manage to build a positive relationship between the brand and its consumers, which can take different forms.

1.2 Statement of the problem

The consumer-brand relationship, its possible kinds and ways to form it have also gained a big interest as in literature, as in marketing practice.

The first scientific study dedicated to the topic was conducted by S. Fournier in 1998. That research was dedicated to differentiation of forms of relationships between the brand and its consumers and also to evolving of those relationships in time.

Since that study, there have been a number of researches of different possible types of relationship, formed between the brand and the consumer. The studies analyzed such constructs as, for example, brand love (Carroll and Ahuvia, 2006), brand attitudes (Keller, 1993), brand relationship quality (Fournier, 1998), loyalty (Oliver, 1999), brand commitment (Morgan and Hunt, 1994), satisfaction with the brand (Fornell et al., 2010), involvement (Ball and Tasaki, 1992) and others.

One of the most common constructs for analysis of consumer-brand relationship is the brand attachment construct. A great number of scientific works were dedicated to analyzing attachment of a consumer to a brand (Park et al., 2010; Vlachos et al., 2010; Fedorikhin et al., 2008; Thomson et al., 2005). There is a number of approaches, explaining the essence of brand attachment relationship, but the approach used within the present study is that brand attachment can be explained through brand-self connection and the prominence of thoughts and feeling related to brand (Park et al., 2009a). The model, explaining the construct, chosen for the analysis from a quite big number of variants is the Attachment-aversion model of consumer-brand relationship (Park et al., 2013a).

Along with the process of analyzing different forms of consumer-brand relationships, the research has also paid attention to the factors that may influence those relationships, including the studies, dedicated to the differences in acting or thinking of people of different genders. There have been a number of studies, dedicated to the question of gender in consumer-brand relationships (Melnik, 2014; Rajumesh and Sritharan, 2014; Avery, 2012; Loureiro, 2012; Moore and Homer, 2008).

At the same time there has been a gap in research regarding the differences between male and female consumers regarding brand attachment. The situation is even worse with the research of the gender differences within the attachment model. The previous research has only studied the difference between the consumers of different age (Park et al., 2013a). That is why the analysis conducted within the present study is aimed to at least partly cover the gap in the research, mentioned above.

1.3 Objectives of the study

Based on the information, provided in the previous section, it is possible to define the main purpose of the present research, which will be the attempt to answer the question, whether there is a difference between male and female consumers regarding brand attachment.

In order to achieve the main purpose of the study, the research was based on the Attachment-aversion model of consumer-brand relationship (Park et al., 2013a) and several objectives were developed with accordance to the structure of the model:

- To examine, whether the sex of the consumer influence the determinants of consumer-brand relationship in case of a gendered and a neutral brand;
- To explore, whether the attachment or aversion relationship with a gendered and a neutral brand are independent from the sex of the consumer;
- To verify, whether the motivational strength is related to the sex of the consumer in case of a gendered and a neutral brand;
- To examine, whether the sex of the consumer influence the behavioral intentions in case of a gendered and a neutral brand;
- To compare the strength of the association of the sex of the consumer with different elements of the Attachment-aversion model of consumer-brand relationship in case of a neutrally gendered brand and a female gendered brand.

1.4 Structure of the thesis

The present study includes six major chapters. The first chapter is introduction that consists of the general introduction, followed by the statement of the problem, main

purpose and objectives of the study and the description of the overall structure of the work.

The second chapter is dedicated to the literature review of the problem in focus. In this chapter are presented the previous findings on the topic of brand attachment, its models, comparison with the other close constructs and also the findings, related the topic of gender differences in branding.

The third chapter contains the description of methodology of the research. It gives information regarding the context of analysis, the design of the questionnaire used in the study, the choice of the focal brands for the research. Also it provides the details about the population and the final sample in analysis, about the process of collecting the data and about the methods, used in the research.

The chapter four is dedicated to the results of the study. All the results are presented in sections, according to the model, used in the analysis.

The chapter five discusses the results of the present study and also gives information about the possible implications of the results for research and practice.

The last chapter summarizes all the information and gives the key conclusion of the study. In addition, the chapter presents the limitations of the study and gives ideas and recommendations for the future research that can be conducted within the investigated topic.

CHAPTER 2. LITERATURE REVIEW

2.1 The essence of brand attachment as one of the central constructs of consumer-brand relationships

2.1.1 The nature of consumer-brand relationships

Nowadays companies clearly understand the importance of working on the relationship between brands and their consumers. This kind of activity can bring to a company numerous benefits. For example, the growth of the loyalty level or possibility to increase price as consumers are feeling so attached to the brand that they are ready to pay more due to their growing price insensitivity. This can lead to the growth of companies' revenues.

Another positive reason for companies to pay more attention to building good consumer-brand relationships is connected to the situation of brand failure, when consumers, attached to the brand, are more likely to have forgiving reactions towards the brand. This fact has big importance, as brand failure influence overall evaluation of the brand and the strength of the consumer-brand relationship (Aaker et al., 2004). Consumers with higher self-brand connection consider the brand failure as danger for their self-view or as their personal failure, which is why they may act defensively and remain good evaluation of the brand (Cheng et al., 2012).

Within scientific community the topic of consumer-brand relationship has also gained a lot of attention. But the foundation was given by S. Fournier (1998) when she studied the dynamic and variety of forms of interactions between consumers and brands. This was the first scientific research that contributed to the topic of relationship between consumer and brand.

In that research brands are claimed to be a real relationship partners that are humanized, which contributed to the possibility of them to arouse emotions. Fournier (1998: 345) states, that "for the brand to serve as legitimate relationship partner it must surpass the personification qualification and actually behave as an active, contributing member of the dyad". Fournier (1998) described fifteen types of possible relationships between consumers and brands, which are arranged marriages, casual friends/buddies, marriages of convenience, committed partnerships, best friendships, compartmentalized friendships, kinships, rebounds/avoidance-driven relationships, childhood friendships, courtships, dependencies, flings, enmities, secret affairs, enslavements.

Also Fournier (1998) raised the question of brand relationship quality (BRQ) with its dimensions and effects that it has on relationship stability. Brand relationship quality is a construct with six dimensions: love/passion and self-connection (attachment), commitment and interdependence (behavioural ties), intimacy and brand partner quality (supportive cognitive beliefs). The dimension of love/passion is based on attachment theory (Bowlby, 1969). Other dimensions come from the theories of interdependence and attraction (Hinde, 1979, Kelley 1979; Kelley and Thibaut, 1978).

The concept of BRQ has been analysed and tested by numerous researchers. Not all the time they agree with the structure proposed, so the dimensions of brand relationship quality have been not once revised. For example, with later research BRQ was claimed to have eight dimensions: passionate attachment, intimacy, self-connection, nostalgic connection, love, partner quality, personal commitment and trust (Smit et al., 2007).

The theory also met criticism. For example, Breivik and Thorbjørnsen (2008) suggested that the framework of BRQ does not fully explain the building of relationship with brand. The authors emphasize that the BRQ framework proposed cannot explain the relationship between the brand and the group of consumers, who are less involved. As their relationship is not connected to passion of intimate feelings like BRQ suggests.

During the further research on the topic of consumer-brand relationships such new constructs emerged as brand attachment and brand love.

The concept of brand love or brand passion is closely connected to the topic of relationship with a brand. Brand love can be defined as “the degree of passionate emotional attachment a satisfied consumer has for a particular trade name” (Carroll and Ahuvia, 2006: 81). Brand love is a difficult construct that includes various dimensions like passion-driven behaviours, positive overall attitude valence, anticipated separation distress, self-brand integration, positive emotional connection, attitude certainty and confidence (strength), and long-term relationship (Batra, 2012).

2.1.2 The review of the construct of brand attachment

The first work on attachment was carried out by Bowlby (1969). Attachment was studied as dimension of infant-parents relationships and was considered to be a specific bond between people. Bowlby (1969:371) claimed that “to say of a child that he is attached to, or has an attachment to, someone means that he is strongly disposed to seek

proximity to and contact with a specific figure and to do so in certain situations, notably when he is frightened, tired or ill". With later research on a base of this definition emerged four components of attachment: proximity seeking, separation protest, safe haven, and secure base. Also the construct of attachment was extended from only child-parent attachment to also adult stage of life with romantic relationships (Hazan and Zeifman, 1994).

Further research within attachment theory revolves around two dimensions: avoidance and anxiety. Avoidance refers to the positive or negative view of others. Anxiety is related to the positive or negative view of self by a person (Brennan et al., 1998). On a base of these dimensions was developed the four attachment styles model with the following attachment styles: fearful (both anxiety and avoidance high), pre-occupied (high anxiety, low avoidance), dismissing (low anxiety, high avoidance) and secure (both anxiety and avoidance low) (Bartholomew and Horowitz, 1991).

Also attention has been paid to the question of behaviors, that show that a strong attachment. The higher level of attachment, the closer the person remains to the object. When in the external environment a person feels stressed, he looks for protection from the object, he attached to. Also people experience distress in times of separation from the object, they are attached to (Hazan and Zeifman, 1999).

But the concept of the attachment spreads not only on interpersonal interactions but also on specific objects, like, for example, brands (Carroll and Ahuvia, 2006).

In marketing research has been paid a lot of attention to studying attachment, its importance and its consequences. For example, researchers claimed that attachment is closely connected to such important marketing constructs as satisfaction, involvement, brand loyalty (Thomson et al., 2005) or evaluations of possible brand extensions (Fedorikhin et al., 2008).

Consumers with a strong attachment to the brand not only use the resources of the brand, but also they are usually motivated to enlarge recourses, belonging to them, to maintain the connection to the brand on the same or higher level (Park et al., 2010). Recourses can be of different nature, as for example financial (Thomson et al., 2005).

Attachment depends on time, it can become stronger with time, as attachment can be seen as a consequence of a continuing interaction of a consumer with the brand. The interaction, mentioned, is not only limited to the process of buying, it may also have cognitive origin. For example, while the consumer is exposed to advertising, receiving

information about the brand or just feeling nostalgic (Park et al., 2010; Thomson et al., 2005).

Brand attachment develops as close connection of a brand to the self of the consumer; this motivates consumers to try to keep up the ties with the brand in order not to disturb their self-concept (Mikulincer et al., 2001). That is why if the ties with a brand and therefore the self-concept of the consumer are challenged, the consumer will be prone to protect the connection. This may happen, for example, because of the negative information about the brand. But the effect described has its limit, which can be reached with the increase of the level of negativity (Babin et al., 2004). For these reasons attached consumer usually accepts unethical behavior of a company, which owns the brand, with the aim of protecting his self-concept, but only till certain moment, after which the brand loses its ability to contribute to the concept of the self as reported behavior of a company is too unethical (Mikulincer et al., 2001).

Not all the negative information and emotions will result in negative consequences to brand attachment. For example, fear can positively influence the construct of brand attachment. The psychological mechanism of response to fear by eagerness for attachment takes place not only between individuals, but also can happen with brands. When a consumer is in situation that makes him eager to get attached, in case there are no other consumers available, he will try to get attached to an available brand (Dunn and Hoegg, 2014).

All in all marketing research regarding attachment can be divided into two big streams.

The first one studies attachment as bonding. That bonding can be emotional (Vlachos et al., 2010) or at the same time emotional and cognitive (Park et al., 2010). In terms of this stream brand attachment is also used for prediction loyalty (Fournier, 1998), positive influence on word-of-mouth (Vlachos et al., 2010). Later research also showed the ability of strong attachment to predict re-purchase intentions (Malar et al., 2011) and actual purchases (Park et al., 2010).

Within the second stream of studies, more attention is paid to attachment styles. Consumers are claimed to have attachment styles that differ according to previous experience of attachment (Shaver and Mikulincer, 2005). Attachment styles are claimed to have influence on commitment, satisfaction and trust (Mende and Bolton, 2011).

This study is concentrated on the first stream of research and will analyse brand attachment from the bonding point of view.

There are various approaches to understanding the essence of the brand attachment. The research of Whang et al. (2004) was one of the first in this sphere. The study was dedicated to verification of the assumption that passionate love with time turns into brand attachment. Brand attachment and love were claimed to have four indicators. Firstly, consumer feels “physical chemistry” towards the brand. Secondly, brand seems to be destined for the consumer. Thirdly, brand matches with the ideal image of the self of the consumer. And finally, consumer feels bad when the brand he needs is not accessible.

The next meaningful study of the question in topic was conducted by Thomson et al. (2005). In the beginning, brand attachment was spread only on emotional aspects. Thomson et al. (2005) suggested the concept of emotional attachment, which was defined as experiencing feelings of passion, connection and affection towards the brand. In the study was revealed that consumers can be emotionally attached to some brands and this bonding can predict future loyalty of a consumer. Also authors revealed certain emotional items that are considered to be indicators of brand attachment. The first order factors are claimed to be affection, passion and connection, each of these items include second order constructs. Thus affection includes such items as loved, affectionate, friendly and peaceful. Passion consists of passionate, delighted and captivated; and connection – passionate, captivated and delighted (Thomson et al., 2005).

These findings were later tested and confirmed by other authors. For example, Fedorikhin et al. (2008) verified the reliability and validity of the model. Besides, the view on the brand attachment was expanded also on cognitive aspects, for example related to brand-self connections. Brand-self connections show to which extent a brand expresses the self-concept of the consumer (Escalas and Bettman, 2003). Also the topic of influence of brand attachment on brand extensions was observed in the study. The results claim that the higher level of attachment a consumer has, the easier he accepts the new extension of the brand, he is more ready to forgive mistakes to a brand and even recommend to other consumers (Fedorikhin et al., 2008).

The fact that a brand expresses self-identity of a person does not necessarily lead to emotional attachment. In some cases it causes emotional avoidance if connected to aspect of self that is felt like negative one. As for connections with social relationships, brands do not create transitive attachment. If a relationship partner of a person feels attached to some brand that does not mean this person also feels attachment to the same brand (Escalas and Bettman, 2003).

In order to understand more fully the concept of brand attachment in recent works to brand-self connection was added brand prominence, which measured how easy and frequently thoughts about the brand appear in consumers' minds (Park et al., 2010).

Park et al. (2009a: 328) gave another definition of the concept of brand attachment: "the strength of the bond connecting the brand with the self". This bond is illustrated by consumer's memory network, connected to the brand and relationship with it. Also the bond can be reflected by mental representation of a consumer (Shaver and Mikulincer, 2005).

The following fundamental indicators - brand-self connectedness and the prominence of brand-relevant thoughts and feelings explain the strength of the bond between the brand and consumer (Park et al., 2009a).

The concept of **brand-self connection** was already mentioned above as a combination of emotional and cognitive ties between the self of the consumer and the brand. Cognitive connection appears as a consumer feels unity with the brand and thinks of it as part himself (Park et al., 2010). From the other side, brand-self connectedness is an emotional concept (Shaver and Mikulincer, 2005; Thomson et al., 2005). Brand evokes in consumer numerous feeling, which can be rather complex, for example such as feelings of the consumer towards brand proximity or brand separation or feeling consumer experience while displaying brand-self connection (Park et al., 2010).

The fact that brand-self connectedness is important was also partially highlighted in the research of Parish and Holloway (2010). The study claim that brand needs to help the consumer reach his objectives, connected with self-enrichment, self-enablement and self-gratification.

Connection between the brand and the self can occur on two bases – identity bases and instrumentality basis. Identity basis expresses who the consumer is. Instrumentality basis reveals the reason of importance for a customer to use the brand. This basis is closely connected to aims, concerns and projects for the life of the consumer (Mittal and Banwari, 2006).

The concept of brand-self connections is not concentrated on the quantity of brands important to consumer with which he has personal connectedness. This concept overviews the strength of the connection. The higher is the degree of integration of a brand into the sense of self of the consumer, the stronger is the connectedness between

the consumer and the brand and, as a result, the higher is a level of brand attachment (Park et al., 2009a).

Park et al. (2009a) revealed two signals of brand-self connectedness: “Being part of oneself and reflecting who one is” (identity basis of brand-self connectedness) and “Being personally connected” (instrumentality basis of brand-self connectedness reflected in personal meaningfulness).

The second major indicator of brand attachment according to Park et al. (2009a) is the prominence of brand-relevant thoughts and feelings or **brand prominence**. This indicator evaluates how easy brand/related thoughts and feelings come to the consumer and also how frequently this happens.

Brand prominence reveals the saliences of ties, both affective and cognitive, between brand and the self. (Park, 2010).

The research, conducted earlier by other authors, working on attachment theory, confirmed the significance of prominence in explaining attachment. There is a relationship found between the attachment phenomenon and the process of memory activation connected to object, to which a person feels attached (Collins and Read, 1994).

The brand-self connectedness changes with time and experience, that is why feelings and thoughts, connected to the brand, turn into memories of the consumer. These memories differ by the ease and fluency of remembering (Park et al., 2010).

Consumers that are more attached to the brand are proved to have more positive memories in comparison with those who are attached less (Rafi et al., 2011).

Emotional attachment to a brand raises good feelings in consumer that is why brand-relevant feelings and thoughts are more salient during stress, because brand helps to reduce negative feeling of the moment. Brand to which consumer is attached has an ability to help in reducing stress as it gives to the consumer the feeling of security (Park, 2009a).

Previous study of attachment was concentrated on dependence between attachment and the latency of responses, which were used to calculate memory retrieval (Collins and Read, 1994). Park et al. (2009a) started to study prominence with the help of evaluation of subjective judgments. The conceptions of brand-self connections and attachment as a whole are based on subjective evaluations. That’s why evaluation of prominence, which is closely connected, should also be subjective. Brand attachment is closely connected to the process of choosing and using a brand. Authors claimed that

subjective evaluations of prominence are more suitable than objective for explaining of this process. And finally, objective evaluations have more possibility of failing to note brand prominence.

All in all two brands with the same level of brand-self connection may have different levels of attachment, if one of them is more prominent for the consumer than the other. That is why not only the strength of connectedness between the brand and the self explains the concept of brand attachment, but also the degree of prominence of brand-relevant thoughts and feelings (Park et al., 2009a).

For the explanation of brand attachment both components are important as brand-self connectedness, as brand prominence. These indicators cannot be perceived as redundant, as both of them are required to fully explain the brand attachment concept.

A consumer can have a brand, to which he was strongly attached in the childhood (for example Lego) and that's why the consumer feels, that the brand connected to the self (in this case past self). But as the consumer has grown up, thoughts and feelings to the brand do not come so often. The attachment of the consumer can be higher in a situation, if feelings and thoughts towards the brand appear, while the brand is connected to the present self of a consumer (for example, he still buys Lego from time to time for himself).

On the other hand, the consumer may be attached to the brand, which is part of his ritualistic consumption or daily routine, although the consumer does not feel strong connection with the brand. As the brand is part of usual routing, its presence comfort the consumer and thoughts and feelings, related to the brand may appear more often, especially in the situations, when is not available. The attachment to such brand can be considerably increased, if the consumer is strongly connected to the brand (Park et al., 2009a).

These findings lead to the conclusion that in order to reach the highest level of attachment to the brand, both indicators need to be on a high level. Consumers with both indicators on a high level are more prone to behavior, aiming to sustain relationship with the brand, compared to the consumers, who, for example have high level of brand-self connection, but low level of prominence (Park et al., 2010).

In terms of two bases (identity and instrumentality) of self-brand connectedness (Mittal and Banwari, 2006) the indicator of brand prominence obtains even more significance. Brand prominence obtains additional importance, if the consumer feels connected to brand for the reason of its instrumentality. With more prominent

brand/related thoughts and feelings, the consumer is more attached to the brand. The higher is the level of prominence, the more brand-related thoughts and feelings are becoming the component of the solutions to the daily tasks. And this way the attachment to the brand increases (Park et al., 2010).

With later research of brand attachment and components that explain it, the concept of brand-self connection was changed to the concept of brand-self distance (Park et al., 2013a). Brand-self distance assesses the subjective perception of the distance between the self of the consumer and a brand. Close relationship with the brand is considered to be positive, distant relationship – negative. Brand-self distance like brand prominence is also closely connected to brand memory. To have a close brand-self relationship, a consumer needs to have highly meaningful to him affective and cognitive memories, connected to brand. The absence of such memories causes indifference of a consumer to a brand. In case a consumer possesses such memories and they are very relevant to the self of the consumer, his feelings will be closer or farther from the level of indifference.

2.1.3 The distinction of brand attachment from the other constructs explaining consumer-brand relationships

In research of a topic of consumer-brand relationships apart from brand attachment there are numerous other constructs that sometimes may be mixed up. That is why it is very important to understand the difference between different constructs in order to choose the one, which suits to the study the most. This study is based on the construct of brand attachment and because of this fact is necessary to differentiate this construct from the others.

One of the most basic constructs in the research of consumer-brand relationships is **brand relationship quality (BRQ)**, developed by Fournier (1998). From one side, BRQ have some common features with brand attachment, which makes it easy to confuse them. Both constructs have similar results. For example, when the consumer starts to evaluate alternatives to the brand he has relationship with as less attractive. Another similarity is that one of the indicators of BRQ is claimed to be brand-self connection, which in case of BRQ evaluates the “quality, depth, and strength” of a consumer’s relationship with a brand (Fournier, 1998: 363). As it was mentioned above, brand-self connection is also the part of brand attachment.

At the same time these two constructs have clear distinctions. The first one lies in the difference of the meaning of brand-self connection. In the theory of brand attachment, this construct is dedicated only to the strength dimension, while in case of BRQ it also measures depth and quality. Secondly, BRQ includes different relationship types that range from negative to neutral and positive. The construct of brand attachment does not cover the topic of relationship type. Moreover brand attachment does not refer to negative relationships (Park et al., 2010). That is why the concept of BRQ is wider and brand attachment is more specific construct, which allows concentrating more on the strength of ties of consumers to the brands.

Another construct that should be differentiated from brand attachment is **brand love**. There are different approaches to understanding the essence of brand love. Fournier (1998) explained brand love as a relationship between a customer and a brand, that lasts for a long time. Brand love can develop from satisfaction of a consumer (Fournier and Mick, 1999). When the brand is used by the consumer, it can give a feeling of satisfaction, but for brand love to appear a long term relationship is needed (Caroll and Ahuvia, 2006). Brand love is claimed to be the strongest emotional connection between the customer and the brand (Robert and Lafley, 2005).

In literature there has been some debate over differences between the construct of brand attachment and brand love. Some authors claim that these constructs are equal and can be exchanged one to another freely, as they are very close in the way they explain the process of formation of strong bond between the brand and the consumer (Vlachos and Vrechopoulos, 2012). Most of the features that are considered to be typical for brand love construct, as, for example honesty, trust, caring, are also claimed to be typical for strong brand attachment (Park et al., 2009b).

At the same other authors claim the brand love and brand attachment are different constructs (Loureiro et al., 2012). Brand love is an emotion, describing the attachment to the brand, but it is not the tie of attachment itself. Another difference lies in terms of valence, as brand attachment can be negative and positive, but brand love is only positive construct. Attachment can have a negative valence, when formed from a relationship with negative valence. Brand attachment is a construct of higher order. It can be close to brand love only in case of positive valence of brand attachment. Also needs to be mentioned, that there are different types of brand love and not all of them have the same characteristics as brand attachment (brand-self connection and brand prominence) (Park et al., 2009b).

In this particular work brand love is considered to be a distinct construct from brand attachment.

Another construct, which differs from brand attachment should be explained, is **brand attitudes**. Brand attitude is complete evaluation of the brand by the consumer; function of the benefits and attributes of the brand that are prominent to the consumer (Keller, 1993).

Brand attitude shares some similar features with brand attachment. In case consumer has a brand, to which he feels attached, he is prone to have also strong positive attitude about this brand. Both constructs are connected with the concept of strength (of attitude or bond) (Park et al., 2010). Both constructs are based on positive feelings and judgments about the brand. And finally, both constructs are connected with consumption behavior, such as for example, desire to recommend the brand, brand purchase or repeat. This makes both constructs very important for marketing managers (Park et al., 2009b).

But at the same time these two constructs have some important differences. To form an attachment to the brand a consumer needs to interact with the brand and with time he becomes attached to the brand. In case of brand attitudes, they can appear even without contacting the brand directly, as brand attitudes serve as a way to evaluate the brand. That's why consumer can have a positive attitude about the brand without previously contacting with it at all (Thomson et al., 2005).

Moreover the fact that brand attachment is time dependent is shown by relationship-based models that study prominent memories about the self of the consumer and the attached brand and describe the way that brand regulate emotions of the person (Collins et al., 1994). And those links between the self and the brand develop with time (Mikulincer and Shaver, 2005).

Consumers usually form attitudes about big quantity of brands, including ones that do not play an important role in their life. At the same time the quantity of brands, to which consumers are feeling attached, is usually smaller and the brands are more important to the consumers (Ball and Tasaki, 1992).

Both constructs are connected with strength, but it is different in both cases. Strength of brand attachment is connected with brand-self relationship. In this case strength is determined by the brand-self connection and brand prominence, which is subjective. In case of brand attitude, strength is connected to the object of the attitude

and the confidence of holding the attitude. In this sense strength is determined by objective attitude accessibility (Park et al., 2010).

The factors that influence the differences in strength are different for brand attachment and brand positive attitude. In case of strong brand attitudes, the strength changes not depending on brand-self connections or brand prominence like the strength of brand attachment. Strong attitude depends on the confidence in the judgment of the consumer (Petty et al., 2007).

Also brand attachment and brand attitude are different in terms of valence. Attitude can be strong positive and strong negative, but attachment range from strong to weak. Strong attitude, both positive and negative, both predict consumer's behavior, for example, decision to buy or avoidance of purchase. At the same time, brand attachment can be strong or weak, which means that valence does not vary, but instead changes the strength of the connection between the brand and the self and prominence (Park et al., 2010).

Brand attachment means the existence of link between the brand and the self of the consumer while positive attitude can appear without this condition (Thomson et al., 2005).

One of the basic constructs of brand attachment is brand-self connection, but they are unnecessary to form favorable attitude. The basic construct for positive brand attitude is thoughtful process that requires analysis of positive features of the brand. Strong and positive attitude may appear in case of high levels of ability, motivation and opportunity to treat information about the brand. Also presence of favorable information about the brand is important (Park et al., 2009b).

Brand attachment is connected with feelings of emotional reward and safety, which are caused by such feelings as trust or intimacy (Fournier, 1998). For a strong positive brand attitude to appear, these feelings are usually unnecessary. Moreover, with appearance of brand attachment, in consumer's memory started to accumulate self-brand links, which are prominently expressed in the feelings and thoughts of consumer. For the formation of strong favorable attitudes those linkages between the self of the consumer and the brand are also unnecessary (Park et al., 2009b).

Brand attachment has bigger motivational power than brand attitude, because attachment is connected to emotional and self-implications, which are considered to be more powerful in terms of behavior drivers (Park et al., 2010).

Emotional attachment leads to such phenomena as maintenance of proximity or separation distress (Bowlby, 1969). Favorable attitudes not necessarily lead to these phenomena, in this case much depends on context and situation (Thomson et al., 2005). Attached consumers are usually trying to keep the relationship with the brand, while consumers with just favorable attitude, if they have a better alternative, may not try to maintain the relationship or pay premium price. Consumer with just favorable attitude may want to replace the brand by another, equal to it, attached consumer will stay with the brand (Thomson et al., 2005).

Next construct that cannot be omitted in a study of the topic of consumer-brand relationship is **loyalty**. The concept, which is in most cases, is confused with the notion of brand attachment.

The notion of loyalty signifies that a consumer is committed to another entity and behaves in a way to defend interests of it even in case of having another more attractive choice (Oliver, 1999).

If economically analyze the concept of loyalty, for a consumer it seems purely irrational. The consumer may have an opportunity to choose another brand, which is better, but he chooses not to do so. The consumer may stay loyal to the brand even in a situation when the switching costs are less or equal to the price difference (Melnyk, 2014).

In a literature there are many definition of the concept of loyalty.

One of the definitions of the concept of loyalty claims it is a deep commitment to keep buying and patronizing the brand or service in the future, which leads to actual behavior despite the presence of situational influence or efforts of other brand to cause switching behavior (Oliver, 1999).

Another definition says that brand loyalty is a commitment of a consumer and his favorable attitude towards buying one and the same brand in the future situations of making a choice (Liu, 2007).

Sharma et al. (2013) gives a short version of a definition. Brand loyalty is the power of a consumer's bond to a brand when comparing to other similar variant, available at the moment.

Numerous definitions of loyalty share one element, which is "there is a relationship of some sort (i.e. ranging from very shallow to very strong) between an actor and another entity and that the actor displays behavioral or psychological allegiance to that entity in the presence of alternative entities" (Melnyk et al., 2009: 82).

All in all the main idea of the concept of loyalty is the presence of a bond between the consumer and the brand or the company that doesn't change with time even because of the situational influence (Fournier, 1998). Customer loyalty shows the degree of readiness of the consumer to disregard the economically rational decision by not choosing a more competitive offer or, at least, of the same level of attraction (Melnyk, 2014).

The research of concept of brand loyalty has two types of constructs: behavioral and attitudinal brand loyalty. Behavioral brand loyalty studies the tendency with which a consumer rebuys the brand during some period of time and the tendency is determined by behavior of the consumer. Attitudinal loyalty is connected with the attitudes of the consumer about his desire to repurchase, the brand itself and commitment to the brand (Sivaraj et al., 2014).

Brand loyalty is like brand attachment is confused with other marketing constructs.

For example, the concept of brand loyalty can be mixed up with the concept of brand love. The notion of brand loyalty doesn't explain the purposes of consumer-brand relationship and what the consumer awaits to gain from being in the relationship (Fournier, 1998). On the other hand, brand love captures different motivations for such relationship, for example self-consistency, dominance, etc.

In terms of consumer-brand relationship, brand loyalty can be referred to as the positive outcome of the relationship and it appears usually in the last stages. Brand loyalty doesn't show how the relationship develops. At the same time, the construct of brand love is able to interpret the evolution of the relationship. Another difference of brand love from brand loyalty is in its dynamical nature (Keh et al., 2007).

As for brand attachment and brand loyalty, numerous studies confirm, that these two constructs are closely correlated, but still different (Batra et al., 2012; Loureiro et al., 2012; Fedorikhin et al., 2008).

Brand attachment causes cognitive and affective reactions in attached consumers. At the same time, brand loyalty usually leads to behavioral and attitudinal responses. Next difference of the two constructs is very important as it shows their relationship. In terms of time, brand attachment appears before brand loyalty. This happens because consumers are more likely to evolve affective and cognitive reactions. Moreover these reactions with time cause the development of behavioral and attitudinal reactions, which are typical for brand loyalty (2014b).

The brand that is characterized by a higher level of consumer attachment with time leads to its more positive relationship with consumers and to more elevated level of loyalty (Batra et al., 2012).

It is possible to make a conclusion that brand attachment and brand loyalty are different constructs and brand attachment has a powerful possibility to reinforce brand loyalty (Tsai, 2014).

Brand attachment is also close to such construct as **brand commitment**. The construct of brand commitment can be defined as the strength of the consumer-brand relationship or the relationship between the consumer and the organization (Morgan and Hunt, 1994). Moorman et al. (1992: 316) gave another definition of brand construct as “an enduring desire to maintain a valued relationship”.

Brand commitment can be viewed from two sides of connections: personal and functional. Those types of connections lead to appearing two dimensionalities of brand commitment, which are calculative and affective commitment. Calculative commitment appears as a result of counting functional advantages of the brand. Affective commitment develops during the evaluation of affective bonds with the brand. The antecedent of the calculative commitment is the construct of relationship satisfaction, for the affective commitment – is the construct of trust (Tsai, 2011).

There are different approaches to explain the nature of brand commitment. One of the major studies of brand commitment is the model that uses commitment-trust theory. This theory studies the influence of commitment and trust on various relationship constructs, for example relationship benefits, formation of loyalty, cost of finishing the relationship, etc. Brand commitment is claimed to be important for a successful consumer-brand relationship for a number of reasons. Brand commitment inspire the consumer to keep the relationship, to ignore other attractive variants, that are short-term in order to get the long-term advantages and to avoid actions with high risk, because of the belief that a relationship partner may not act in an opportunistic way (Morgan and Hunt, 1994).

Another approach to the study of brand commitment is based on the relationship investment model. In this approach the central notion is cognition. This theory claims that brand commitment mediates the influence on brand loyalty of such constructs as relationship investment, satisfaction and appeal of alternative variants. This approach does not include the construct of trust and concentrates more on calculative side of commitment rather than affective side (Tsai, 2011).

The construct of brand commitment is also easily confused with the other constructs; still it is different from the other notions, although closely connected to them. For example, brand commitment together with brand loyalty are claimed to be the outcomes of trust, satisfaction and quality (Akbar and Parvez, 2009).

But in terms of the present study the most important is to understand the differences of brand commitment from brand attachment. Brand commitment is claimed to be a psychological promise of future consumer's behavior and the intention to maintain the relationship with the brand in the future. Brand attachment is a current feature of a consumer-brand relationship and demonstrates the psychological state of mind of the consumer (Park et al., 2009b).

Brand commitment is closely related to brand attachment. It's been proved that brand attachment has mediating effect on the construct of brand commitment (Zhang et al., 2013).

When a commitment is strong and it is obtained from the brand attachment, the consumer may with high probability develop certain behaviors that will aim at maintaining the relationship. These behaviors are, for example, brand loyalty, advocating of the brand, positive word of mouth, disregarding of alternatives, etc. (Miller, 1997).

In terms of marketing management, brand attachment seems to be a more valuable objective for a brand manager. Brand commitment may appear with any relation with the attachment to the brand. For example, consumers may develop commitment because of the shortage of other alternatives or because of the moral obligation that the consumer feels toward the company or even salesperson. Such commitment to the brand will not provide strong connections between the self of the consumer and the brand of prominent thoughts about brand. Commitment may be less powerful and less come under influence of the brand manager (Park et al., 2009b).

Satisfaction with the brand is also the construct that needs to be analyzed. Satisfaction generalizes overall emotional reactions and feelings of the consumer regarding to all the experience with the brand. Satisfaction of consumers is a very important construct for the companies, as it has been proved that it has favorable influence on brand loyalty (Fornell et al., 2010).

Brand attachment and brand satisfaction have some similar features. For example, both constructs are based on consumer's experience with the brand and both constructs lead to emotional reactions of the consumers (Japutra et al., 2014b). Moreover a

consumer that is attached to the brand may with a high level of possibility also be satisfied with it. That's why brand attachment may be claimed as a basic construct for satisfaction, as attachment can predict it (Thomson et al., 2005).

But brand attachment is not equal to satisfaction. Satisfaction of the consumer can appear as a result of one interaction with the brand. Brand attachment is formed with time with numerous interactions (Unal and Aydin, 2013).

Satisfaction in contrast to brand attachment does not lead to such consumer's behaviors as, for example, separation distress or efforts to maintain close to the brand. Satisfaction can appear immediately after interaction with the brand, while brand attachment develops in time. Brand attachment is a construct connected more with emotions, while satisfaction is more evaluative construct (Thomson et al., 2005).

Brand attachment and the construct of **involvement** are also close. The construct of involvement describes the consumer-brand relationship. This relationship can be different in feelings and behaviors of the consumer and also in acquisition of significance and meaning of the brand. (Ball and Tasaki, 1992).

It may seem that consumers, attached to the brand, should also be involved with it. But studies have shown that attachment is not necessary for involvement, as consumers often get involved with a brand without being attached to it. (Park et al., 2009b).

Brand attachment is connected to the process of self-development of the consumer that continues throughout of his the life. With the construct of involvement this link is less important. Brand attachment is also connected to consumer's memories and the understanding of the self by the consumer, both previous self and future self. The construct of involvement deals only with the present. Also involvement and attachment deal with different phases of consumption. For brand attachment the usage phase has more importance, while for involvement – the acquisition phase (Japutra et al., 2014b).

Another difference between brand attachment and involvement lies in readiness to respond. In case of involvement, the readiness is caused by personal inferences and the wish to escape any risk. In order to reduce risk, a consumer needs to analyze a lot of information regarding the brand. In case of brand attachment, this readiness is caused by the brand-self connections. Consumer process information in order to maintain his emotional ties to the brand (Park et al., 2009b).

Also these two constructs are different in the realms, they are connected to. Brand attachment has a link with emotional realm, while involvement is connected to cognitive realm (Thomson et al., 2005).

2.2 The models of antecedents, outcomes and measurements of consumer-brand relationships

2.2.1 The models of central constructs explaining consumer-brand relationships

In order to evaluate consumer-brands relationships, understand how this construct is formed, which are the drivers and the outcomes of the process there have been elaborated various models by different researches.

One of the first models was the model of assessing **consumer-brand relationship quality** (Fournier, 1998). On the base of the conducted research on types of consumer relationship was offered a construct of brand relationship quality (BRQ). The construct was evaluated using the six facets, showing that for a consumer-brand relationship to last, it needs more conditions than the mere presence of positive feelings. The 6 factors, used to analyze and evaluate brand relationship quality, are combined into three groups.

The first group is composed of affective and socio motivated attachments. This group includes such factors as self-connection and love or passion. The self-connection factor shows to which extent the brand corresponds to the aspect of self of the consumer, how the brand corresponds to identity concerns, which are important to the consumer. Connection between the brand and the self of the consumer is considered in time, including different selves of the consumer: past, current and future. Strong brand-self connections lead to strong relationship, because the consumer develops protective feelings toward the brand and becomes more tolerant to it. Also while assessing BRQ is important to pay attention to its another asset – love or passion. This facet is claimed to be basic for all strong consumer-brand relationships, it can range from warmth or affection through passion to obsessive dependency.

The second group of facets is formed by behavioral ties and is composed of commitment and interdependence. Commitment shows consumer's readiness to act in a way to support the relationship and to make it last longer. The presence of commitment is also very important for building a strong relationship with a brand. Commitment facet brings stability to the relationships. Interdependence is also an important factor of the

strength of the relationship with the brand. Interdependence implies numerous interactions with the brand, big scope and variety of activities, related to the brand and high intensity of events of individual interactions of the consumer with the brand. In terms of interdependence, the rituals of consumption of the consumer are gaining additional importance.

And the third group of facets consists of supportive cognitive beliefs presented by intimacy and brand partner quality. Intimacy provides for a consumer deeper meaning for the brand and more lasting relationship ties. Intimacy helps to build a relationship culture that is supportive for the stability of the relationship, making it stronger. Brand partner quality is an assessment of the brand's role in the relationship and its performance in it. There are five components of this facet: evaluation of the brand's devotion to the numerous rules of the relationship; brand's positive orientation towards the consumer; belief that the brand will perform in a desired way, not in a way of which consumer is frightened; assessing of the brand's predictability, dependability and reliability and, finally comfort of the consumer towards the brands actions, the consumer can count on the brand (Fournier, 1998).

Another construct, describing consumer-brand relationship that has different models of evaluations is the construct of **brand love**.

To measure the construct of brand love Keh et al. (2007) suggested using the Brand Love Scale. This study evaluates the construct through measuring the intimacy, passion and commitment to the brand. Also the study gives an opportunity to evaluate the antecedents and outcomes of brand love. Thus, brand quality, or how the brand acts in a role of a partner in relationship, and customer satisfaction have been proved to have a positive influence on developing love to the brand by the customer. Among the possible consequences of loving a brand, the authors named intention to buy again and price tolerance (Keh et. al, 2007).

One of the models explaining the nature of brand love and giving the scale to evaluate it and compare is presented in the study of Albert et al. (2008). In this study the construct of brand love acquired 11 dimensions for its evaluation, which are the following:

1. Passion for the brand, which is an intense desire for being united with it.
2. Duration of the relationship, which by the time spent together with the brand, shows the presence of the satisfaction with it and deep knowledge of the brand by the consumer.

3. Self-congruity, which reflects that the image of the self of the consumer corresponds with the image of the brand.

4. Dreams of the consumer about the brand, which are in case of their presence, demonstrate the important place of the brand in consumer's thoughts.

5. Memories about the brand can also be used to evaluate the construct of brand love, as brand may be linked to some positive, important or nostalgic memories of the consumer, which makes it even more valuable for the consumer.

6. Pleasure from the close relationship with the brand favorable influence the duration of such relationship and reinforces love.

7. Attraction, which is composed by knowledge and beliefs about the brand, affection toward it and behaviors helping to approximate to the brand.

8. Uniqueness, which is caused by the feeling that the brand is ideal.

9. Beauty that helps to reinforce and maintain the relationship with the brand.

10. Trust, which is an important factor of love. Consumers usually claim that the brand has never disappointed them.

11. Declaration of affect, which can take place before, during or after the relationship with the brand (Albert et al., 2008).

Another model of assessing the construct of brand love was suggested by Batra and Ahuvia (2012). The model described the construct of the brand love with the help of seven elements:

1. Passion-driven behaviors that can be presented by a strong willingness to use the brand, readiness to invest in it and also by involvement with it as having an experience of the relationship with the brand and investment in it.

2. Self-brand integration which involves the link of a brand to the consumer's desired and actual self, frequent thoughts of the consumer about the brand and connection of the brand to the meaning of the life of the consumer.

3. Positive emotional connection with the brand that is formed by the feeling that the brand fits to the consumer, presence of the emotional attachment and feeling of the positive affect of the brand.

4. Anticipated separation distress in the situation that the brand can leave the life of the consumer.

5. Overall positive attitude valence.

6. Long-term relationship with the brand, that enables a consumer to think of the future use of the brand and maintaining relationship with it.

7. Certainty and confidence of the attitudes of the consumer (Batra and Ahuvia, 2012).

In marketing literature a lot of attention has been paid to the construct of **brand attachment** and developing models, enabling to measure it and analysing its antecedents and outcomes. Although in comparison with other constructs, the number of models is less, due to comparatively late appearance of the interest in literature to brand attachment measurement. Researches have been paying more attention to distinction of the brand attachment from other constructs. Nevertheless, a number of studies on the topic have emerged during last years.

The elements of brand attachment have been investigated by Tsai (2011). In terms of this study the construct of brand attachment is composed of five main components: attractiveness for a consumer of the design of the product and of the ambience of the service; quality of the consumer-brand relationship; delight, brought by the contact with the brand; integrity of the brand and, finally, congruity of the image of the brand, perceived by the customer (Tsai, 2011).

Regarding the construct of brand attachment and its prediction and measurement, there also have been some studies on the topic of antecedents of brand attachment. Grisaffe and Nguyen (2011) have singled out the antecedents needed to form a brand attachment in the consumer. Five antecedents were claimed to be critical for creating of attachment to the brand.

1. Superior marketing characteristics that usually serve as basic for the brand attachment. There are numerous characteristics of the brand that can lead to the appearance of the attachment to it, including, for example, availability, good pricing, high quality, excellent service, strong image, advertising, etc.

2. Traditional customer outcome states are closely related to the superior marketing characteristics, as the brand with good characteristics may with more probability cause such outcomes as perceived value, good differentiation and satisfaction of customers.

3. Unique user-derived benefits that brand has can also favorably influence the process of creating attachment to the brand. The benefits are ranging for every consumer, but the main are connected to building the identity and self-concept, helping to improve the social role played, enabling the consumer to reach his goals or can be linked to hedonic reasons, like for example, when the brand gives sensory pleasure.

4. Socialization forces also help in creating the attachment to the brand and are closely related to such phenomenon, as, for example, intergenerational influence and family/based adoptions of the brand.

5. Sentimentality or emotional memory or experience, connected to the brand may also lead to the creation of the emotional attachment to the brand.

For the purposes of better predicting and managing of the brand attachment the antecedents of it were also analyzed in terms of their controllability. The antecedents that can be controlled more by the company are the customer outcomes, marketing characteristics and user-derived benefits. Sentimentality and socialization are claimed to be less controllable, so the authors' advice to concentrate on understanding consumer's experience and through this try to influence those drivers of the brand attachment (Grisaffe and Nguyen, 2011).

The study of Japutra et al. (2014a) was not only dedicated to the antecedents of the brand attachment, but also to the possible outcomes of it. There have been singled out six drivers, important to the process of the development of brand attachment.

1. Self-congruity. For consumers to become attached it is important to feel the fit with the brand, it should linked to or reflect their identity (actual, social and ideal).

2. Experience that is determined by brand familiarity, when the consumer has some experience with the brand as direct or indirect.

3. Responsiveness, expressed by the ability of the brand to meet the basic needs of the consumer, which are autonomy, competence and relatedness.

4. Perceived quality, that is an evaluation by the consumer of an overall quality of the brand in terms of the purpose of the brand and comparing it to the others.

5. Reputation that is the outcome of the identity, built for the brand, and extent to which consumers believe to the promises of the brand.

6. Trust that appears when the consumer is ready to rely on the brand and when the brand is able to fulfill its tasks and functions.

The outcomes of the brand attachment, revealed by the study, are the following: willingness to recommend the brand, which can be also considered as positive word of mouth, intention to rebuy the brand, disregarding the negative information about the brand and performing the acts of defending the brand (Japutra et al., 2014a).

Jimenez and Voss (2014) proposed another scale, enabling to assess emotional attachment. Emotional attachment is revealed by the fact that the consumer feels an emotional bond, feels emotionally connected, linked by feelings and experiences feeling

of attachment. This scale some a number of differences and advantages in comparison to other scales, used to capture attachment. First of all the scale is based on adjectives, that gives the possibility to apply it to different attachment objects apart from brands, for example, pet, countries, etc. Another advantage of the scale is a level of abstraction that is needed for scientific measurements. That makes this scale different from the majority of the measurements existing.

In most of the cases, the scales, used to measure attachment, contain the references to specific objects or contexts that reduces the powers of the scale to capture attachment. The construct of attachment is based on emotions, or in other words, cognitive appraisals of objects, events, etc. Although emotions are usually linked to some specific objects, they are produced by a psychological process of appraisal of the object that needs to be measured in the first place. That is why the scale that is not so specific like the other in the literature has a possibility of a wider usage (Jimenez and Voss, 2014).

But in terms of the current study, focused on assessing emotional attachment specifically to brands, not only the scale of Jimenez and Voss but also the scales of other researches, dedicated specifically to brand attachment, are valid and can be efficiently used.

One of the most significant studies on the topic of the models of evaluation of brand attachment was conducted by Thomson et al. (2005). The study was dedicated to the measurement of the strength of emotional attachments of consumers to brands. The main premise of the study is that consumers can clearly describe the essence of the emotional attachment they have to the brands. The final version of the scale has ten items combined into three interrelated factors that are affection, connection and passion. The factor of affection contains such items as affectionate, peaceful, loved and friendly. Connection is expressed by the items like attached, connected and bonded. Passion refers to captivated, passionate and delighted. Several studies, conducted by the researchers, confirmed in a quantitative way the validity and reliability of the scale presented.

The three factors of the scale have been proved to be more powerful in terms of predicting brand attachment than other similar constructs such as, for example, satisfaction, attitudes and involvement. Also the three factors better explain the behavior of the consumer such as, for example, readiness to pay a higher price,

intention to purchase, willingness to forgive some lack of quality or positive word of mouth (Thomson et al., 2005).

2.2.2 The Attachment-aversion model of consumer-brand relationships

Another model of measuring the brand attachment and its antecedents and outcomes is a model, where brand attachment is understood as an integration of the brand-self connections with the brand and the prominent thoughts about it (Park et al., 2009a).

This model have been developing in time till in 2013 Park et al. come out with the final expanded version of the model – Attachment-aversion model (AA-model).

The first version of the model of brand attachment proposed by the authors was **the connection-automaticity attachment model (CAAM)** (Park et al., 2007). In terms of this model brand attachment was explained by two components: brand-self connection and automaticity of thought about the brand. The model was tested and the authors elaborated exact questions to measure the proposed factors of the brand attachment. The testing of the model proved its better ability to measure brand attachment and to predict brand commitment.

Further research of the topic resulted in the appearance of the CPAM model – **the connection prominence attachment model** (Park et al., 2009a). In terms of this model the brand attachment is claimed to consist of two factors: brand-self connection and prominence of brand-relevant thoughts and feelings. The three studies, conducted by the researcher, have proved the validity of the proposed measure, consisting of two elements.

The scale for measurement of brand attachment has eight items – five of them are used to measure the brand-self connections and three to evaluate brand prominence, as both factors are critical for the measurement. The study shows that the scale presented is to some extent related to brand attitude strength, but at the same time distinct from it.

Also the study has attempted to analyse the behaviour of the consumers, connected to brand attachment. The results have shown that the more a consumer is attached the more recourse he is ready to spend in order to keep the relationship with the brand. That is why, more attached consumers are more ready to perform difficult behaviours, which are the behaviours of spending money, time, reputation or energy with the aim to keep or reinforce the relationship with the brand (Park et al., 2010).

The final version of the measurement of brand attachment, suggested by Park et al. (2013a) is an **attachment-aversion model** (AA-model). This model is much more expanded in comparison to the previous ones, as it concerns not only the components of brand attachment, but also its determinants and at the same time analyses consumer's behaviors and motivational strength of it.

In AA-model there are two core constructs: brand attachment and brand aversion. The brand attachment is understood in terms of this study as the perception of the brand by the consumer as a way of self-expansion. At the same time, when a brand is understood by the consumer as a danger for self-contraction, it means that the consumer is averse to the brand and the brand is distant from the self of the consumer. The relationship described is called brand aversion. Brand attachment and brand aversion are the opposite constructs, but the relationship of the consumer with the brand can evolve in time, changing from aversion to attachment and vice versa. In terms of the AA-model, there is also a medium relationship, which is brand indifference. Brand indifference means, that the relationship between the consumer and the brand is neutral and the consumer does not possess any motivational strength, either in favor of the brand or against it.

In AA-model the relationships between the brand and the consumer are measured with the help of two factors, which differ in their degree for each case: brand-self distance and brand prominence. The brand-self distance is a new construct as previously the authors were using the construct of brand-self connections. In AA-model Park et al. (2013a: 231) defines the construct of brand-self distance as “the perceived distance between a brand and the self”. In other words, this construct shows how the brand mirrors the self-concept of the consumer. Close relationship with the brand is considered to be positive relationship and distant – negative relationship. The brand/self distance construct is explained by brand memory and the self-relevance.

The construct of brand prominence was used in the CPAM model also. In AA-model brand prominence is the memory accessibility of the brand, perceived by the consumer. This construct is closely related to the brand-self distance construct, as when memories about the brand are easily accessible, the brand-self distance, perceived by the consumer is more salient. That is why it is possible to consider the brand prominence as the salience of the distance between the brand and the self of the consumer. But at the same time these two constructs are proved to be conceptually distinct and can develop independently. At the same time two consumers with the

equally neutral construct of self-distance, they still can form different relationships with the brand. For one of the consumers, neutral state would mean the absence of thoughts about the brand, while another consumer would have both positive and negative thoughts about the brand. This way the consumers would have equal brand/self distance construct but the second consumer would have higher level of brand prominence construct.

The AA-model also pays attention to the determinants of the consumer-brand relationship of attachment or aversion. The study claims, that brands possess some assets, which are important to the consumer, as they help in achieving the consumer's goals and by this reduce the distance between the brand and the self of the consumer. These determinants are enticing or annoying the self, enabling or disabling the self and enriching or impoverishing the self.

As for the first determinant of the brand attachment, it is achieved with the help of pleasures (hedonic and aesthetic) that the brand gives to the consumer through experience with it. When the consumer is pleased, because the brand gives him some pleasant sensory experience or he likes the aesthetic features of the brand, the distance between the brand and the self of the consumer gets shorter and brand attachment is developed. The second determinant is enabling or disabling the self. This determinant evaluates if the brand gives to the consumer the feeling of efficacy and enabled self, provides the opportunity to control of the self and the environment, be autonomous and this way achieve the goals that the consumer has. Brands can influence this determinant through its performance as a useful product or service. The last determinant is enriching or impoverishing the self, which can be reached by the brand through encouraging self-expression and self-identity. The brand can represent the self internally just for the consumer and externally. The brand that expresses the consumer's present, desired or past self and represents the values of the consumer, provide the symbolic pleasure and in this way enriches the self of the consumer, that leads to increasing the brand attachment. In the opposite case, if a brand reflects the identity to which the consumer feels opposed to, the brand is impoverishing the consumer that leads to brand aversion. The study has also showed that out of the three determinants, the determinant enriching/impoverishing is the most powerful in predicting the AA relationships (Park et al., 2013a).

The AA-model also analyses the ability of prediction of behavioral intentions and actual behaviors of the consumers by brand attachment-aversion relationships. The

intentions to perform favorable behavior to the brand or anti-brand behavior are different in difficulty to execute. That is why the behavioral intentions are analyzed within hierarchy developed within the scientific research. Three behavioral intentions are claimed to be very difficult: always purchasing the brand, spending personal resources in order to promote the brand and waiting to purchase the brand instead of purchasing an alternative. Two intentions are moderately difficult: defending the brand when other people speak bad about it and paying more for the brand in comparison to the same product of other brands. And, finally five behavioral intentions are seen as easier: purchasing the brand for others, using products with the logo of the brand, switching from the brand product to non-brand, recommending the brand for others and purchasing the brand for oneself (Park et al., 2010).

Within the AA-model was developed a scale for purposes of practical measurement of the behavioral intentions and it was tested and proved efficient. In terms of the scale the hierarchy of intentions has a little bit changed. Thus, the most difficult intentions are: defending the brand in the situation that other consumers speak poor about it, investing time or money in brand's promotion and always purchasing the new model. Moderately difficult intentions are: recommending the brand to other consumers and forgiving to the brand in case of malfunctioning. Intentions, easier to execute, are: waiting to buy the brand, purchasing the brand and visiting the website of the brand.

The AA-model shows that consumer with higher level of attachment to the brand are more likely to have more difficult intentions (Park et al., 2013a).

As for actual behavior of the consumer, the AA-model also gives an opportunity to predict it. Actual behaviors of the consumer are also analyzed with the help of hierarchy, but the hierarchy, used for intentions cannot be used for actual behaviors. The reason is that intentions have a wider range of behaviors and not all of them can be used to measure actual behavior, as the hierarchy contains intentions that in real life may not occur or they happen very seldom. That is why for actual consumer behaviors there is a separate hierarchy of difficulty. The easiest behavior is brand purchase, which evaluates if the consumer actually purchases the brand. Moderately difficult is brand purchase share that analyses the share of the brand in comparison to all the brands-competitors. And finally, the most difficult behavior is need share that evaluates the share of the brand versus not only competing brands, but also brands of all substitutable categories (Park et al., 2013a).

The AA-model also pays attention on the motivational strength that is claimed to be a mediator between the relationships of attachment or aversion and behaviors of the consumers intentional or actual. The motivational strength can take three forms: approach or avoidance, maintenance or termination and enhancement or destroying.

The AA-model proposes a valid and efficient scale to measure every component of it, which makes the model useful not only for the research purposes, but also for some practical marketing issues (see the Appendix 1).

The AA-model has considerably contributed to the research of customer-brand relationships. This model covers full range of salience and valence a relationship between the consumer and the brand may have. It gives measures and analyses the connections between the determinants of the consumer-brand relationship, motivations of the consumer and behavioral intentions and actual behaviors that may be the results of the relationship.

2.2.3 The advantages of the selection of the Attachment-aversion model for analyzing of consumer-brand relationships

There are numerous constructs and models, describing consumer-brand relationships. But for the purposes of the present study was decided to concentrate on the deeper understanding of the construct of brand attachment and to use it for the analyses. As for the measurement models, the AA-model of Park et al. (2013a) has been chosen.

The construct of **brand attachment** in the understanding of AA-model has been selected for a number of reasons.

The brand attachment based on brand-self distance and brand prominence differs from many other models, for example from the construct of emotional attachment, developed by Thomson et al. (2005), which includes ten items. The main difference between the constructs is that the attachment of Thomson et al. (2005) is dedicated purely to the affective side, while the brand attachment, suggested by Park et al. (2010), captures both sides: affective or emotional and cognitive.

Secondly, the construct, created by Park et al. (2010), in the opposite to emotional attachment, developed by Thomson et al. (2005), does not include in its measurement any specific emotions and feelings, as they can be various in type and range from consumer to consumer, as emotions can also be connected with some really personal

experience of the consumer. That is why the brand attachment may include the feelings, which are stated as items of emotional attachment, but may also include other feelings.

Thirdly, Thomson et al. (2005) claim that passion explains the attachment construct and that the feeling of passion, connected to strong brand attachment, depends on the stage of the relationship evolution. Other studies have shown that passion may on the contrary decrease with time, but simultaneously time also gives to the consumer more experience with the brand, that increases the level of brand-self connection, reinforcing the brand attachment. That is why the construct, based on passion is not able to explain all the relationship between the brand and the consumer, connected to brand attachment (Park et al., 2010).

The study, conducted by Park et al. (2009) have proved that their construct is distinct from the construct, suggested by Thomson et al. (2005) and that measure of brand attachment, based on two items, better predicts commitment to the brand than the construct of emotional attachment, based on ten items (Park et al., 2009a).

The construct of two-items brand attachment has also been statistically compared to the construct of brand attitude strength. The study has proved that brand attachment is a better construct to predict the intentions of the consumer to perform the difficult behaviors. At the same time brand attachment is proved to be more efficient in indicating actual buying behavior of the consumers, purchase share of the brand and need share in comparison to the construct of brand attitude strength (Park et al., 2010).

In marketing literature and practice a lot attention have been paid to the construct of brand loyalty and the way to achieve it and predict. Numerous studies have proved that the construct of brand attachment has considerable moderating effect on the construct of brand loyalty (Rajumesh and Sritharan, 2014; Shi et al., 2011).

The Attachment-aversion model of consumer-brand relationship has also been chosen to be used in the present study for a number of reasons.

First of all, brand attachment is one of the central constructs of the model. At the same time addition of the construct of brand aversion enabled the AA-model to analyze all the possible range of salience and valence of the relationship between the brand and the consumer.

Secondly, the measures of brand attachment and aversion, used in the model, have been tested and proved to be efficient and valid. Moreover the constructs of the AA relationship have been proved to be better in terms of predicting the consequences of close feeling with the brand, the mind and heart shares of the brand, consumer's

behavioral intentions and actual behaviors (especially difficult to perform) in comparison with the predictive power of just brand attachment alone, emotional valence measure and brand attitude strength construct (Park et al., 2013a).

Thirdly, the AA-model pays attention not only to elaborating the best measure for consumer-brand relationships, but also the model has determined and tested the antecedents of the AA relationship and the outcomes of it (intentional and actual behaviors).

If compare the AA-model to the previous models of the same researchers, the main difference would be that brand attachment as a single construct, suggested by Park et al. (2009a), does not capture brand-self distance. It just measures the connection and only ranging from neutral to high, while the AA-model is able to measure the full range.

After appearing of the AA-model different researches criticized it for different reasons (Scmitt, 2013; Fournier and Alvarez, 2013; Alba and Lutz, 2013).

Scmitt (2013) gave some important comments on the AA-model. The first critical issue was related to brands' anthropomorphization and considering the relationship between brands and consumers similar to interpersonal relationships. Secondly, the researcher emphasized that AA-model does not offer any marketing determinants of the consumer-brand relationships.

Park et al. (2013b) later commented on the critics, stating that the AA-model does not claim the complete similarity between the relationship of humans and the relationship between consumer and a brand. The two relationships were compared in the study only to show, that with time, if a brand offers the three benefits relevant to the self of the consumer, the consumer-brand relationship will become stronger, as it happens with time with the relationship between people.

Fournier and Alvarez (2013) have called the attention to the fact that AA-model better explains positive side of the consumer-brand relationship and that in order to analyze the negative impact on the behavior of the consumer it is needed to elaborate more dimensions.

The criticism of the researchers comes from the analysis of the self-expansion theory that does not explain negative motivation and relationships with the brand. But the aversion, included into AA-model was elaborated without basing on this theory of self-expansion and the model was elaborated and tested independently. In terms of AA-model aversive relationships with the brand are determined by liabilities, relevant to the brand, which are annoying, disabling and impoverishing the self. The authors of the

model believe that in different cases the liabilities interact between each other in different ways and extent, which leads to the developing of various types of negative relationships. All the possible types of negative relationships that appear can have different names and explanation, but all of them are included in the big group of aversive relationships (Park et al., 2013b).

Bearing in mind all the advantages of the attachment-aversion model of consumer-brand relationship, this model was selected to analyze gender differences on this relationship.

2.3 The influence of gender differences on consumer-brand relationships

2.3.1 The gender differences

The brand attachment construct is closely related to the sense of the self and the identity of the consumer. The most important and prominent identity is the identity, connected to gender. The gender of a person is not determined by the nature, like sex. People develop their gender identity through numerous social interactions, while acting within the traditional concepts of masculinity or femininity or performing some gendered behaviors (Avery, 2012).

Gender is can be described like a combination of numerous different factors. These factors are connected and interact between each other. In specific situations, some factors are activated and as a result have influence on person's behavior, while at the same time other factors can have no influence. These factors are claimed to constitute gender identity and also role attitudes, connected to gender. That is why in a literature gender is seen as complex construct (Spence, 1993).

Gender identity is in a large part accomplished through the process of consumption. Penalozza (1994) claims the existence of separate consumer cultures (masculine and feminine). These cultures dictate the rules of purchasing and consumption for each gender.

In marketing literature the interest to gender studies have grown considerably. Mostly the reason for it is the constantly growing significance of a woman as consumer. The model of society with the main role of man has changed to the model with both genders equal. Women started to receive bigger incomes and decide more frequently on purchasing "man's" products, as for example, cars or real estate.

At the same time, during last years the practice and research have shown that the brand strategies, oriented only on men, are not efficient with women and vice versa. The brands that are oriented on only one gender also perform not so effective. That is why the studies on gender consumption models and differences between the consumers of different genders are getting more and more importance and relevance (Artyushina, 2011).

In order to understand the gender differences, connected to consumption is important to reveal the differences in a way of thinking and behavior, connected to gender. For example, men have more linear way of thinking, while women have it divaricate and during short period of time a woman is able to think over numerous questions and tasks. Another example of differences between men and women, influencing their consumption behavior is difference in search. Men are performing the expert type of search, men prefer to have all the information and take decisions by himself, they ask for help, only if really needed. While women usually have the consultative type of search, as they prefer ask for advice before taking the decision (Smislov, 2014).

The research has claimed that gender differences in most cases are caused by the process of socialization, when in terms of behavioral level, men are normally motivated to become independent and instrumental, while women are usually more socially-oriented and emotional (Eagly and Wood, 1991).

Women are completely different from men in terms of their reaction on products, which is also showed by such marketing determinant as word of mouth. Thus, women in comparison to men are spreading the word of mouth about their consumption experience more; especially it refers to positive information. Men are less likely to talk about their consumption experience, but in case the experience is not satisfactory, men are more likely to spread the negative information than women. Also the study shows that women often listen to more word of mouth information and, moreover, they pay more attention to the word of mouth they hear from other consumers (Strahilevitz, 2007).

In terms of the current study is important to understand what is known about the differences between genders in the process of developing attachments. Women are more likely to develop attachment to individual out of the group, which is called relational attachment, while men are usually attached to the identity of the group – collective attachment. These results are connected with the results of studies on comparing of the

way women and men perceive information. Men are more guided by their own objectives, while women pay more attention to collective concerns (Loureiro et al., 2012). That is why in terms of objectives men are more oriented on achieving the goals, while women are oriented on prevention the defeat or loss (He at al., 2008).

The psychological research on the topic has also revealed the fact that women are in most cases more loyal to other individuals than men (Melnyk, 2014).

Women are claimed to be interdependent, as they need to have the connection with other people. The interdependency of women means that they are more oriented on development of the relationships and trying to keep the feeling of closeness with other individuals. At the same time men are usually more independent that makes them concentrate mainly on themselves (Cross and Madson, 1997). That is one of the main reasons that the women's concepts of self-esteem and self-worth depend more on relationships with other individuals than the same concepts of men (Josephs et al., 1992).

People have also different interaction style depending on their gender. Thus, females in comparison to males give more importance to individual interactions. That is why on average females experience the stronger attachment to individuals than males do (Melnyk, 2014).

As for the differences in the process of development of the attachment to the group, the research has also found differences between genders. Thus, the behavior and the way of thinking of men are claimed to be more intergroup orientated while comparing to women. There is a hypothesis suggesting that this orientation for the group formed in male consciousness with evolution in order to assure the survival of the tribe. At the same time women are more orientated to the needs, connected to close one-to-one relationships with the meaningful persons. Men are proved to be more ready to deal with intergroup threats and also men are more likely to sacrifice for the sake of a group, they belong, than women (van Vugt et al., 2007).

Another study has also shown the greater devotion to the group by men than by women. On average men stay as a member of the group for a considerably longer time periods than women. This finding is also true for the situations, when a person is not satisfied with the group, in this case men also will pertain to the group longer (Smith et al., 1999).

All in all the research conducted claims that women are more likely to form the dyadic ties, while men are more oriented to bigger social structures, consisting of more

individuals. In terms of consumption that does not necessarily mean that women would be more loyal to the brands in comparison to men. This finding only shows that consumer loyalty of men and women has different nature (Melnyk, 2014).

2.3.2 The role of the gender differences in consumer-brand relationships

There are also various gender differences, connected to the topic of branding. There have been a lot of studies on the topic, but the main disadvantage is that the studies are mostly separated, uncoordinated, dedicated to some specific restricted topic. That is why the knowledge about influence of gender on brands or constructs connected to brands is sometimes difficult to systematize, as most of the studies have almost no connection between each other.

One direction of research on the topic of brands and gender is dedicated to the **gender of the brand** that is expressed mostly by the brand image (Keller, 1993; Aaker, 1997). Brands can have personalities, bended to some gender, and demonstrate the traits of masculinity or femininity (Grohmann, 2009).

This way brands are playing a big role in expressing the personality of the consumer. In society masculine traits are on average more desirable compared to feminine, as for example, such qualities as independence and strength seem to be taken more positively than weakness and naivety. That is why male brands seem to be accepted better by consumers than female (Aaker, 1997).

One of the possible reasons for valuing masculine traits better, claiming them to be normal, while feminine is seeing as deviant from masculinity, is that in the majority of cultures are still quite androcentric. Moreover, what is connected to women has an additional significance to the significance of femininity, which is lack of masculine identity. This fact makes the men struggle for their identity, disregarding everything that is able to make them less masculine. And in terms of gender-bending brands, men are likely to neglect feminine brands, as using of them may question their gender identity (Kramer, 2005).

Other studies are consonant with these findings. Despite the modern society claims to be favorable to experiments with gender identity, the studies show that men remain very sensitive in questions of masculine meanings, associated with a brand, and are likely to protect them. In case a considerable number of females approach to the brand, which is known as a marker of masculinity, it breaks the performance of

masculine identity for men (Avery, 2012). On average men almost don't accept feminine brands, but at the same time women usually are ready to adopt masculine brands (Alreck et al., 1982).

In a nowadays society the boundaries between genders are becoming more and more blurred not only in everyday life, but also in consumption. The traditional masculine power is threatened by women and also by alternative approaches to manhood. Men don't seem to accept these changes, at the same time it's getting harder to reach masculinity that gives the feeling of supremacy. That all makes men struggle to strengthen the traditional masculine identity. This fact brings additional significance to gendered consumption and the brands processing masculine or feminine markers of identity are getting more powerful (Avery, 2012).

That is why not all the **cross-gender extensions of the brands** are always favorably accepted by the consumers. Jung and Lee (2006) analyzed this question on the example of Asian consumers. The studies have shown that the extension of the masculine brand to feminine is accepted better, than feminine brand to masculine. Also the study claims that women are more likely to accept the cross-gender extensions than men: their perception of the brand fit is usually bigger than men's and on average women express more favorable attitude towards extension itself and the parent brand after it.

Other researchers specify those findings claiming that it is not the gender identity of the consumers that influences the evaluation of cross-gender extensions of the brands. Much more influence on this process have attitudes on the topic of gender that consumers have and those attitudes give an opportunity to better predict and explain the consumer behavior in terms of acceptance of gendered brands (Spence, 1993).

As men are better disposed to brands with masculine markers and they choose to keep off the brands that are associated with females, it can be assumed that, in case women contaminate the masculine brand by appropriating it, men will be likely to abandon it. But the research has shown that in case men already feel connected with brand, as they have invested their personal resources in it, they will not reject it. Men are more likely to struggle for the brand meaning and defend its markers of masculinity in order not to allow any associations with femininity. These findings emphasize the importance of co-creative process, performed by the consumers of the brand, and of brand communities that also take an active role in the process of developing the brand values and communicating them to consumers out of the community (Avery, 2012).

As for the influence of the gender of the brand on consumers attitude and self-brand connections, the research have shown that in general consumer feel higher connection with the same gender brands. For example, the self-brand connections will be higher and the positive attitude about the brand will be stronger, if women are characterizing the brand of female gender. Moreover, the gender salience in brands plays an important role in developing the link between the consumer and the brand and strengthening the positive attitudes towards the brand, making it more protected from the attacks of the competitive brands (Moore and Homer, 2008).

Gender differences can be seen with regard to various constructs explaining **consumer-brand relationships**. For example, the studies have shown that the process of developing commitment to a brand in case of female consumers is deeply affected by the trust construct. At the same time for male consumers social and also inner identification with a brand has more importance (Loureiro, 2012).

Gender differences also reveal in term of consumer loyalty to brands. Thus, in case of having an alternative to the brands, that seems to be more attractive men and women are likely to act in different ways. Both genders can stay loyal to the brand, but the reasons for such behavior are different. The research has shown that male consumer is more inclined to reject a better alternative and keep loyal to the brand, if it is in the interests of some abstract group and the male consumer is a member of it. At the same time, female consumers are more likely to decline an alternative and stay loyal to the brand, if it is in the interests of some individual. That is why the loyalty of male consumers in comparison to the loyalty of female consumers is more oriented to groups of large number of people, for example, companies and organizations. On the contrary, the brand loyalty of female consumers is mostly oriented to individual, interpersonal relationships. That is why the female loyalty can be in some situations determined not by the company or brand as a whole, but by individual employees. These results make male consumers more important in terms of creating brand communities in order to assure brand loyalty. Moreover, the study proves that male consumers are less inclined to leave a brand community than female consumers (Melnyk, 2014).

Another study of gender differences in consumers' loyalty claims that for female consumer the quality of service plays a very important role, as if they are satisfied with the service they get, they are more likely to become loyal to the brand or mostly to the service connected to the brand. At the same time, male consumers develop their loyalty more on the base of being satisfied with the product (Moutinho and Goode, 1995).

Gender is claimed to be a moderating factor between brand trust and loyalty, which in this case is restricted to only behavioral loyalty. In case of the attachment-loyalty connection, gender is proved to be a moderating factor for both attitudinal and behavioral loyalty. These patterns are more evident in case of female consumers for brand trust related to developing behavioral loyalty and in case of male consumers – for the relationship between brand attachment and attitudinal loyalty (Rajumesh and Sritharan, 2014).

So on the basis of literature review can be made a conclusion that the topic of consumer-brand relationship remains relevant and a considerable number of studies have been conducted within this topic. But at the same time, the research of the impacts of gender on consumer-brand relationship and on brand attachment in particular is very scarce, which brings additional importance to the questions raised within the present study.

CHAPTER 3. METHODOLOGY

3.1 Context of the analysis

For the purposes of the present research, dedicated to the study of the brand attachment construct, its causes, outcomes and differences caused by the gender of consumers of the brand, the Attachment-Aversion model of consumer-brand relationships (Park et al., 2013a) has been chosen.

The AA-model needs a focal brand to be chosen in order to analyze the construct of brand attachment. The present study concentrates on two focal brands – Chanel (perfume) and Apple iPad.

3.1.2 Chanel

The Chanel brand is one of the most well-known luxury brands. The brand originates from France of the beginning of the XX century and nowadays still remains its popularity, having annual sales of 5.4 billion dollars (Forbes, 2015a).

The brand was founded in 1910 in France by its famous founder Gabrielle Bonheur Chanel. The company started as a clothes brand, quickly spreading its activity to other sectors due to the fact of quickly increasing popularity. Thus, in 1921 Chanel started to produce perfume with the launch of its most famous Chanel №5. In 1924 the first line of Chanel make-up came out to the market. Soon after that in 1927 the brand also was expanded to skincare products. In 1932 was presented the first collection of Chanel jewelry. In 1955 Chanel launched production of bags, starting with the iconic 2.55 bag. In 1955 Chanel started to produce perfume also for men, starting with the first male perfume product – Pour Monsieur. In 1983 Karl Lagerfeld was appointed to be an artistic director for Chanel brand. He remains in the position till today. In 1987 was launched the first collection of Chanel watches (Chanel, 2015).

Nowadays Chanel has a wide range of products. The company has divided its activities into six groups – fashion, fragrance, makeup, skincare, fine jewelry and watches.

The majority of the products of Chanel are designed exclusively for women. For men brand offers just a few pieces of clothes and watches. As for perfume, this is the

only product category, within which Chanel traditionally has not only female, but also male lines (see the Appendix 2).

The brand of Chanel is recognized worldwide and is included to the several brand rankings. In 2015 year the brand occupies the 85th place in the ranking “World’s most valuable brands”, elaborated by magazine Forbes. According to this ranking, the brand value of Chanel is 6.8 billion dollars, which is 4% less than in 2014 (Forbes, 2015b).

Another prominent ranking of global brands – “Global 500” made by Brand Finance, in 2015 placed Chanel on 278 place with brand value 4,9 billion dollars, which is 9% more than in 2014 (Brand Finance, 2015). The changes in brand ranks of Chanel brand during the past 4 years see in Appendix 3. In last five years Chanel didn’t enter to such well-known brand rankings as “Best Global Brands” of Interbrand or “Top 100 Global Brands” of BrandZ.

The reason for such different evaluations is different methodology of counting brand value, as till now there is no unique point of view on how brand value needs to be calculated. The calculations of Forbes are based on the average of earnings before interest and taxes for the last three years of each brand. Afterwards, this number for each brand is adjusted with the help of tax rates, charge of capital employed of the brand, percentage of the role of brands in the industry and finally the averaged multiple price-to-earnings is used (Badenhausen, 2015). In case of Brand Finance ranking, the method of royalty relief has been used. The method is based on calculating the money a company would be ready to pay as a royalty for the brand in a situation if it didn’t own the brand taking into account the estimate of future revenues of the brand (Brand Finance, 2013).

Chanel brand can be considered a well-developed brand, with its own history, personality and values. Chanel’s main target group are high income women of 20-85 years. Traditionally, the brand was focused on more mature women, but during the last years, it started to orientate itself also to the younger generation (especially with the appearance of the fragrance Chanel Chance). The personality of the brand can be described by instinctive, daring, creative, perfectionist and sophisticated. The self-image of the brand is a liberated, modern and elegant woman (Chevalier and Mazzalovo, 2003). Chanel clearly communicates its values: minimalism, perfectionism, good quality, elegancy and rich heritage. Chanel is a luxury brand and also brings an elite status to its consumers. The values of the brand can be adopted not only by female consumers, but also by male. Nevertheless the brand keeps its reputation to be “female”.

3.1.2 Apple

Apple developed as a company in the 1970s and today is one of the leading technology companies with annual net sales in 2014 equivalent to 182,8 billion dollars, which is 7% more than in previous year. As for the product in focus – Apple iPad, this product is the second best sold product of the company after iPhone. In 2014 the net sales of iPad were 30 billion dollars, which is 17% of the overall sales of the company (Apple Inc., 2014).

Apple has quite a wide range of high quality technological products, which enables to perform annual growth in sales (see the Appendix 4). The best selling product is a line of smartphones iPhone. In 2014 iPhone was responsible for the net sales equivalent to 102 billion dollars, which is 12% more than in 2013.

As it was already mentioned, iPad, a multi-purpose tablet, is on the second place according to the net sales of the company. As for the line of the product in focus, in the official places of sales of Apple products, iPad is presented in four variants – iPad Air 2, iPad Air, iPad mini 3 and iPad mini 2. Although there is a slight reduction in sales in 2014, it is not critical and caused mostly by the price reduction of iPad mini introduced in October 2013.

The next important product of the company is Mac, which is a company's line of personal computers, as desktop, as portable. In the year of 2014, the net sales of Mac line were 24 billion dollars, 12% more than in the year of 2013.

Apple also has a share on the market of portable media players presented with the line of iPod, with the volume of net sale of 2,2 billion dollars. iPod is showing the biggest decrease in sales – 48%.

Apple company has also a wide range of IT products, the sales of which all in all gave to the company in 2014 18 billion dollars. In this group can be included iTunes and iTunes Store, Mac App Store, iCloud, the storage service, Apple Play, operating system software (iOS and OS X), application software, like iLife, iWork, etc.

Company has also lines of Apple-branded accessories, including two big groups of Apple TV and Apple Watch. All in all the segment of accessories was responsible for 6 billion dollars of net sales in 2014, which is 7% more than in 2013 (Apple Inc., 2014).

The brand of Apple is one of the most known and valuable in the world, that is why it occupies leading positions in the most important brand rankings. The changes in brand ranks of Apple brand during the past 5 years see in Appendix 5.

As for the ranking of Interbrand, which is called “Best global brands”, in a year 2015 Apple occupied the first place, with the brand value of 170 billion dollars, which is 43% more than in a year 2014 (Interbrand, 2015).

In another famous ranking “Top 100 Global Brands”, elaborated by BrandZ, in 2015 the Apple brand also occupies the first place. But According to this ranking the brand value of Apple is equivalent to 247 billion dollars, which is 67% more than in 2014 (BrandZ, 2015).

Although the two rankings put Apple on the same position, the evaluating of the brand value is different, again due to the differences in the methodology of counting. The two companies, elaborating brand rankings are using their own unique methods, developed by the companies themselves.

The main difference is that ranking of BrandZ is based on the evaluations of the brand by the consumers, while Interbrand is based on the evaluations of the experts (BrandZ, 2015; Interbrand, 2014b).

According to the other prominent brand ranking – the ranking of the Forbes magazine, in 2015 the Apple brand also occupies the first place, with the brand value of 145 billion dollars, which is 17% more than in 2014.

The ranking “Global 500 2015” of Brand finance also put Apple brand on the first place, evaluating its brand value as 128 billion dollars, 23% more than in 2014 year.

As we see, in 2015 the Apple brand occupies the first place in all the prominent brand rankings, which makes this brand even more interesting to analyze.

Apple brand clearly communicates its main values, such as innovation, design, simplicity in use and high quality of products. So personality of the brand can be described as friendly, young, fast, trendy, casual, and reliable. iPad has similar positioning as a revolutionary device with great functionality, but at the same time easy to use.

Apple iPad brand is not connected to any gender, its products are used equally by male and female consumers. The main target groups of the brand are students and business, who need a highly functional and easily portable device; book lovers, who need an electronic book, but with a wide range of other functions, especially in terms of Internet browsing and media; elderly generation, who need an easy to learn to use device and also gadget and Mac lovers, who potentially will like a new revolutionary type of the high-tech product.

3.2 Design of the questionnaire

3.2.1 The scale of the questionnaire

In order to achieve the goals, that were set up for the current research, for analyzing the data collected was used an Attachment-Aversion model of consumer-brand relationships (Park et al., 2013a). Within this model, there is a scale elaborated and tested by the authors. The scale provided was adopted for the research.

All in all, the AA-model has 4 subscales; each of them consists of several questions and measures different elements of the model (see Appendix 1). Within the current research, two focal brands have been chosen. For each of them exactly the same scale was implemented in order to make the results comparable.

The first subscale was designed to measure **the Determinants** of the Attachment-Aversion consumer-brands relationships. In order to form relationship with its customer a brand needs to possess some assets that influence the process of developing a relationship. Within the AA-model, there are three assets in analysis: enticing/annoying, enabling/disabling and enriching/impoverishing-the-self. Those assets have been proved to predict the AA- Relationships significantly and most strongly (Park et al., 2013a).

As the model takes into consideration not only attachment construct, but also aversion, the questions were designed bi-polar. To measure the first item of the determinants scale, which is enticing (annoying), were used two questions: “To what extent is [brand name] unappealing or appealing to you?” and “To what extent is [brand name] unattractive or attractive to you?” The reliability is confirmed by the Cronbach’s alpha coefficient $\alpha=.90$.

The second item of the scale is enabling (disabling) and is measured with the help of the two questions with the Cronbach’s alpha .85: “To what extent does [brand name] hinder or help how you manage problems in your daily life?” and “To what extent is [brand name] functionally unsatisfying or satisfying to you?”

The third enriching (impoverishing) item is measured with the help of three questions: “To what extent does [brand name] misspeak or express who you are as a person?”, ” To what extent does [brand name] misrepresent or represent who you want to be?” and “To what extent does [brand name] undermine or reinforce your deepest values?”. The Cronbach’s alpha reliability is $\alpha= .91$.

The second subscale is dedicated to **AA-Relationships**. In order to analyze the attachment or aversion to the brand is necessary to evaluate two factors: brand-self

distance and brand prominence. The confirmatory factor analysis, conducted by authors of the scale showed that for AA-Relationships two factor model is better than the model with only one factor and that the two factors are separate (Park et al., 2013a).

The brand-self distance is measured with the help of two questions that have been tested and proven to fully reflect the valence of the relationship between the brand and the consumer. The questions were designed like “To what extent is [brand name] far away or close to you and who you are?” and ” To what extent are you personally disconnected or connected to [brand name]?”

The questions to evaluate brand prominence were “To what extent are your thoughts and feelings toward [brand name] often automatic, coming to mind seemingly on their own?” and ” To what extent do your thoughts and feelings toward [brand name] come to mind so naturally and instantly that you don’t have much control over them?” The valence of feelings and thoughts wasn’t specified as the first item of the scale – brand-self distance represents the valence of the brand-consumer relationship and the second item –brand prominence is used to reflect only the salience of the valence of the relationship.

The third subscale is dedicated to the **Motivational strength** of the consumer, which has a mediating role between Attachment-Aversion Relationships and behavioral intentions of the consumers of the brand (Park et al., 2013a).

In the AA-model the motivational strength is explained by three components: approach, maintenance and enhancement. Each of the components is evaluated with the help of one question: “How intensely do you want to approach [brand name]?” for approach; “How much do you want to maintain (terminate) your current relationship with [brand name]?” for maintenance and “How much do you want to further strengthen your current relationship with [brand name]?” for enhancement. The Cronbach’s alpha reliability coefficient for the whole subscale is $\alpha = .75$.

The fourth subscale is dedicated to the **Behavioral intentions** of the consumers. The intentions that consumers may have can differ a lot in variety of actions taken and levels of difficulty. The authors of the AA-Model have developed a variant of the hierarchy of behavioral intentions of the consumers. All the intentions were divided into three groups: easier behaviors to enact, moderately difficult and very difficult (Park et al., 2013a). Brands are usually aiming at the last group of the most difficult behaviors to enact, as they usually symbolize the biggest effort of the consumer to maintain close relationship with the brand.

All the questions of this subscale is designed in order to cover not only pro-brand intentions, but also anti-brand behavioral intentions. Anti-brand intentions were considered to be the intentions to perform similar behavior but in favor of the brand that competes with the brand in study.

The intentions of the behaviors that are easier to enact are measured by three questions: “In the future would you be more likely to wait 4-6 weeks to buy [brand name] or to wait 4-6 weeks to buy another brand?”; “In the future would you be more likely to buy [brand name] or another brand?”; “In the future would you be more likely to visit the web/site of [brand name] or of another brand?”.

Within the AA-Model two moderately difficult behaviors are analyzed with the help of two corresponding questions: “In the future, which would you be more likely to do, recommend [brand name] to others or recommend another brand?”; “In the future, which would you be more likely to do, forgive if [brand name] malfunctions or forgive if malfunctions another brand?”.

And finally, the most desirable by the brand and at the same time the most difficult behaviors to enact are analyzed with the help of four questions: “In the future would you be more likely to defend [brand name] when others speak negatively about it or another brand?”; “In the future, which would you be more likely to do, spend time at [brand name] charity events or spend time at another brand's charity events?”; “In the future, which would you be more likely to do, spend money at [brand name] charity events or spend money at another brand's charity events?”; “In the future which would you be more likely to do, always buy the new model of [brand name] or always buy the new model of another brand?”.

For all the subscales mentioned was chosen the ordinal level of measurement. In order to evaluate the questions of the AA-model the 5-point Likert’s scale was used.

The 5-point scale was chosen in the first place because it is easy to use and understand. Also the fact that the scale has only five points made all the questionnaire shorter. And as the questionnaire all in all has a considerable number of questions and the respondents are not very motivated to fill it in, as they don’t have any kind of stimulation, the choice of the scale with less variants of answer to read seems to be the best option.

Also within the scope of variants of Likert’s scale designs, the 5-point scale is one of the most traditional and frequently used in research.

As for reliability and validity matters, the studies have proven that they are

improving while using 5-point or 7-point scales in comparison with scales that have fewer options. At the same time, the more detailed scales do not have a significantly better reliability and validity (Dawes, 2008). So in terms of assuring the better reliability and validity of the scale, the minimum number of options should be four, while the ideal number lies between four and seven (Lozano et al., 2008).

Another advantage of using the 5-point scale is that 5-point scale has a midpoint representing the neutral answer. Neutral option also improves the reliability (Courtenay and Weidemann, 1985). This fact was confirmed by numerous studies. For example, Adelson and McCoach (2010) have proven that the 5-point scales have the reliability significantly higher than 4-point scale without a midpoint. At the same time, the inclusion of the midpoint into the scale gives an opportunity to avoid forcing the respondents to take one or another direction of answer.

Bearing in mind all mentioned above, the 5-point Likert's scale seemed to be the best option for the present study and was chosen to be used in the questionnaire.

In all the questions measuring the components of the AA-model was used one and the same pattern of variants of answers: "Extremely not ____" (coded as 1), "Moderately not ____" (coded as 2), "Neither ____ nor ____" (coded as 3), "Moderately ____" (coded as 4) and "Extremely ____" (coded as 5). The concrete variants of answers were taken from the AA-model, as for each questions there have been elaborated variants of answer, one negative another one positive. For example, for the question, measuring the enriching (impoverishing) determinant of the AA-Relationships, "To what extent does [brand name] misspeak or express who you are as a person?", the variants of answer that were suggested by the authors of the model were "misspeaks or expresses" (Park et al., 2013a). The final design of the questionnaire used in the current study see in the Appendix 6.

Apart from the questions, elaborated within the AA-Model, in the present questionnaire were included two additional questions and five control variables. The additional questions, "To your personal opinion, does the Chanel (perfume) brand have gender?" and "To your personal opinion, does the Apple iPad brand have gender?" (coded as 0= does not have gender; 1= male gender; 2=female gender) were used to make sure that the assumption that Chanel perfume has bending to the female gender more and Apple iPad brand is not gendered is supported by the respondents and to analyze the consumer's point of view on the problem. Also those two questions can be used to compare the answers of female and male respondents and their opinions on the

gender of the brands in focus.

As for the five control variables, used in the questionnaire, they are used in order to minimize the terms of errors. Also control variable help to reassure the statistical strength of the current research (Schwab, 2005).

That's why in the current study were included such variables as sex, age, marital status, education level and employment status. First of all, the respondents answered the question about their sex (coded: 1=male, 2=female), as this has a great importance for the study. The age variable was coded as 1=under 12 years old, 2=12-17 years old, 3=18-24 years old, 4=25-34 years old, 5=35-44 years old, 6=45-54 years old, 7=55-64 years old, 8=65-74 years old, 9=75 years or older. The next question was dedicated the marital status (coded 1=now married, 2=widowed, 3=divorced, 4=separated, 5=never married). Educational level question was coded as 1= completed some high school, 2=high school graduate, 3= completed some university, 4=bachelor's degree, 5=master's degree, 6= Ph.D., law or medical degree, 7= other advanced degree beyond a Master's degree. The last question of the study was dedicated to employment status of the respondents (coded as 1= employed for wages, 2=self-employed, 3=out of work and looking for work, 4=out of work but not currently looking for work, 5= a homemaker, 6=student, 7=retired, 8=unable to work).

3.2.2 The choice of the focal brands for the study

The focal brands for the study were chosen for a number of reasons.

First of all, such choice of the brands enables a better understanding of the differences between male and female attachment to the brand in different situations. Apple iPad traditionally has no link to gender and is designed to be used equally by men and women. Although Chanel also has men perfume, traditionally, this brand has a strong connection to female attributes and is associated with elegance, little black dress and directly with its founder Coco Chanel. The majority of products of Chanel are designed exclusively for women. Practically all the communication of the brand is realized by using female characters and attributes. So it's possible to assume that Chanel (perfume) is more considered to be "female" brand. In this way it is possible to compare not only differences in brand attachment of men and women towards some neutral brand (Apple iPad), but also towards a brand that is designed for one gender

more than for the other (Chanel perfume) and compare the process of building consumer-brand relationships, formed by male and female consumers.

In this study a gendered brand is chosen in that way, that it also has products for the other gender in its offer, but those products are far less famous. So it is possible to analyze, for example, the answers of male respondents towards “women’s” brand and understand which factors are more important in order to extend the brand for men in a more stable and wide way.

Also the two brands in question have been chosen due to the fact, that they are quite well known as all over the world, as within the respondents from the sample of the present study.

Also it is important to mention that the brands in the study were specified, as, for example, in case of Chanel only perfume and in case of Apple only iPad were studied. The brands in focus have quite a wide range of products, so the products can relate to different categories and consumers may form different relationships with different products of the same brand.

For example, a consumer may like the Chanel fragrance, but it doesn’t mean he may have an equal relationship with such Chanel products as, for example jewelry or watches.

At the same time, different products of one brand may have promotion strategy, positioning, advertising and etc. slightly different.

For example, Apple creates positioning for iPad not only as an entertainment source, but also as a tool for education or business. Thus, on official web site of Apple iPad is suggested to “transform the way you learn, teach and create in the classroom” or to “with a wide range of capabilities change the way you work”. At the same time, another Apple product, iPod, is dedicated purely to entertainment, promising to keep “your music wherever you go” (Apple official website, 2015).

That is why a situation can occur when a consumer may have different opinions and different relationships with different products of the same brand. To make sure, that all the respondents are considering the same products and their responses may be compared, generalized and analyzed together, the specification was made, that questions about Chanel brand are referred to Chanel perfume only and questions about Apple are referred about iPad only.

In case of Chanel was decided to analyze only perfume for additional the number of reasons. First of all, Chanel fragrances are one of the basic products of the company;

the beginning of their production was almost straight away after the foundation of the company. At the same time, only in category of perfume Chanel brand stably has quite a wide range of products, designed not only for women, but also for men. In terms of present study, this category of products seems to be the best one to analyze in order to understand the differences between genders in the forming of consumer-brand relationships.

3.3 Population and sample

The target population of the present research consists of students and alumni of Belarusian universities that can be characterized by similar features that seem logical in terms of the current research. First of all, all the respondents differ by gender and age, but all of them are Russian-speaking. This allows achieving similar cultural background of the respondents. In this case they would be exposed to relatively similar brands and promotion companies.

Due to objectives of the study the gender of respondents will play a crucial role in the research. At the same time it is important not to cause suspicion in respondents that the research is dedicated to gender differences, as it can cause distortion effect. That is why, it is important to accept respondents regardless of their gender. It may cause different number of men's and women's responses, which will be taking into consideration while making final calculation.

Next requirement to the target population is that all the respondents should be fluent in English, as good knowledge of English language is obligatory in order to participate in questionnaire that was in English. The questionnaire wasn't translated to Russian language, as during the translation process there can be distortion of the meaning and the questionnaire could lose its reliability.

And finally, in order to reassure that all the respondents understand the questions correctly, was decided to limit the target population to the respondents that have marketing knowledge. So was decided to spread the questionnaire only between the students and alumni of Belarusian universities that had marketing studies and had a class in branding. This way was reassured that all the respondents are familiar with the terminology needed and clearly understand the concept of brand and will not confuse it with other marketing constructs.

All in all in Belarus by 2015 year there are four universities that hold classes in branding. These are: Belarusian States University (BSU), Belarusian State Economic University (BSEU), Institute of entrepreneurial activity (IEA) and Minsk Innovation University (MIU). Each of the universities is composed of different departments. So, for the current study were chosen only the departments that had marketing studies and the class in branding in particular. By the year 2015, BSU had 4 departments studying branding, BSEU had 5 departments, IEA – 2 and MIU – 1. So all in all, the target population consists of 12 departments of four Belarusian universities.

In order to calculate the size of the **sample** needed for the research, first, there is a need to evaluate the size of the target population. For the current study the target population consists of approximately 11000 people. That number can be precisely calculated, taking in to consideration the number of universities that propose a class in branding (4), the number of departments of those universities that have the class (correspondingly 4, 5, 2 and 1), the average number of people in the university group (85). Also should be taken in to consideration that the class was included into the curriculum in 2004. So the number of years of the class being taught is 11. Using the listed numbers is possible to calculate the precise size of the population:

$$(4 + 5 + 2 + 1) \times 85 \times 11 = 11220. \quad (1)$$

Next step is calculating the sample size. For this purpose, two more characteristics are needed: confidence level and confidence interval. As for the confidence level, it was chosen to be 95%, what is considered to be a traditional choice for the research and guarantees the acceptable amount of uncertainty for the study.

As for the confidence interval, also known as margin of error, for the current research was decided to choose it to be 6%. According to the “BOLD Academic Research Resource Center”, for the random sample is possible to choose a higher interval – 8% or 9%, whereas for the nonrandom sample is advised to choose 5% or 6%. In this course, 6% confidence level appears to be an acceptable medium value and can be applied to the current study.

The response distribution is 50%, which is also a typical choice for calculating the size of the sample.

In order to calculate the sample size was used the software Raosoft that permits an automatized calculation using the determinated values (see Figure 3.1). In case of the

present study, with the target population of 11220, confidence level of 95% and margin of error 6%, the minimum sample size needed is 261. So for the present research 261 respondents is the minimum required amount in order to guarantee the size accuracy.

Figure 3.1 – Sample size calculating using Raosoft software

Question	Value
What margin of error can you accept? 5% is a common choice	6 %
What confidence level do you need? Typical choices are 90%, 95%, or 99%	95 %
What is the population size? If you don't know, use 20000	11220
What is the response distribution? Leave this as 50%	50 %
Your recommended sample size is	261

Source: (Raosoft Inc., 2004).

3.4 Data collecting

In the present study was chosen such instrument of research as questionnaire, which was later developed within the online platform of Google and an instrument of Google Forms. The method of questionnaire research was used because it is one of the most traditional ways of scientific research and it provides an opportunity to gather data in case of a widely scattered sample. Also the process of obtaining the data is quite simple and allows saving some time. But at the same time, the questionnaires have some disadvantages, for example the possibility that the respondents can misunderstand, omit or disregard some important parts of it. It is also important to pay attention to such

characteristics of the questionnaires as suitability, validity, reliability and theoretical framework background. In order to avoid errors in the questionnaire, the present study used a questionnaire tool that was previously elaborated, tested and used in other research.

The questionnaire was spread with the help of online tool of Google Forms, which is one of the most frequently applied tools for organizing a web survey. The Google Forms have numerous advantages of using, for example it is easy to gather the data needed, the design of the survey is quite flexible and the survey can be conducted without paying any fee. Another important advantage of the Google Forms is that this tool allows minimizing the data errors as the responses, collected with the help of the web tool, are automatically saved and stored in an online database. Google Forms as a survey tool also has some disadvantages, such as for example the possibility of survey fraud, absence of respondents or theoretical possibility of not reaching the population targeted. In case of the present study, one of these problems was solved. Respondents didn't have any other stimulus to fill the questionnaire in except for their own desire to help for the progress of the study, such possible drawback as fraud can be disregarded. Nevertheless, such problems as incapability of direct contact with respondents or of reaching some people of the population in focus shouldn't be forgotten.

Before spreading the questionnaire the piloting research was conducted in order to make sure that all the parts of the questionnaire will be fully understood by the respondents and moreover, there will be no misunderstandings or misleading regarding the questions. For the purpose of piloting the survey tool two weeks before the launching the survey online ten people were contacted in person and asked to fill the questionnaire in. Those ten people pertained to the target population but later they were not included in the list of the people, who received the invitation to participate in the online survey. These people were graduates of Faculty of International Relationships, BSU. All in all, for the purpose of piloting research were contacted 14 people, 4 of them refused to participate. The results of the piloting research didn't reveal major problems of the questionnaire, as the respondents understood all the questions correctly. But at the same time, it was observed that the majority of the respondents were trying to avoid the open questions. That is why those questions were replaced with questions with multiple choices.

In order to try achieving the contact with the maximum possible number of representatives of the population and to reassure getting the required minimum of

answers, was decided to use the social network website vk.com to spread the questionnaire.

Vk.com is the most popular social network in the Russian-speaking countries. As the target population of the present research is composed of students and alumni of Belarusian universities, vk.com seems to be the best option. According to the Alexa Internet inc. ranking for Belarus (a company that publishes information about web traffic data worldwide), by August 2015 vk.com occupied the first place in the Belarusian traffic, surpassing even google.com that occupied the second place. In a global ranking vk.com was on the 21 place (Alexa Internet, Inc., 2015). This shows the particular popularity of this social network within the Belarusian Internet users, and as the questionnaire was spread online, the vk.com could provide a greater reach for the respondents.

Vk.com has a function of creating groups. Traditionally the departments of Belarusian universities have a group, the members of which consist of students and graduates of the department. Those groups are usually used for communication and creation a network between the students and graduates. Out of 12 target departments, 11 have a group in vk.com. The administrators of each group were contacted and asked to post in a group an announcement that consisted of the link to the questionnaire and kind request for the favor to participate in the study in order to help for the student's research.

Administrators of 4 groups agreed to grant their help in spreading the questionnaire (2 groups of departments of BSU, 1 – of BSEU and 1 – of IEA). That is why the announcements were posted in 4 groups that all in all include 1782 members. All of the members had the same probability to see the announcement with the link to the questionnaire; the decision to fill the survey in was absolutely voluntary. The announcement was posted in each group two times (July 2015, August 2015).

The time for the collection of the filled in questionnaires was a little more than two months (end of June 2015-middle of September 2015). The total number of the responses achieved was 292. Out of that amount of responses 19 were excluded because the respondents didn't have enough education, meaning they didn't finish any university or were not a student of any university at the moment, so they couldn't be included to the target population. One of the possible reasons for that is that vk.com allows sharing the posts of the groups. So some of the members of the groups after seeing the announcement with the request for help, not only filled the questionnaire but also shared

with other users of vk.com via private message. Another possible reason could be that between the members of the groups sometimes are the future students of the department – the people who are planning to apply. Although this is not very common, as the groups are closed and the admission to the group can be received only with the permission of the administrator and the groups are designed exclusively for students and graduates of the respective department.

The final sample is composed by 273 responses. The response rate of the survey is 16%, whereas taking into consideration only answers that were used for the study, the response rate is 15%. The relatively low response rate in case of the present study can be considered predictable and normal, as the survey was conducted online, there were no incentives to fill it in and the length of the questionnaire needed to study the topic was relatively long.

As for the administrating of the questionnaire, there were some problems. For example, the majority of the respondents were feeling reluctant to fill the questionnaire in. The main reason was that there were no stimulating to do so, as they didn't get any prize or bonuses for taking part in the survey. At the same time, the survey had a considerable number of questions, so the time needed to complete it was relatively long, which made the idea of participating even less attractive.

The settings of the questionnaire were set in a way, that all the questions were obligatory to answer, that is why there were no unfinished questionnaires. Although, in comments under the announcements about the survey, 37 people left messages that they didn't finish the questionnaire due to its length. It is impossible to calculate the exact completion rate, as we cannot be sure that all the respondents who didn't finish the questionnaire left comments about it. But using the information available the approximate completion rate is 89%. But we can make a conclusion that the problems mentioned above actually affected the completion rate and in theory their solution could enlarge the final sample. But in terms of the objectives of the present study and the survey being online, those problems were impossible to change.

Within the questionnaire used ethical issues were also taken into consideration, such as anonymity of the respondents, their voluntarism and data confidentiality. At the beginning of the questionnaire was expressed gratitude to the respondents for having decided to spend time on the survey. Also the respondents were informed that they are participating in the research for the student's thesis. They were explained the objective of the survey and also the future use of the data collected. In order to guarantee the

anonymity of the respondents, the survey didn't include any questions related to names or any other identified information.

3.5 Data analysis method

Due to the specification of the present study, the method of quantitative research seems to be a better option in comparison with the qualitative method, which is more suitable for elaborating the all in all portrayal for the study. The first reason of choosing the quantitative methods lies within the objective of the study. The general goal of the present research is to analyze the impact of gender on brand attachment variables. It makes the choice of the quantitative method suitable and convenient.

The second reason is connected to the previous research on the topic. The theoretical part of the present study shows that the AA-model in analysis has been elaborated quite deeply and its authors have created the measurements for the parts of the model. That is why by using this theoretical framework with the help of quantitative research it is possible to reach the aims of the present study.

Also quantitative research seems to be a better choice for the present study because of the existence of numerous earlier researches on the topic of brand attachment that show that the work on the topic has already moved to the later stage, when the quantitative analysis is usually more preferable.

Another argument in favor of quantitative method is the exactness of its measurements. Qualitative research usually brings some degree of subjectivity to the study, while quantitative methods allow avoiding it. This reassures the reliability and validity of the study and makes the quantitative research to be a clearly better option for the present study.

In order to provide an opportunity to process and analyze the data, collected with the help of the questionnaire, within the present study were used two software instruments – Microsoft Office Excel and IBM SPSS Statistics (version 22). These two programs helped to systematize the data and conduct all the analysis needed for the study.

The first stage of the analysis is based on the instruments of the descriptive statistics, which allows finding out the main characteristics of the data collected for the analysis. Within this stage was analyzed the sample itself, using the socio-demographic data, obtained with the help of the questionnaire. After that the technics of descriptive

statistics were applied to the data, connected to the AA-model. For each of the questions of the model, representing one variable of the study, were analyzed the frequency distributions, were calculated standard deviation, mean median and mode. In order to facilitate the perception of the information, some of the outcomes were shown with the help of tables, graphs and diagrams.

As the study is dedicated to the differences in male and female consumers, the next step of the research was to compare means for each variable between the respondents of the different genders in order to understand better the all in all levels of brand attachment of the representatives of the sample to the brands, suggested for the analysis. All the variables in the study, pertaining to the AA-model, are ordinal variables, the data for which was collected using the 5-point Likert's scale. The distribution of the variables is quite asymmetrical. That is why in case of the present study, in order to explore the central tendency of the variables, it is more advisable to compare its medians with the regard of the gender of the respondents. Comparing the medians of the variables it is possible to get a more informative data for the ordinal variables, when the values of the variables stand for the verbal statements of the respondents (Jamieson, 2004).

The present study is dedicated to the understanding of the impact of gender of the consumer on brand attachment constructs. That is why, is important to check, how the variables of the AA-model are related to the sex variable. As sex variable is nominal and other variables are ordinal, the classic correlation analysis cannot be applied. That is why was used a chi-square test of independence, that can be used with the data given (Black, 2011).

In order to facilitate the analysis, before applying the test, the data, based on the 5-point Likert's scale, was recorded into 3 categories. The first category is negative and includes the negative variants of answers, originally coded as "1" and "2". The second category is neutral with the original answers coded "3" and the third category is positive – answers coded "4" and "5".

It is also important not only to check the existence of the difference between the consumers of different genders, but also to understand, whether the association between the sex of the consumer and the element of the model is strong in comparison to the other associations in analysis. In order to do it, in the present research was calculated the value of the Cramer's V. The similar results can be obtained also from the phi value. Although in case of the present study the Cramer's V seems to be a better option, as the

phi value is designed for the cases with two variables being dichotomous. As in the present research one variable in analysis always has five levels, the Cramer's V measure should be chosen, as it allows to variables to have more than two levels (David and Sutton, 2011).

All the results, obtained during the data analysis, are divided and represented in the study in sections, in accordance with the components of the AA-model in the chapter, dedicated to results of the study.

CHAPTER 4. RESULTS

4.1 Analysis of the final sample and the focal brands

In the present research the final sample is consisted by 273 respondents. This number is bigger than the required minimum of 261 respondents. The respondents of the final sample compose 2,43% of the target population of 11220 people. The final sample includes Russian-speaking students and graduates of four Belarusian universities that had a class in branding. Also the respondents, presented in the final sample have a good knowledge of English. As for the social-demographic characteristics, within the present research the sample can be analyzed by sex, age, marital status, educational level and employment status.

Within the present study, the gender characteristic plays a crucial role. Out of 273 respondents of the final sample, 88 are males and 185 are females, which is 32,2% and 67,8% correspondingly (see the Table 4.1).

Table 4.1 – Gender of the respondents of the final sample

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	88	32,2	32,2	32,2
Female	185	67,8	67,8	100,0
Total	273	100,0	100,0	

Source: proper elaboration.

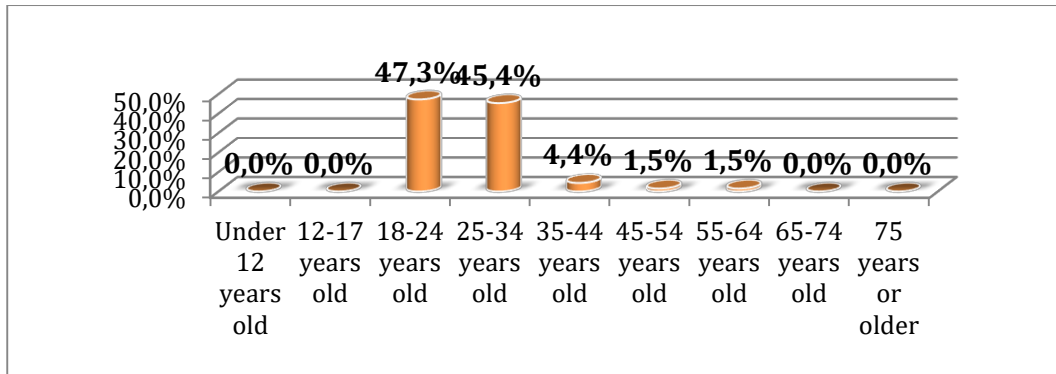
As for the difference in the number between male and female respondents in the final sample, the higher number of female respondents can be explained by the traditional higher number of female students, learning marketing subjects in Belarusian universities.

As for the other social-demographic characteristics of the sample, with the help of the questionnaire was collected information about the respondents' age, marital and employment status and educational level.

The minimum age for the respondents was 18 years, which was predictable, because this is the common age to enter a university in Belarus (see the Figure 4.1). It is important to say, that the majority (92,7%) of sample are young people of age 18-34

years, that means the majority of respondents are studying in the university at the moment of the research or they are rather recent alumni, which completely suits to the goal characteristics, determined for the final sample.

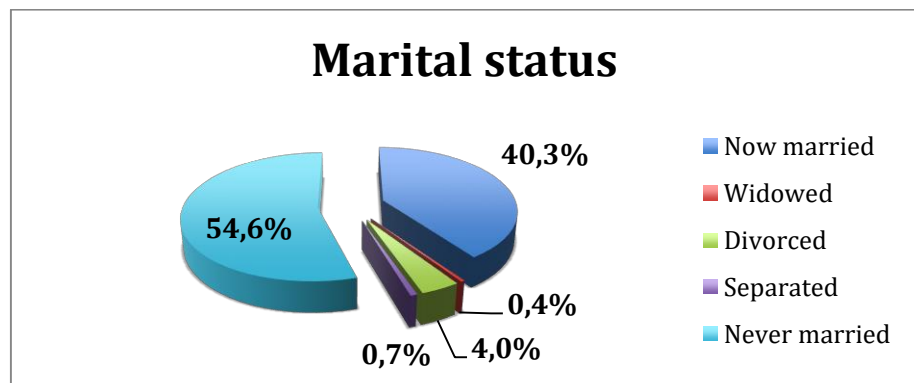
Figure 4.1 – Age of the respondents of the final sample



Source: proper elaboration.

Another characteristics of the final sample, possible to analyze is marital status of the respondents (see Figure 4.2). 54,6% of the respondents have never been married, which is logical keeping in mind the young age of the absolute majority of the sample.

Figure 4.2 – Marital status of the respondents of the final sample

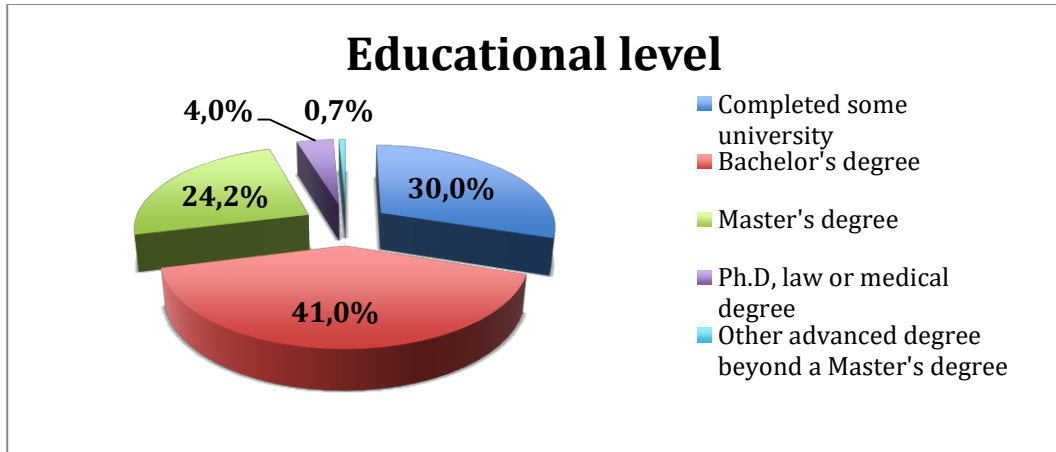


Source: proper elaboration.

Another important characteristic of the final sample in terms of the target population is educational level of respondents (see the Figure 4.3). As in terms of the present research is decided to analyze students and alumni of Belarusian universities, final sample does not include people without higher education or at least started bachelor's degree. 30% of respondents were still students at the moment of carrying out

the research, 41% of respondents have Bachelor's degree, 24% –Master's degree and 5% of respondents have a more advanced degree than Master's.

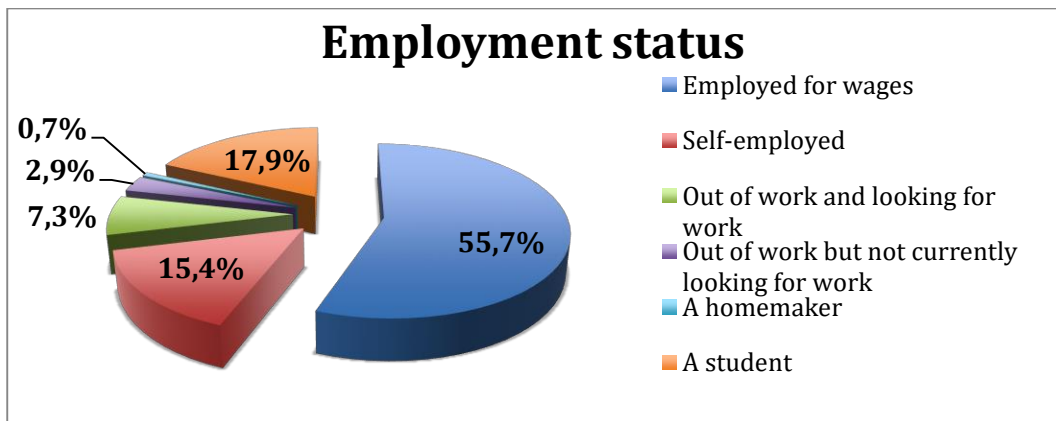
Figure 4.3 – Educational level of the respondents of the final sample



Source: proper elaboration.

The last analyzed characteristic of the final sample is employment status (see Figure 4.4). 18% of the respondents are students. The difference with the number of students in the educational level characteristics, where it was 30%, can be explained by the common practice for students in Belarus to work during their studies. That is why students, who are currently employed, within the employment status characteristic chose other variants than a “student” variant. And 18% of respondents, who chose “student” variant, are unemployed and dedicate their full time for studies. All in all 71% of respondents are employed for wages or self-employed.

Figure 4.4 – Employment status of the respondents of the final sample



Source: proper elaboration.

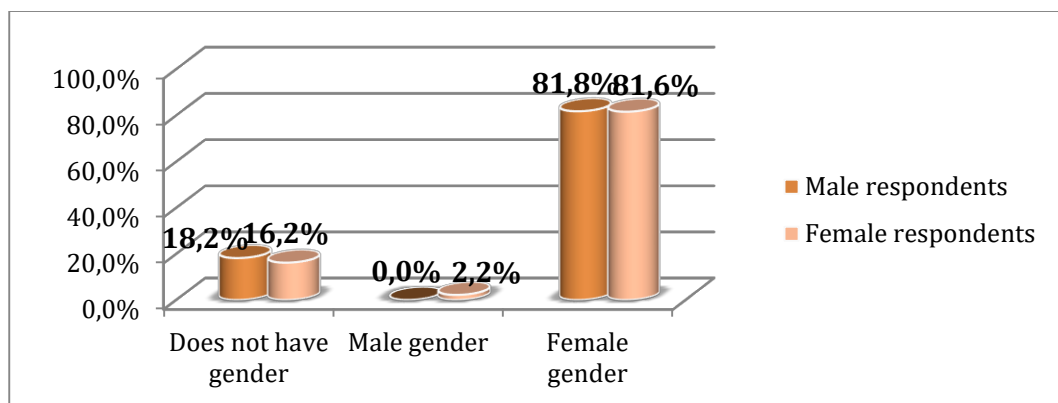
Two focal brands have been selected for the study – Chanel (perfume) and Apple (iPad), because for the purposes for the study was interesting to see the difference in answers of the respondents to the questions on gendered brand and on neutral brand. Chanel was seen as a female gendered brand, while Apple iPad was supposed to be neutral.

In order to make sure that the respondents of the final sample have the same opinion on the question of gender of focal brands, the questionnaire spread included two questions about the personal opinion of the respondents about the gender of the brands in analysis.

As for Chanel (perfume), the absolute majority of the respondents (81,7%) answered that they think Chanel brand has a female gender, 16,8% of respondents think that Chanel doesn't have gender and only 1,5% of respondents answered, that they see Chanel as a male gendered brand.

The difference in the opinion of male and female respondents regarding the gender of Chanel (perfume) is shown on the figure 4.5.

Figure 4.5 – Personal opinion of the respondents of the final sample on the gender of Chanel (perfume) brand



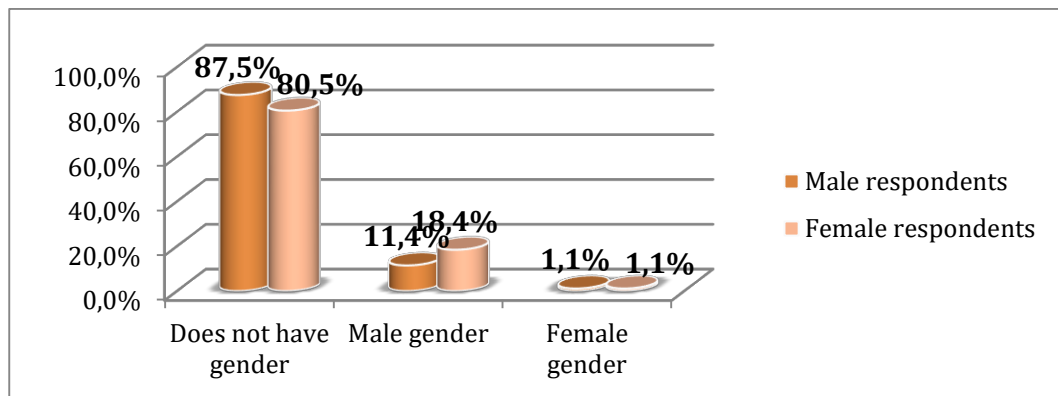
Source: proper elaboration.

It is interesting that only female respondents answered that Chanel (perfume) can be seen as a male brand (2,2%). All in all, respondents of both sexes with the same frequency of approximately 82% were claiming Chanel to be a female brand. This has not only confirmed the assumption, made during the process of designing of the questionnaire, about the gender of the brand, but also has shown that there is no big difference in the opinion of the female and male respondents.

As for Apple (iPad), the absolute majority of respondents (82,8%) answered, that this brand does not have gender, or in other words is a neutral brand. 16,1% of the respondents think that Apple (iPad) has male gendered. Only 1,1% of the respondents answered that Apple has female gender.

The difference in the opinion of male and female respondents regarding the gender of Apple (iPad) is shown on the figure 4.6.

Figure 4.6 – Personal opinion of the respondents of the final sample on the gender of Apple (iPad) brand



Source: proper elaboration.

87,5% of men and 80,5% of women claimed Apple to be a neutral brand, without any gender. At the same time, some of the respondents (11,4% of men and 18,4% of women) see Apple (iPad) as a male brand. Nevertheless, the assumption made on the gender of this brand is proved to be correct and Apple iPad can be analyzed like a brand with no gender linkage.

4.2 Analysis of the differences, based on gender, in the variables of the Attachment-Aversion model of consumer-brand relationships

4.2.1 Analysis of the determinants of consumer-brand relationships

The Attachment-Aversion model of consumer-brand relationships has divided all the determinants of brand attachment or aversion into three groups: enticing (annoying), enabling (disabling) and enriching (impoverishing). Each of the determinants is measured with the help of several questions.

The analysis was conducted first for the neutrally gendered brand (Apple) and after for the female gendered brand (Chanel).

In the table 4.2 are listed the determinants mentioned, together with the questions and the scales, used to analyze them and also the frequencies of each variant and the medians for all the sample in general and for male and female consumers separately for the case of Apple iPad.

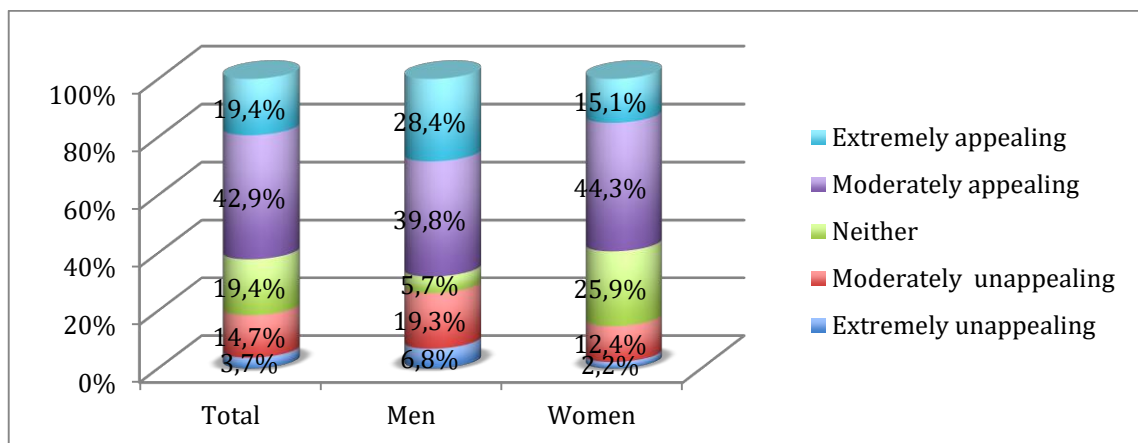
The first determinant is **Enticing (annoying)**, which evaluates if the brand is appealing and attracting for the consumer.

As for *appeal* of Apple iPad, the majority of the respondents (42,9%) found the brand to be moderately appealing (see Figure 4.7). The final sample evaluates the brand quite positively, as only 18,4% of respondents find it to some degree unappealing.

As for the difference in the opinion of male and female respondents, were compared the medians between two groups, which were found to be the same, equal to 4,00. So, on average as men as women find Apple iPad “moderately appealing”. Other descriptive statistics values for Apple iPad see in Appendix 7.

Within the next step was conducted the Chi-square test (Pearson Chi-Square=17,7, $\rho = ,000$). The test has shown that there is a relationship between the opinion on the appeal of Apple iPad and the gender of the consumer. But the association of two variables: sex and appeal of Apple iPad is rather weak, as Cramer’s V= ,254. The results for the Chi-square test for all the variables of the AA-model in case of Apple iPad see in Appendix 8.

Figure 4.7 – The extent of Apple iPad being appealing to the respondents of the final sample



Source: proper elaboration.

Table 4.2 – The analysis of determinants of consumer brand relationships in case of Apple iPad

Determinants	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
Enticing (annoying)	To what extent is Apple iPad unappealing or appealing to you?	Extremely unappealing	3,7	6,8	2,2	4,00	4,00	4,00
		Moderately unappealing	14,7	19,3	12,4			
		Neither appealing nor unappealing	19,4	5,7	25,9			
		Moderately appealing	42,9	39,8	44,3			
		Extremely appealing	19,4	28,4	15,1			
	To what extent is Apple iPad unattractive or attractive to you?	Extremely unattractive	2,9	5,7	1,6	4,00	4,00	4,00
		Moderately unattractive	14,3	21,6	10,8			
		Neither attractive nor unattractive	12,8	4,5	16,8			
		Moderately attractive	47,6	38,6	51,9			
		Extremely attractive	22,3	29,5	18,9			
Enabling (disabling)	To what extent does Apple iPad hinder or help how you manage problems in your daily life?	Extremely hinders	1,1	1,1	1,1	3,00	3,00	3,00
		Moderately hinders	4,4	6,8	3,2			
		Neither helps nor hinders	46,2	44,3	47,0			
		Moderately helps	24,5	14,8	29,2			
		Extremely helps	23,8	33,0	19,5			
	To what extent is Apple iPad functionally unsatisfying or satisfying to you?	Extremely unsatisfying	2,2	2,3	2,2	4,00	4,00	4,00
		Moderately unsatisfying	8,8	13,6	6,5			
		Neither satisfying nor unsatisfying	24,5	21,6	25,9			
		Moderately satisfying	36,6	33,0	38,4			
		Extremely satisfying	27,8	29,5	27,0			
Enriching (impoverishing)	To what extent does Apple iPad misspeak or express who you are as a person?	Extremely misspeaks	6,2	10,2	4,3	3,00	4,00	3,00
		Moderately misspeaks	12,1	12,5	11,9			
		Neither expresses nor misspeaks	42,9	23,9	51,9			
		Moderately expresses	32,6	47,7	25,4			
		Extremely expresses	6,2	5,7	6,5			

Determinants	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
	To what extent does Apple iPad misrepresent or represent who you want to be?	Extremely misrepresents	7,0	11,4	4,9	3,00	4,00	3,00
		Moderately misrepresents	8,4	10,2	7,6			
		Neither represents not misrepresents	41,0	25,0	48,6			
		Moderately represents	34,4	46,6	28,6			
		Extremely represents	9,2	6,8	10,2			
	To what extent does Apple iPad undermine or reinforce your deepest values?	Extremely undermines	4,8	8,0	3,2	3,00	3,00	3,00
		Moderately undermines	10,6	11,4	10,3			
		Neither reinforces nor undermines	49,1	31,8	57,3			
		Moderately reinforces	31,5	45,5	24,9			
		Extremely reinforces	4,0	3,4	4,3			

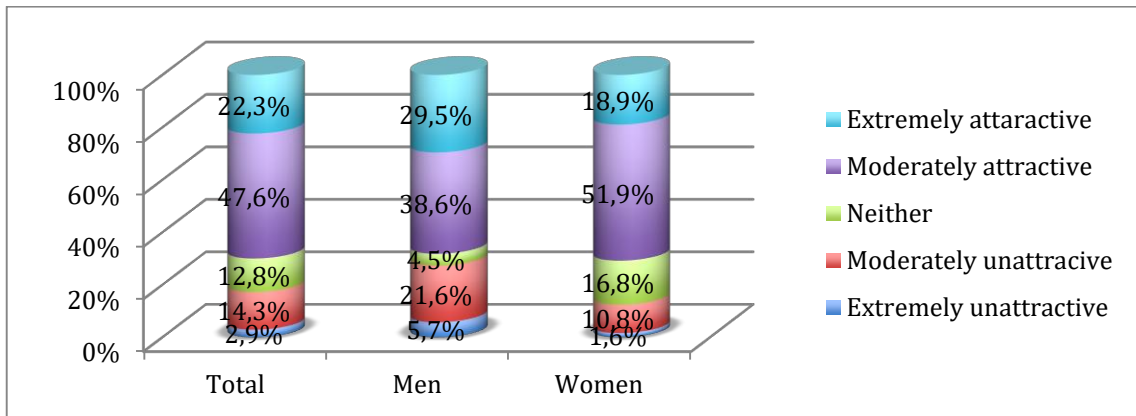
Source: proper elaboration.

The second variable of Enticing determinant was measuring whether respondents find the brand in question *attractive* or not. 47,6% of respondents found Apple iPad to be “moderately attractive”. The number of opinions of Apple iPad being to some extent unattractive is quite low – 17,2%, comparing to the amount of positive responses (69,8%). The median for the answers of men and women is in both cases equal to 4,00 (“moderately attractive”).

At the same time, in case of Apple iPad, the variables sex and attractiveness are not independent ($\rho = ,001$), although the strength of this relationship is rather weak ($,231$). The distribution of answers of male and female consumers is shown on the Figure 4.8.

According to the AA-model, the second determinant of consumer-brand relationships is **Enabling (disabling)**, which refers to the functional satisfaction with the brand and the help of the brand in managing problems of the consumers.

Figure 4.8 – The extent of Apple iPad being attractive



Source: proper elaboration.

The first variable of the enabling determinant answers the question if the brand *helps or hinders* managing everyday problems of a respondent. The majority of the respondents (46,2%) answered that Apple iPad neither helps nor hinders, which means that the respondents don't use iPad on a regular basis. At the same time, the final sample is well disposed toward Apple, as only 5,5% chose the variant "hinders". The chi-square test didn't reveal any significant association between sex of the respondent and the help variable ($\rho = ,464$).

The second variable of the enabling determinant is *satisfaction*. The absolute majority of respondents (64,4%) claimed to be functionally satisfied with Apple iPad.

As for the difference between groups of respondents of different sexes, there was found no evidence relationship between sex of the consumer and satisfaction variable.

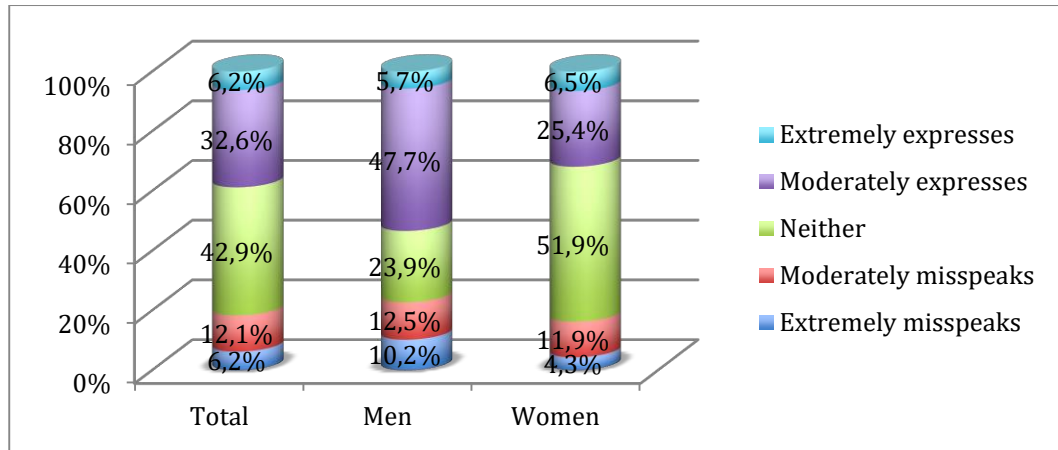
The third determinant of the AA-model is **Enriching (impoverishing)**. It consists of three variables, measuring to what extent the brand in analysis expresses a respondent, represent, who he wants to be and reinforces his values.

The first variable evaluates the extent to which a brand *expresses or misspeaks* a respondent as a person. As for Apple iPad, although the majority of respondents chose a neutral variant (42,9%), there are more respondents, who chose the "express" (38,8%) variant than the "misspeak" variant (18,3%) (see the Figure 4.9). The number of male respondents, who chose positive variants, is much higher than the number of female respondents (53,4% to 31,9%).

As for the groups of respondents of different sexes, the median for men is 4,00, while for women is 3,00, which means that Apple brand expresses men on average

better than women. At the same time, the chi-square revealed an association between sex and the variable in analysis of the strength, measured by Cramer's V (,267).

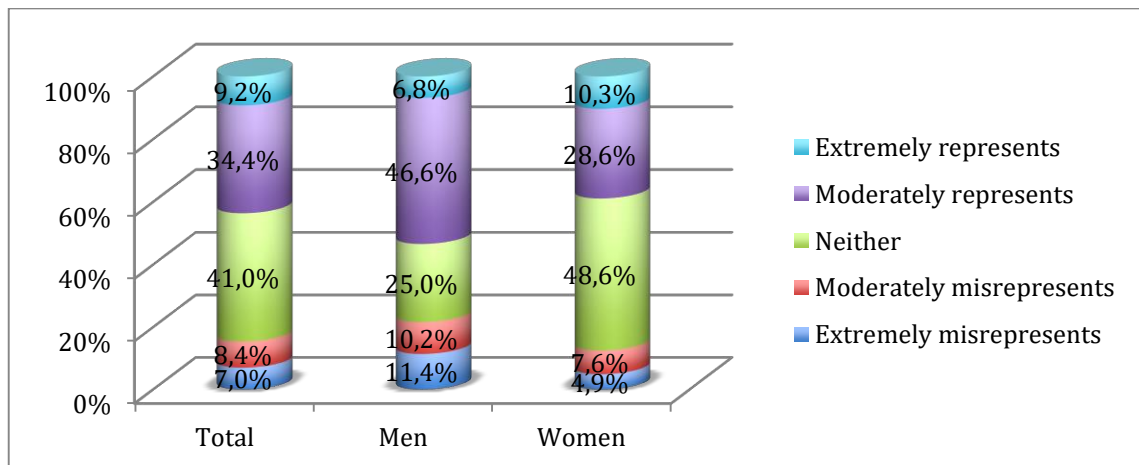
Figure 4.9 – The extent to which Apple iPad misspeak or express a respondent as a person



Source: proper elaboration.

The second variable of the enriching determinant is the variable of *representation* of the brand of whom the respondent wants to be. The majority of the respondents (41,0%) chose neutral variant in case of Apple iPad, although the number of “represents” is higher than the number of “misrepresents” (see the Figure 4.10). The chi-square test revealed a significant, but still weak association between the two variables: sex and representation.

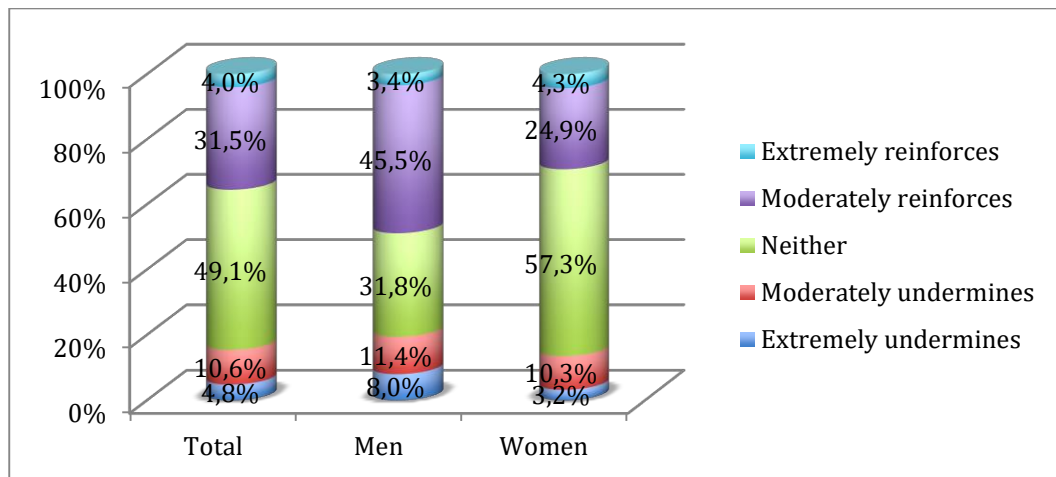
Figure 4.10 – The extent to which Apple iPad misrepresents or represents who the respondent wants to be



Source: proper elaboration.

The last variable of the enriching determinant measures the extent, to which the brand *undermines or reinforces* the deepest values of the respondent. In case of Apple iPad, 15,4% of respondents think it undermines their values, while 35,5% claimed it reinforces. At the same time, the chi-square test revealed weak association (Cramer's $V = ,240$) between the sex of the respondent and his opinion whether Apple iPad reinforces or undermines his values. While the majority of men claimed Apple iPad to moderately reinforce their values (45,5%), the majority of women chose the neutral variant (57,3%) (see Figure 4.11).

Figure 4.11 – The extent to which Apple iPad undermines or reinforces deepest values of the respondents



Source: proper elaboration.

The same analysis of the determinants of consumer-brand relationships was also conducted for the Chanel perfume (see the Table 4.3). The descriptive statistics values for Chanel (perfume) see in Appendix 7.

First, was analyzed the **Enticing determinant**. As for the *appeal* variable, the majority of respondents found Chanel also “moderately appealing” (42,1%). As for men, 33% found the brand appealing, 39,8% – unappealing to some extent. Female respondents chose variants unappealing less (14,1%), while 61,7% of women chose appealing variants. The difference is obvious in terms of extreme variants. Thus, 14,1% of women found Chanel to be “extremely appealing”, while men chose this variant only in 2,3% of cases. Median for male group of respondents is equal to 3,00 (neutral variant), while for female group is equal to 4,00 (“moderately appealing”).

Table 4.3 – The analysis of determinants of consumer brand relationships in case of Chanel perfume

Determinants	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
Enticing (annoying)	To what extent is Chanel (perfume) unappealing or appealing to you?	Extremely unappealing	5,5	11,4	2,7	4,00	3,00	4,00
		Moderately unappealing	16,8	28,4	11,4			
		Neither appealing nor unappealing	25,3	27,3	24,3			
		Moderately appealing	42,1	30,7	47,6			
		Extremely appealing	10,3	2,3	14,1			
	To what extent is Chanel (perfume) unattractive or attractive to you?	Extremely unattractive	4,0	9,1	1,6	4,00	3,00	4,00
		Moderately unattractive	13,9	27,3	7,6			
		Neither attractive nor unattractive	21,6	19,3	22,7			
		Moderately attractive	48,4	42,0	51,4			
		Extremely attractive	12,1	2,3	16,8			
Enabling (disabling)	To what extent does Chanel (perfume) hinder or help how you manage problems in your daily life?	Extremely hinders	5,5	10,2	3,2	3,00	3,00	3,00
		Moderately hinders	5,5	10,2	3,2			
		Neither helps nor hinders	68,1	68,2	68,1			
		Moderately helps	14,3	6,8	17,8			
		Extremely helps	6,6	4,5	7,6			
	To what extent is Chanel (perfume) functionally unsatisfying or satisfying to you?	Extremely unsatisfying	5,5	11,4	2,7	3,00	3,00	4,00
		Moderately unsatisfying	10,6	18,2	7,0			
		Neither satisfying nor unsatisfying	35,2	37,5	34,1			
		Moderately satisfying	32,6	27,3	35,1			
		Extremely satisfying	16,1	5,7	21,1			
Enriching (impoverishing)	To what extent does Chanel (perfume) misspeak or express who you are as a person?	Extremely misspeaks	11,7	27,3	4,3	3,00	2,50	4,00
		Moderately misspeaks	11,4	22,7	5,9			
		Neither expresses nor misspeaks	36,6	35,2	37,3			
		Moderately expresses	29,7	12,5	37,8			
		Extremely expresses	10,6	2,3	14,6			

Determinants	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
	To what extent does Chanel (perfume) misrepresent or represent who you want to be?	Extremely misrepresents	12,1	29,5	3,8	3,00	2,00	4,00
		Moderately misrepresents	9,9	23,9	3,2			
		Neither represents not misrepresents	40,7	37,5	42,2			
		Moderately represents	23,4	8,0	30,8			
		Extremely represents	13,9	1,1	20,0			
	To what extent does Chanel (perfume) undermine or reinforce your deepest values?	Extremely undermines	8,1	17,0	3,8	3,00	3,00	3,00
		Moderately undermines	9,9	26,1	2,2			
		Neither reinforces nor undermines	53,1	45,5	56,8			
		Moderately reinforces	24,2	10,2	30,8			
		Extremely reinforces	4,8	1,1	6,5			

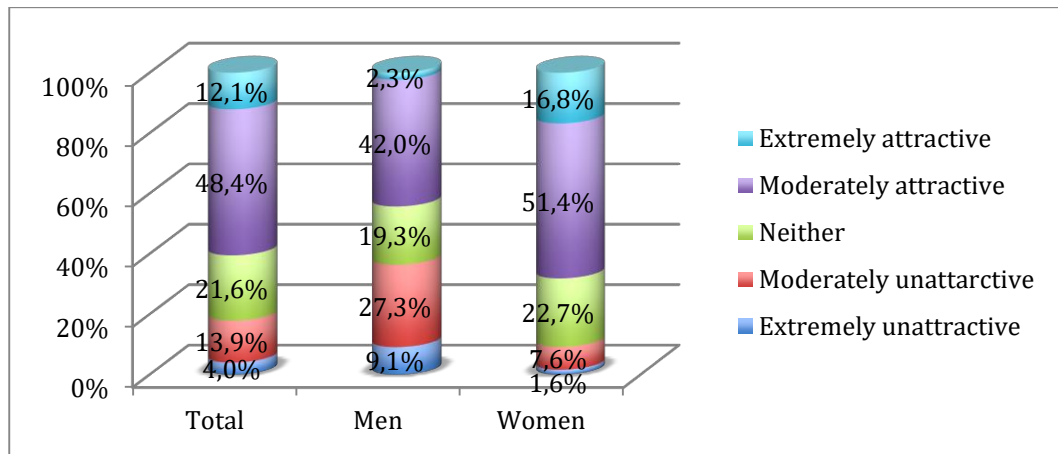
Source: proper elaboration.

As for the chi-square test, it confirmed that there is a systematic relationship between the sex of the respondent and his opinion on appeal of the brand ($\chi^2=27,2$, $\rho=,000$). The Cramer's V for the variable is ,316, which signifies that relationship is also not very strong. The results for the Chi-square test for all the variables of the AA-model in case of Chanel perfume see in Appendix 8.

The next variable in analysis is *attraction* variable. As for Chanel (perfume) 48,4% found it “moderately attractive”. This variant chose 42,0% of men and 51,4% of women (see Figure 4.12). The medians for this variable are different: 3,00 for men (neutral variant) and 4,00 for women (“moderately attractive”). The chi-square test revealed the systematic relationship of this variable and sex of the respondents with the Cramer's V equal to ,334.

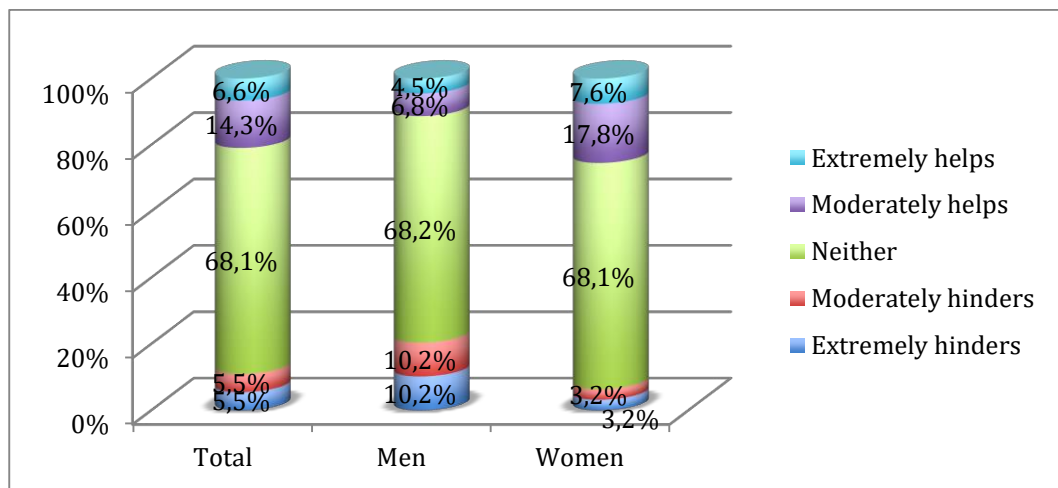
As for the **enabling determinant**, firstly was analyzed if Chanel *hinders or helps* to the respondents. The results have shown, that the brand helps to some extent to the 20,9% of the respondents: 11,3% of men and 25,4% of women (see Figure 4.13).

Figure 4.12 – The extent of Chanel (perfume) being attractive



Source: proper elaboration.

Figure 4.13 – To what extent does Chanel (perfume) hinder or help how you manage problems in your daily life



Source: proper elaboration.

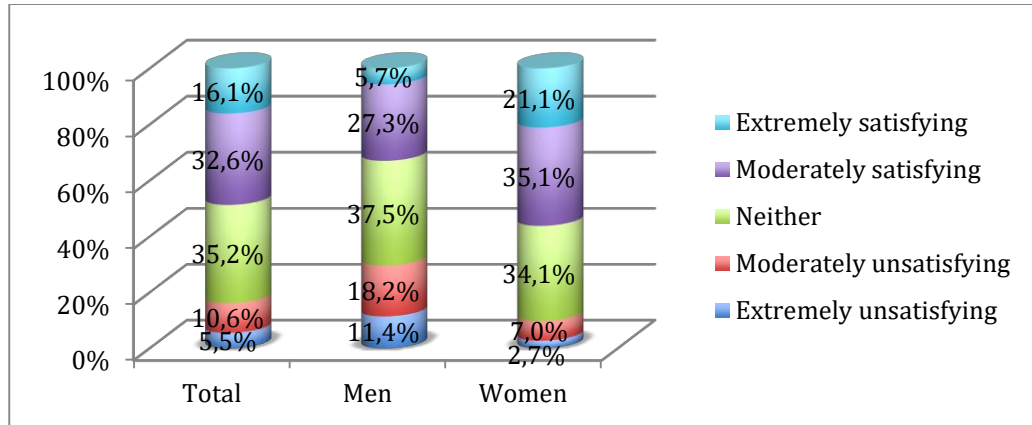
Although medians of groups, that consist of male and female respondents, are the same and equal 3,00. Still, the sex variable and help variable are not independent ($\chi^2=16,2$, $p=,000$), although the relationship is not very strong (Cramer's V is ,244).

The second variable of enabling determinant is *satisfaction*. Chanel (perfume) is functionally satisfactory for the majority of the respondents of both sexes (see Figure 4.14).

For this variable median for men is 3,00 and for women is 4,00, which means that on average women are more satisfied with Chanel perfume than men. There is also a

rather weak relationship between the sex and satisfaction variable in case of Chanel (Cramer's V is ,280).

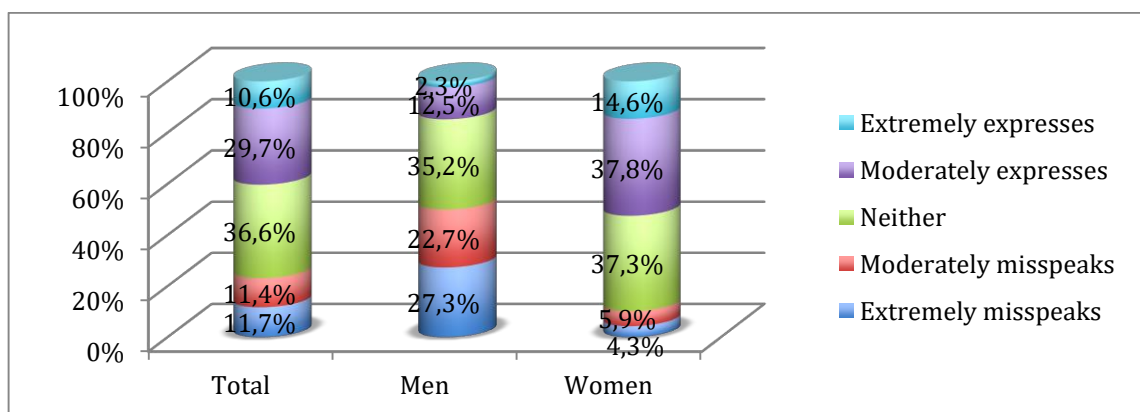
Figure 4.14 – The extent of functional satisfaction with Chanel (perfume)



Source: proper elaboration.

The third determinant in analysis is **Enriching**. The first variable of this determinant analyzes if the brand *expresses* who the respondent is. The chi-square test has shown a systematic relationship between sex variable and the variable in analysis ($\rho = ,000$) (see the Figure 4.15). This relationship is of moderate strength with Cramer's V equal to 0,476. While half of the male respondents (50%) claimed that Chanel misspeaks who they are as a person, the situation with female respondents is the opposite. 52,4% of women claimed that Chanel to some extent express who they are as a person. This difference is seen in medians value (2,50 for men and 4,00 for women).

Figure 4.15 – The extent to which Chanel (perfume) misspeak or express a respondent as a person

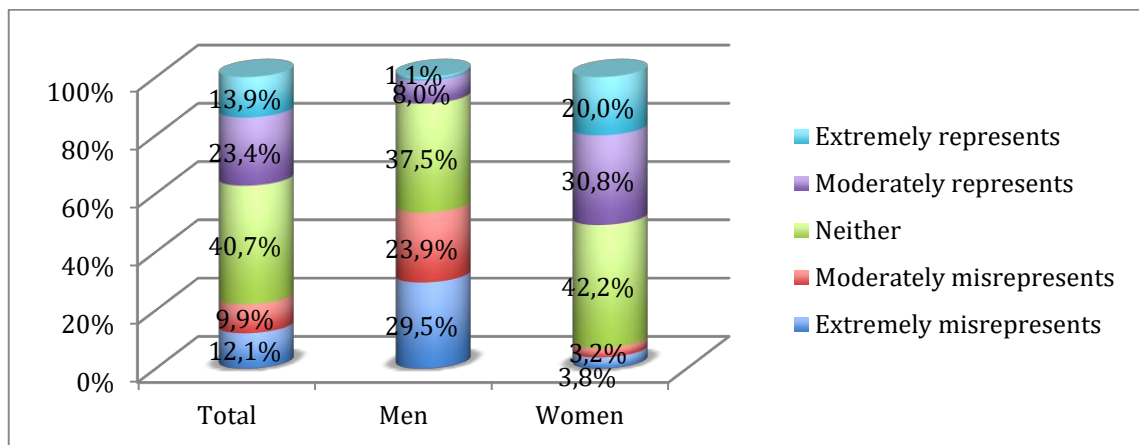


Source: proper elaboration.

The next variable analyses if the Chanel *represents*, who the respondent want to be. The absolute majority of respondents (40,7%) chose neutral variant of answer (see Figure 4.16). The absolute majority of men (53,4%) think that Chanel misinterprets who they want to be, while at the same time Chanel represents to some extent for 50,8% of women who they want to be. This different is also seen in the medians: 2,00 for men and 4,00 for women.

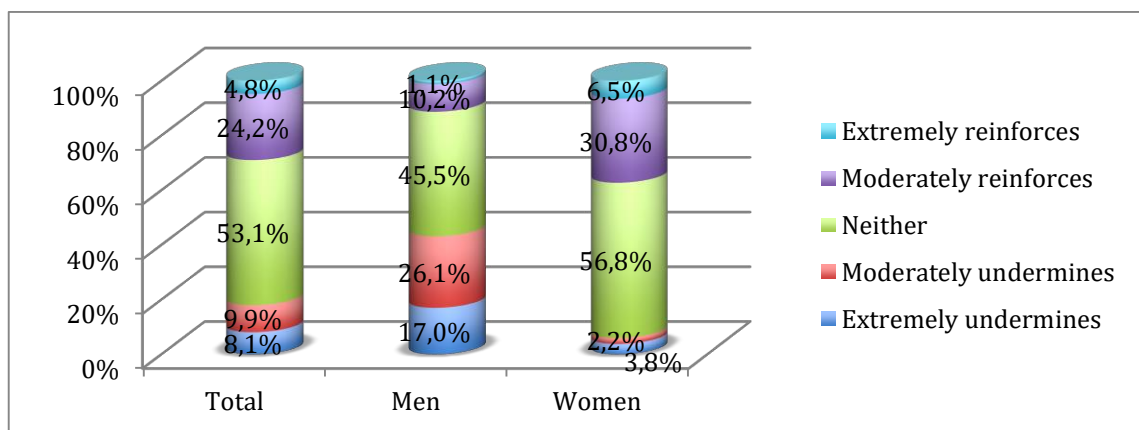
The chi-square test also revealed the systematic relationship between the sex variable and the variable of representation. This relationship is of moderate strength, which is the strongest within the current study: Cramer's V= ,563.

Figure 4.16 – The extent to which Chanel (perfume) misrepresents or represents who the respondent wants to be



Source: proper elaboration.

Figure 4.17 – The extent to which Chanel (perfume) undermines or reinforces deepest values of the respondents



Source: proper elaboration.

The last variable of the enriching determinant analyzes if the brand *undermines or reinforces* the values of the consumer. As for Chanel, 43,2% of men think Chanel undermines their values, while 37,3% of women claimed the opposite (see Figure 4.17).

Also the relationship has been revealed between the gender of the consumer and the extent to which the brand reinforces or undermines his values. This association is of moderate strength (with Cramer's $V = ,474$), still being one of the strongest revealed in the current studies.

4.2.2 Analysis of the attachment-aversion relationships

The central constructs of the AA-model in analysis are the constructs of brand attachment or aversion. The model suggests that in order to measure the attachment to the brand, should be analyzed two elements: brand-self distance and brand prominence.

The brand-self distance is measured by two variables. One is evaluating the distance between the brand and the personality of the consumer and another measures the extent to which a consumer feels personally connected to the brand.

The first variable of the brand-self distance was measured by the question about the extent to which the brand is *far away or close* to who the respondent is. The majority of the respondents of the final sample (36,3%) reported feeling moderately close to Apple iPad (see the table 4.4). Analysis of the medians of two groups of respondents, divided by gender, showed that men on average feel moderately close with Apple iPad ($M=4,00$). At the same time women more frequently were choosing the neutral variant ($M=3,00$).

The feeling of being close with the brand and the sex of the consumer are not fully independent variables, although they have a not very strong relationship – $\chi^2=23,1$, $p = ,000$, the Cramer's $V = ,291$.

The second variable, measuring the brand-self distance in the AA-model, is dedicated to the feeling of being *personally connected or disconnected* with the brand.

For Apple iPad the answers distributed more or less equally: 18,3% of respondents feel moderately disconnected, 29,3% feels moderately connected and 28,9% of respondents chose the neutral variant of answer.

Table 4.4 – The analysis of attachment-aversion relationships in case of Apple iPad

AA-relationship	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
Brand-self distance	To what extent is Apple iPad far away or close to you and who you are?	Extremely far away	4,0	6,8	2,7	3,00	4,00	3,00
		Moderately far away	16,8	25,0	13,0			
		Neither close nor far away	33,7	14,8	42,7			
		Moderately close	36,3	40,9	34,1			
		Extremely close	9,2	12,5	7,6			
	To what extent are you personally disconnected or connected to Apple iPad?	Extremely disconnected	7,3	8,0	7,0	3,00	4,00	3,00
		Moderately disconnected	18,3	20,5	17,3			
		Neither connected nor disconnected	28,9	15,9	35,1			
		Moderately connected	29,3	36,4	25,9			
		Extremely connected	16,1	19,3	14,6			
Brand prominence	To what extent are your thoughts and feelings toward Apple iPad often automatic, coming to mind seemingly on their own?	Extremely not automatic	9,9	10,2	9,7	3,00	4,00	3,00
		Moderately not automatic	10,3	13,6	8,6			
		Neither automatic nor not automatic	30,0	21,6	34,1			
		Moderately automatic	39,2	45,5	36,2			
		Extremely automatic	10,6	9,1	11,4			
	To what extent do your thoughts and feelings toward Apple iPad come to mind so naturally and instantly that you don't have much control over them?	Extremely unnaturally	11,7	13,6	10,8	3,00	3,00	3,00
		Moderately unnaturally	19,0	25,0	16,2			
		Neither naturally nor unnaturally	33,7	23,9	38,4			
		Moderately naturally	31,1	36,4	28,6			
		Extremely naturally	4,4	1,1	5,9			

Source: proper elaboration.

At the same time in this case, the feeling of being connected to the brand depends on the sex of the respondent ($\chi^2=11,0$, $\rho=,0004$). The strength of the relationship is weak with Cramer's V equal to 0,201.

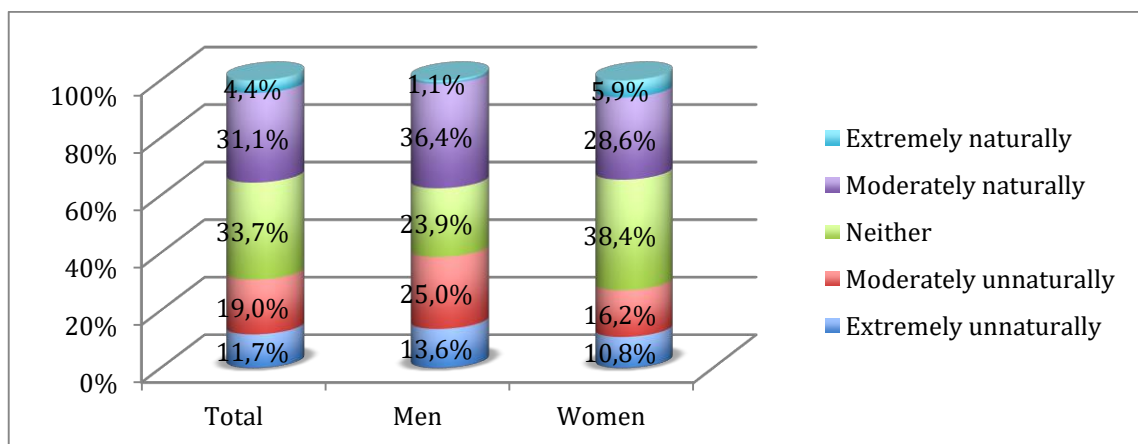
The second construct obligatory for analysis brand attachment is **brand prominence**. Within the AA-model brand prominence is measure by two questions about thoughts and feelings of the respondent towards the brand in analysis.

The first variable questions whether those *thoughts and feelings are automatic* and coming to mind seemingly on their own. Big part of the respondents (39,2%) answered that their thoughts and feelings towards Apple iPad are moderately automatic. The chi-square test has shown that the variable of the automatism of thoughts and feelings of the respondents toward Apple iPad is independent from the sex variable as ($\rho= ,102$).

The second variable, measuring brand prominence, is answering the question to what extent the thoughts and feelings of the respondents toward the brand *come to their mind naturally*.

The majority of respondents (33,7%) chose the neutral variant of answer to the question regarding Apple iPad. All in all, 30,8% of respondents chose negative variants of answer, while 35,5% gave a positive answer (see Figure 4.18). The fact that thoughts and feelings about Apple iPad come to the respondents' mind naturally and instantly depends on the sex of the respondent, although this relationship is statistically significant ($\rho= 0,039$), it is very weak (Cramer's $V=0,154$).

Figure 4.18 – The extent to which thoughts and feelings of the respondents toward Apple iPad come to their mind naturally and instantly



Source: proper elaboration.

Table 4.5 – The analysis of attachment-aversion relationships in case of Chanel perfume

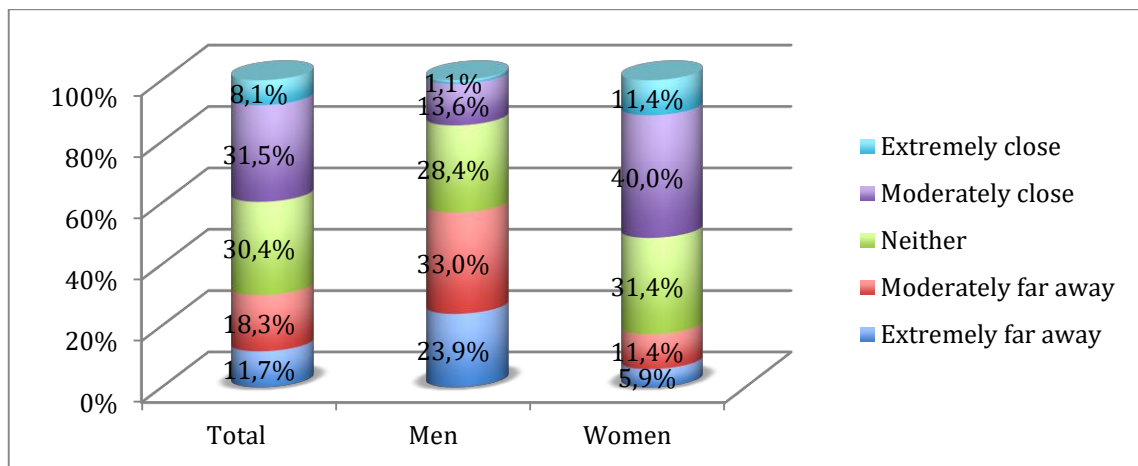
AA-relationship	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
Brand-self distance	To what extent is Chanel perfume far away or close to you and who you are?	Extremely far away	11,7	23,9	5,9	3,00	2,00	4,00
		Moderately far away	18,3	33,0	11,4			
		Neither close nor far away	30,4	28,4	31,4			
		Moderately close	31,5	13,6	40,0			
		Extremely close	8,1	1,1	11,4			
	To what extent are you personally disconnected or connected to Chanel perfume?	Extremely disconnected	16,5	31,8	9,2	3,00	2,00	3,00
		Moderately disconnected	17,9	28,4	13,0			
		Neither connected nor disconnected	33,7	26,1	37,3			
		Moderately connected	20,5	11,4	24,9			
		Extremely connected	11,4	2,3	15,7			
Brand prominence	To what extent are your thoughts and feelings toward Chanel perfume often automatic, coming to mind seemingly on their own?	Extremely not automatic	14,3	27,3	8,1	3,00	3,00	3,00
		Moderately not automatic	15,0	21,6	11,9			
		Neither automatic nor not automatic	30,0	23,9	33,0			
		Moderately automatic	35,2	26,1	39,5			
		Extremely automatic	5,5	1,1	7,6			
	To what extent do your thoughts and feelings toward Chanel perfume come to mind so naturally and instantly that you don't have much control over them?	Extremely unnaturally	19,0	37,5	10,3	3,00	2,00	3,00
		Moderately unnaturally	16,1	21,6	13,5			
		Neither naturally nor unnaturally	36,3	27,3	40,5			
		Moderately naturally	25,3	13,6	30,8			
		Extremely naturally	3,3	0,0	4,9			

Source: proper elaboration.

The same analysis of the brand attachment was conducted for Chanel perfume (see the table 4.5). Firstly, was analyzed the **brand-self connection** and specifically if the brand is *far away or close* to the consumers. The majority of the respondents (31,5%) of the final sample also stated that they feel moderately close with the brand.

The difference in the answers of men and women is quite obvious (see Figure 4.19). More than half of male respondents (56,8%) feel that Chanel is far away from them and the percentage of men, who chose extreme negative variant – “extremely far away” is also quite high – 23,9%. At the same time, the absolute majority of women (51,4%) feel close to Chanel. The medians are corresponding to the result mentioned above: for men median is 2,00 (moderately far away), for women is 4,00 (moderately close). The chi-square test also has shown that the feeling of being close to Chanel depends on sex of the respondent ($\chi^2=51,3$, $\rho=,000$). This relationship is quite strong with the Cramer’s V equal to 0,434.

Figure 4.19 – The extent to which Chanel (perfume) is far away or close to the respondent



Source: proper elaboration.

The next variable in analysis was verifying the extent to which the consumers *feel connected* to Chanel.

With Chanel 60,2% of men feel to some extent disconnected, 31,8% of them have chosen the extremely negative variant (see Figure 4.20). As for female respondents, 40,6% of them feel connected with Chanel while 22,2% feel personally disconnected.

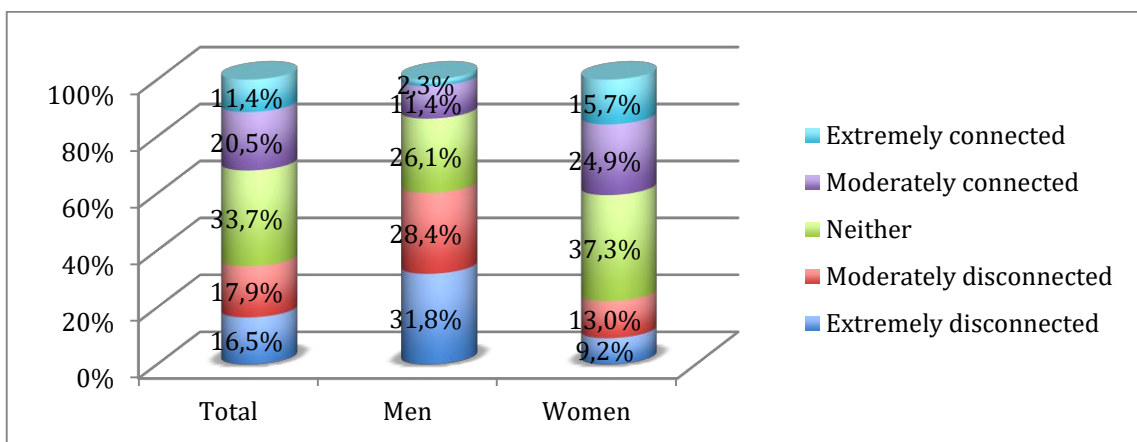
The chi-square analysis also has shown that the connection variable has a statistically significant association with the sex variable ($\chi^2=40,8$, $\rho=,000$). This dependence is of moderate strength with the Cramer’s V equal to 0,387.

The first question of the **brand prominence** is dedicated to the extent to which respondents’ *thoughts and feelings toward Chanel are automatic*. The majority of respondents (35,2%) answered that their thoughts and feelings towards the brand is

moderately automatic (see Figure 4.21). If analyze the male and female respondents separately, is possible to see the difference. While 48,9% of men chose the “not automatic” variant, the majority of women (47,1%) claimed their thoughts and feelings to be to some degree automatic. Also needs to be mentioned the low percentage of extreme positive variant for both sexes (5,5% for men and 7,6% for women).

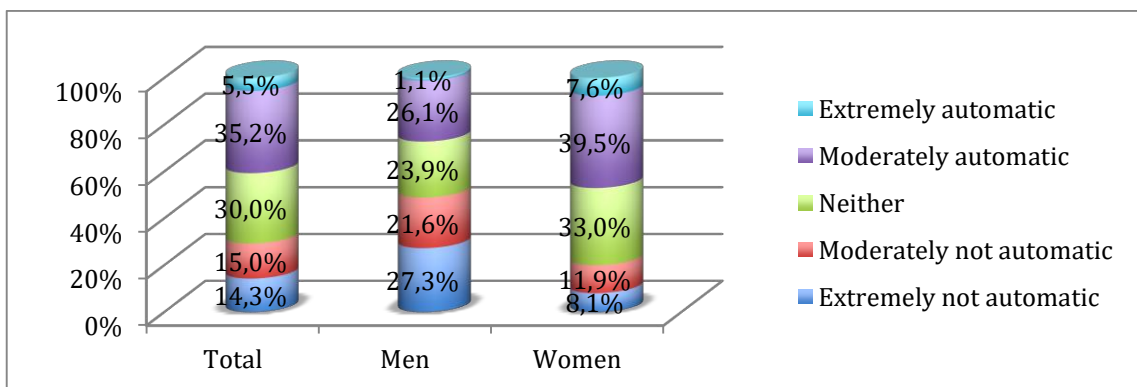
The automatism of thoughts and feelings depends on the sex of the respondent, as $\chi^2 = 24,3$ with $\rho = ,000$. Although this relationship is not very strong, as the Cramer’s V equals 0,298.

Figure 4.20 – The extent to which respondents feel connected to Chanel (perfume)



Source: proper elaboration.

Figure 4.21 – The extent to which respondents’ thoughts and feelings toward Chanel (perfume) are automatic

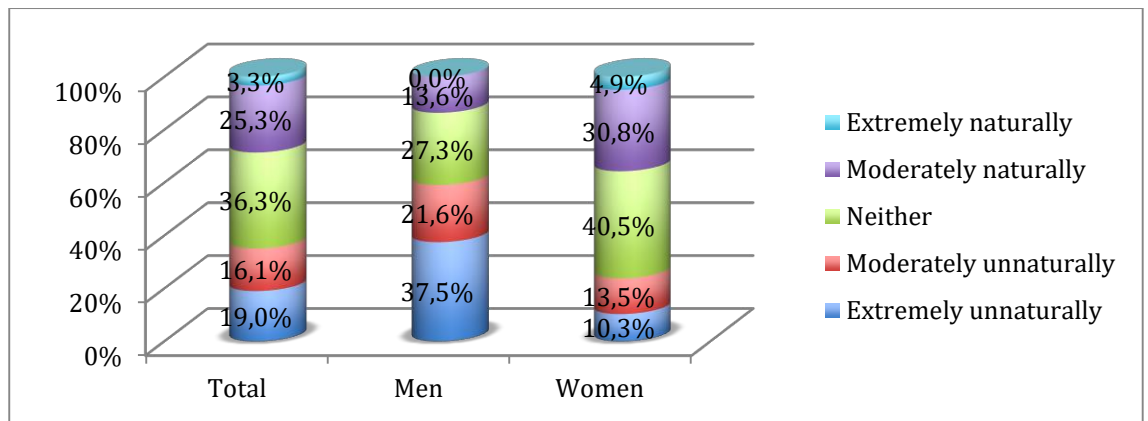


Source: proper elaboration.

The last variable, dedicated to the AA-relationships is exploring, if the thoughts and feelings of the respondents toward Chanel perfume *come to their mind naturally*.

As in previous variable of the brand prominence there has been revealed a difference between men's and women's answers (see Figure 4.22).

Figure 4.22 – The extent to which thoughts and feelings of the respondents toward Chanel (perfume) come to their mind naturally and instantly



Source: proper elaboration.

59,1% of male respondents answered that their thoughts and feelings toward Chanel come to some degree unnaturally, while female respondents in majority (35,7%) chose positive variants of answer. In this variable interesting is the variant “extremely naturally”, as only 4,9% of women chose it, while no male respondent chose this variant as their answer.

The chi-square test has proved that the answer to this question depends on the sex of the respondent and this association is significant but is rather weak (Cramer's $V=0,354$).

4.2.3 Analysis of motivational strength in AA-model

The motivational strength in AA-model is expressed by three variables: Approach, Maintenance and Enhancement. The analysis of this part of the model was also conducted first for Apple iPad (see the Table 4.6) and then for Chanel perfume.

The **approach** variable measures whether respondents want to approach a brand intensely or not. In case of Apple iPad, the majority of the respondents (37,7%) claimed to want to approach the brand “moderately intensely”. The median for the male group is higher than for female group (4,00 and 3,00).

Table 4.6 – The analysis of motivational strength in case of Apple iPad

Motivational strength	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
Approach (avoidance)	How intensely do you want to approach Apple iPad?	Extremely not intensely	5,9	8,0	4,9	4,00	4,00	3,00
		Moderately not intensely	12,5	13,6	11,9			
		Neither intensely nor not intensely	29,7	19,3	34,6			
		Moderately intensely	37,7	42,0	35,7			
		Extremely intensely	14,3	17,0	13,0			
Maintenance (termination)	How much do you want to maintain (terminate) your current relationship with Apple iPad?	Extremely readily to terminate	2,9	4,5	2,2	4,00	4,00	4,00
		Moderately readily to terminate	5,9	5,7	5,9			
		Neither readily to maintain nor to terminate	33,3	23,9	37,8			
		Moderately readily to maintain	30,8	35,2	28,6			
		Extremely readily to maintain	27,1	30,7	25,4			
Enhancement (destroying)	How much do you want to further strengthen your current relationship with Apple iPad?	Extremely not interested in strengthening	4,8	9,1	2,7	4,00	4,00	4,00
		Moderately not interested in strengthening	12,1	14,8	10,8			
		Neither interested in strengthening nor not interested in strengthening	29,7	17,0	35,7			
		Moderately interested in strengthening	30,8	30,7	30,8			
		Extremely interested in strengthening	22,7	28,4	20,0			

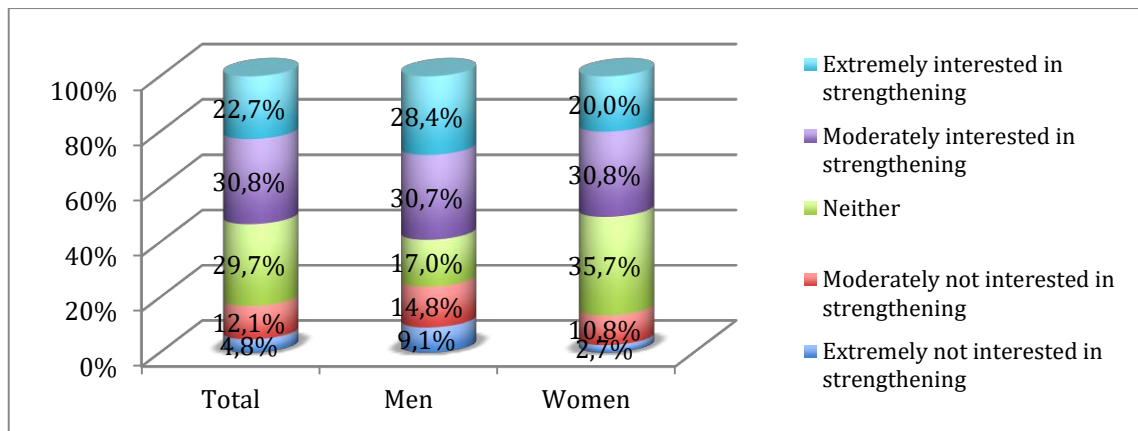
Source: proper elaboration.

At the same time, the chi-square test for independence has shown that the approach variable and the sex variable are not independent ($\rho = ,035$), although the relationship between two variables is weak (Cramer's $V = ,157$).

The second variable measuring motivational strength questions, whether the respondent wants **to maintain or terminate** the relationship with the brand in analysis. The absolute majority of respondents (57,9%) are ready to maintain their current relationship with Apple iPad and just 8,8% want to terminate it. The chi-square test didn't reveal any relationship of the variable with the sex variable.

The last variable, analyzing the motivational strength is the **enhancement** variable, which assesses if the respondents want to strengthen their relationship with the brand. The majority of the respondents (30,7% of men and 30,8% of women) are moderately interested in strengthening the relationship with Apple iPad (see Figure 4.23). At the same time enhancement still depends on the sex of the respondent, but this relationship is weak (Cramer's $V = ,203$).

Figure 4.23 – Desire to strengthen the relationship with Apple iPad



Source: proper elaboration.

The same analysis was conducted for Chanel perfume (see Table 4.7). As for Chanel brand, in case of male respondents 51,1% doesn't want to **approach** the brand intensely, while 19,3% wants to approach. The majority of female respondents 43,8% want to approach Chanel perfume more or less intensely. 16,2% of women want to approach the brand extremely intensely, while only 2,3% of men expressed the same desire. The desire to approach the brand significantly depends in this case on the sex of the respondent ($\chi^2=25,4$, $\rho = ,000$). The strength of this association is rather weak with Cramer's V equal to 0,305.

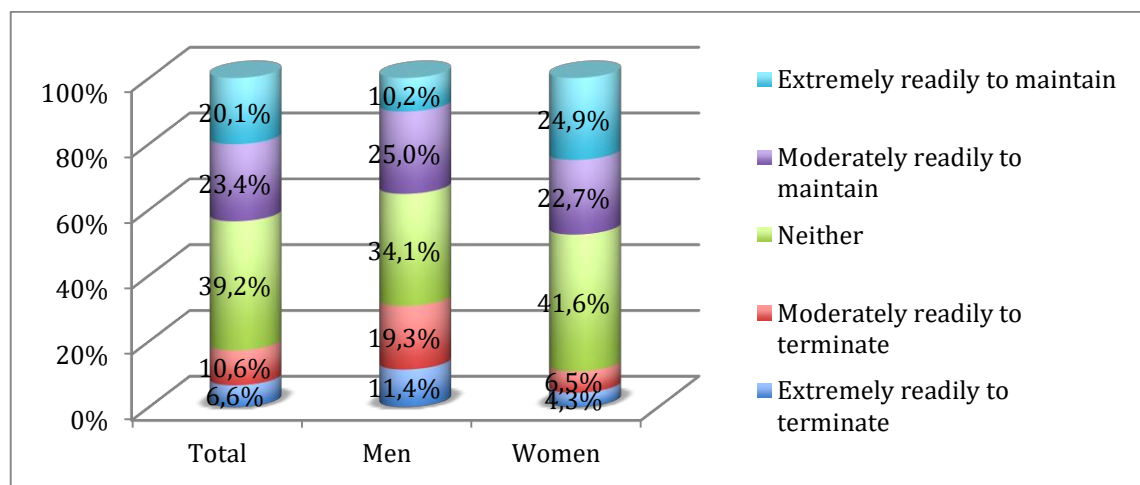
Table 4.7 – The analysis of motivational strength in case of Chanel perfume

Motivational strength	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
Approach (avoidance)	How intensely do you want to approach Chanel perfume?	Extremely not intensely	13,6	21,6	9,7	3,00	2,00	3,00
		Moderately not intensely	18,3	29,5	13,0			
		Neither intensely nor not intensely	32,2	29,5	33,5			
		Moderately intensely	24,2	17,0	27,6			
		Extremely intensely	11,7	2,3	16,2			
Maintenance (termination)	How much do you want to maintain (terminate) your current relationship with Chanel perfume?	Extremely readily to terminate	6,6	11,4	4,3	3,00	3,00	3,00
		Moderately readily to terminate	10,6	19,3	6,5			
		Neither readily to maintain nor to terminate	39,2	34,1	41,6			
		Moderately readily to maintain	23,4	25,0	22,7			
		Extremely readily to maintain	20,1	10,2	24,9			
Enhancement (destroying)	How much do you want to further strengthen your current relationship with Chanel perfume?	Extremely not interested in strengthening	10,3	17,0	7,0	3,00	3,00	3,00
		Moderately not interested in strengthening	15,0	25,0	10,3			
		Neither interested in strengthening nor not interested in strengthening	38,1	34,1	40,0			
		Moderately interested in strengthening	20,9	19,3	21,6			
		Extremely interested in strengthening	15,8	4,5	21,1			

Source: proper elaboration.

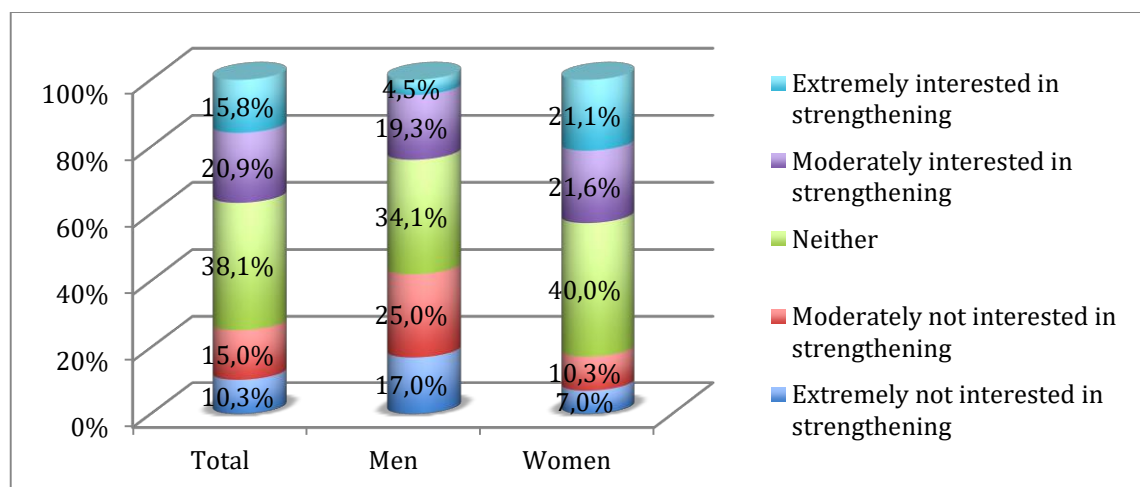
What concerns the **maintenance** variable, the analysis has shown that women on average are significantly more readily to maintain their relationship with Chanel. 30,7% of men is ready to terminate their relationship with Chanel, while 35,2% is ready to maintain. For women, the majority is ready to maintain (47,6%) and only 10,8% want to terminate the relationship (see the Figure 4.24). So, there is a significant association between the maintenance variable and sex variable ($\chi^2=16,6$, $\rho= ,000$), although this relationship is not very strong (Cramer's V is 0,247).

Figure 4.24 – Respondents, ready to maintain or terminate their relationship with Chanel (perfume)



Source: proper elaboration.

Figure 4.25 – Respondents, interested in strengthening their relationship with Chanel (perfume)



Source: proper elaboration.

As for the **enhancement variable** in case of Chanel, the majority of men (42%) are not interested in strengthening the relationship, while 42,7% of women are interested in strengthening (see Figure 4.25). For Chanel the enhancement variable is in significant association with sex variable, although the relationship is not very strong (Cramer's $V = ,276$).

4.2.4 Analysis of behavioral intentions of consumers

In AA-model all the behavioral intentions that consumers have towards the brand are divided into three groups with the growing difficulty. The most desirable intentions for the brands are intentions of the third group, which are very difficult to enact.

First, the analysis of this element of the model was conducted for Apple iPad (see the Table 4.8).

The first group of intentions are the **behaviors that are easier to enact**. Only one behavior was found to be in association with the sex of the consumer (waiting 4-6 weeks to buy). There was found no relation between the sex variable and the other two behaviors: *simple purchase* and *visiting the web-site*.

The chi-square test found a very weak association between the behavior of *waiting 4-6 weeks to buy* Apple iPad and sex of the respondent ($p = ,008$, Cramer's $V = ,189$). The majority of respondents (34,1%) feel likely to wait 4-6 weeks to buy Apple iPad. The number of women, that are more likely to wait to buy another brand instead of Apple iPad is less than a number of men (17,3% to 31,8%).

The second group of behavioral intentions of AA-model is **moderately difficult behaviors to enact**. In this group only one variable was found to be related to the sex of the consumer: *recommending the brand to the others*, while there has been found no relationship between *the forgiving behavior* and the sex of the respondent.

There is a very weak, but still statistically significant relationship between the *recommending behavior* and sex of respondent ($p = ,011$, Cramer's $V = ,182$). While the majority of both men and women are more likely to recommend Chanel perfume, there were more men than women that were ready to recommend another brand (28,4% to 20%). At the same time there was more female consumers than male consumers that were not likely to recommend any brand at all (25,4% to 10,2%).

Table 4.8 – The analysis of behavioral intentions in case of Apple iPad

Behavioral intentions	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
Easier behaviors to enact	In the future would you be more likely to wait 4-6 weeks to buy Apple iPad or to wait 4-6 weeks to buy another brand?	Extremely likely to wait to buy another brand	8,1	12,5	5,9	4,00	4,00	4,00
		Moderately likely to wait to buy another brand	13,9	19,3	11,4			
		Neither likely to wait to buy Apple iPad nor likely to wait to buy another brand	26,0	17,0	30,3			
		Moderately likely to wait to buy Apple iPad	34,1	31,8	35,1			
		Extremely likely to wait to buy Apple iPad	17,9	19,3	17,3			
	In the future would you be more likely to buy Apple iPad or another brand?	Extremely likely to buy another brand	7,0	10,2	5,4	4,00	4,00	4,00
		Moderately likely to buy another brand	16,5	14,8	17,3			
		Neither likely to buy Apple iPad nor likely to buy another brand	15,8	11,4	17,8			
		Moderately likely to buy Apple iPad	36,6	39,8	35,1			
	In the future would you be more likely to visit the web-site of Apple iPad or of another brand?	Extremely likely to buy Apple iPad	24,2	23,9	24,3	4,00	4,00	4,00
		Extremely likely to visit the web-site of another brand	4,8	8,0	3,2			
		Moderately likely to visit the web-site of another brand	8,4	8,0	8,6			
		Neither likely to visit the web-site of Apple iPad nor of another brand	32,6	23,9	36,8			
		Moderately likely to visit the web-site of Apple iPad	32,6	30,7	33,5			
	Moderately difficult behaviors to enact	In the future, which would you be more likely to do, recommend Apple iPad to others or recommend another brand?	Extremely likely to visit the web-site of Apple iPad	21,6	29,5	17,8	4,00	4,00
Extremely likely to recommend another brand			7,0	13,6	3,8			
Moderately likely to recommend another brand			15,8	14,8	16,2			
Neither likely to recommend Apple iPad nor another brand			20,5	10,2	25,4			
Moderately likely to recommend Apple iPad			39,6	42,0	38,4			
		Extremely likely to recommend Apple iPad	17,2	19,3	16,2			

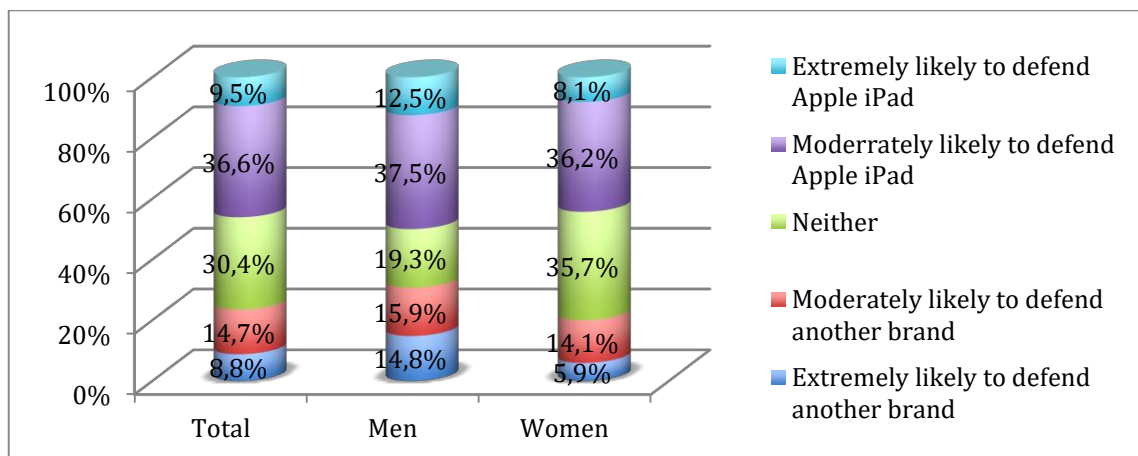
Behavioral intentions	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
	In the future, which would you be more likely to do, forgive if Apple iPad malfunctions or forgive if malfunctions another brand?	Extremely likely to forgive the malfunctioning of another brand	11,0	15,9	8,6	3,00	3,00	3,00
		Moderately likely to forgive the malfunctioning of another brand	20,5	25,0	18,4			
		Neither likely to forgive the malfunctioning of Apple iPad nor of another brand	49,1	40,9	53,0			
		Moderately likely to forgive the malfunctioning of Apple iPad	16,1	13,6	17,3			
		Extremely likely to forgive the malfunctioning of Apple iPad	3,3	4,5	2,7			
Very difficult behaviors to enact	In the future would you be more likely to defend Apple iPad when others speak negatively about it or another brand?	Extremely likely to defend another brand	8,8	14,8	5,9	3,00	3,50	3,00
		Moderately likely to defend another brand	14,7	15,9	14,1			
		Neither likely to defend Apple iPad nor another brand	30,4	19,3	35,7			
		Moderately likely to defend Apple iPad	36,6	37,5	36,2			
		Extremely likely to defend Apple iPad	9,5	12,5	8,1			
	In the future, which would you be more likely to do, spend time at Apple iPad charity events or spend time at another brand's charity events?	Extremely likely to spend time on another brand's charity event	4,0	5,7	3,2	3,00	3,00	3,00
		Moderately likely to spend time on another brand's charity event	10,3	10,2	10,3			
		Neither likely to spend time on charity event of Apple iPad nor of another brand	37,4	35,2	38,4			
		Moderately likely to spend time on Apple iPad charity event	42,1	42,0	42,2			
		Extremely likely to spend time on Apple iPad charity event	6,2	6,8	5,9			
	In the future, which would you be more likely to do, spend money at Apple iPad charity events or spend money at another brand's charity events?	Extremely likely to spend money on another brand's charity event	4,0	4,5	3,8	3,00	3,00	3,00
		Moderately likely to spend money on another brand's charity event	13,6	12,5	14,1			
		Neither likely to spend money on charity event of Apple iPad nor of another brand	48,4	46,6	49,2			
		Moderately likely to spend money on Apple iPad charity event	31,5	33,0	30,8			
		Extremely likely to spend money on Apple iPad charity event	2,6	3,4	2,2			
	In the future which would you be more likely to do, always buy the new model of Apple iPad or always buy the new model of another brand?	Extremely likely to always buy the new model of another brand	6,6	11,4	4,3	3,00	3,00	3,00
		Moderately likely to always buy the new model of another brand	12,1	17,0	9,7			
		Neither likely to always buy the new model of Apple iPad nor of another brand	34,1	22,7	39,5			
		Moderately likely to always buy the new model of Apple iPad	37,7	39,8	36,8			
		Extremely likely to always buy the new model of Apple iPad	9,5	9,1	9,7			

Source: proper elaboration.

The last and the most important for companies group of behavioral intentions is composed by the behaviors, which are **very difficult to enact**. This group includes four behaviors. Two of them didn't show any association with the sex of the consumer, these are *spending time and money at the brand's charity event*. The other two showed the opposite result.

The first of those behaviors is *defending the brand when others speak negatively about it*. In case of Apple iPad, the majority of the respondents (46,1%) are ready to defend the brand (see Figure 4.26). Still, there is a statistically significant weak relationship between the defending behavior and sex of the respondent ($\rho = ,014$, Cramer's $V = ,177$).

Figure 4.26 – Readiness to defend Apple iPad when others speak negatively about it

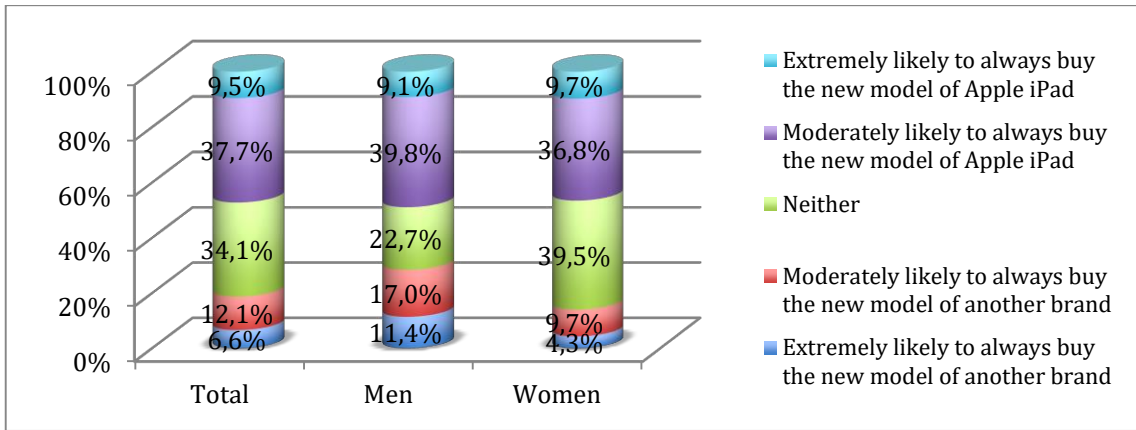


Source: proper elaboration.

The second most difficult to enact behavior that was found to be in relationship with the sex of the consumer is *always buying the new model of the brand*. The analysis has shown that in case of apple iPad the given behavior has a significant but weak relationship with the sex of the respondent ($\rho = ,003$, Cramer's $V = ,206$). The figure 4.27 is showing that the majority of women (39,5%) are not likely to perform this behavior with any brand, while the majority of men (39,8%) are moderately likely to always buy the new model of Apple iPad.

The same analysis was conducted also for Chanel perfume (see the Table 4.9). Within the **behaviors easier to enact** there were found associations with the sex of the consumer in all the cases.

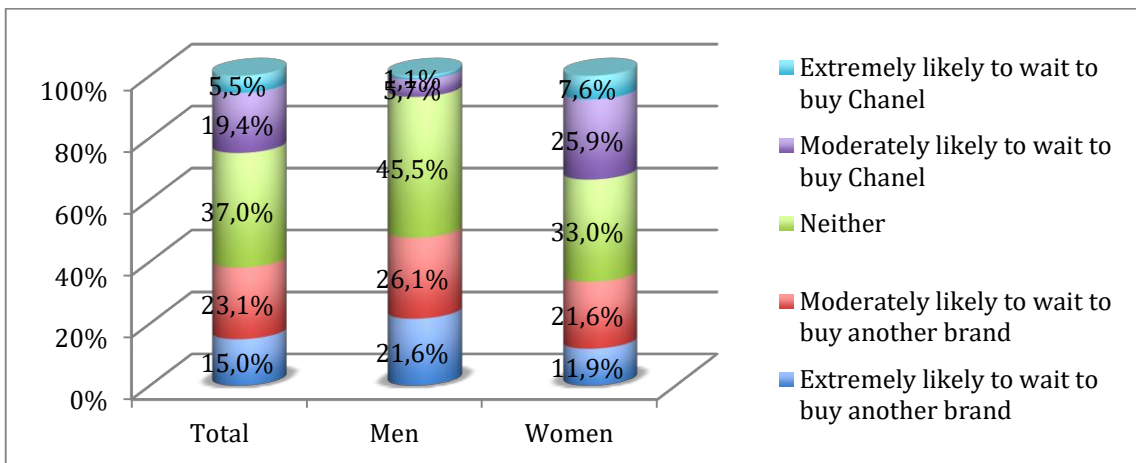
Figure 4.27 – Readiness to always buy the new model of Apple iPad



Source: proper elaboration.

As for the first behavior, the majority of male respondents (47,7%) are *ready to wait to buy* not Chanel, but another brand (see Figure 4.28). As for female respondents, exactly the same amount of respondents (33,5%) is ready to wait to buy Chanel and another brand. A quiet weak relationship was revealed between the readiness of the respondent to wait to buy Chanel and the sex of the respondent (Cramer's $V = ,289$).

Figure 4.28 – Readiness to wait 4-6 weeks to buy Chanel (perfume)



Source: proper elaboration.

The second easier to enact behavior is the *simple purchase* of the branded product. In case of Chanel perfume 51,1% of male respondents are more likely to buy another brand, while 40% of female respondents claimed it to be likely to buy Chanel perfume.

Table 4.9 – The analysis of behavioral intentions in case of Chanel perfume

Behavioral intentions	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
Easier behaviors to enact	In the future would you be more likely to wait 4-6 weeks to buy Chanel perfume or to wait 4-6 weeks to buy another brand?	Extremely likely to wait to buy another brand	15,0	21,6	11,9	3,00	3,00	3,00
		Moderately likely to wait to buy another brand	23,1	26,1	21,6			
		Neither likely to wait to buy Chanel perfume nor likely to wait to buy another brand	37,0	45,5	33,0			
		Moderately likely to wait to buy Chanel perfume	19,4	5,7	25,9			
		Extremely likely to wait to buy Chanel perfume	5,5	1,1	7,6			
	In the future would you be more likely to buy Chanel perfume or another brand?	Extremely likely to buy another brand	12,8	15,9	11,4	3,00	2,00	3,00
		Moderately likely to buy another brand	29,3	35,2	26,5			
		Neither likely to buy Chanel perfume nor likely to buy another brand	22,7	23,9	22,2			
		Moderately likely to buy Chanel perfume	22,0	19,3	23,2			
		Extremely likely to buy Chanel perfume	13,2	5,7	16,8			
	In the future would you be more likely to visit the web-site of Chanel perfume or of another brand?	Extremely likely to visit the web-site of another brand	8,8	13,6	6,5	3,00	3,00	3,00
		Moderately likely to visit the web-site of another brand	18,3	22,7	16,2			
		Neither likely to visit the web-site of Chanel perfume nor of another brand	46,9	52,3	44,3			
		Moderately likely to visit the web-site of Chanel perfume	18,3	9,1	22,7			
		Extremely likely to visit the web-site of Chanel perfume	7,7	2,3	10,3			
Moderately difficult behaviors to enact	In the future, which would you be more likely to do, recommend Chanel perfume to others or recommend another brand?	Extremely likely to recommend another brand	9,2	14,8	6,5	3,00	3,00	3,00
		Moderately likely to recommend another brand	24,2	27,3	22,7			
		Neither likely to recommend Chanel perfume nor another brand	33,3	34,1	33,0			
		Moderately likely to recommend Chanel perfume	26,7	22,7	28,6			
		Extremely likely to recommend Chanel perfume	6,6	1,1	9,2			

Behavioral intentions	List of questions	Scale	Frequency, %			Median		
			Total	Male	Female	Total	Male	Female
	In the future, which would you be more likely to do, forgive if Chanel perfume malfunctions or forgive if malfunctions another brand?	Extremely likely to forgive the malfunctioning of another brand	9,5	19,3	4,9	3,00	3,00	3,00
		Moderately likely to forgive the malfunctioning of another brand	18,3	17,0	18,9			
		Neither likely to forgive the malfunctioning of Chanel perfume nor of another brand	54,6	55,7	54,1			
		Moderately likely to forgive the malfunctioning of Chanel perfume	15,8	6,8	20,0			
		Extremely likely to forgive the malfunctioning of Chanel perfume	1,8	1,1	2,2			
Very difficult behaviors to enact	In the future would you be more likely to defend Chanel perfume when others speak negatively about it or another brand?	Extremely likely to defend another brand	11,4	20,5	7,0	3,00	3,00	3,00
		Moderately likely to defend another brand	15,8	21,6	13,0			
		Neither likely to defend Chanel perfume nor another brand	43,6	42,0	44,3			
		Moderately likely to defend Chanel perfume	26,4	13,6	32,4			
		Extremely likely to defend Chanel perfume	2,9	2,3	3,2			
	In the future, which would you be more likely to do, spend time at Chanel perfume charity events or spend time at another brand's charity events?	Extremely likely to spend time on another brand's charity event	5,1	8,0	3,8	3,00	3,00	3,00
		Moderately likely to spend time on another brand's charity event	13,9	23,9	9,2			
		Neither likely to spend time on charity event of Chanel perfume nor of another brand	42,1	39,8	43,2			
		Moderately likely to spend time on Chanel perfume charity event	32,2	27,3	34,6			
		Extremely likely to spend time on Chanel perfume charity event	6,6	1,1	9,2			
	In the future, which would you be more likely to do, spend money at Chanel perfume charity events or spend money at another brand's charity events?	Extremely likely to spend money on another brand's charity event	5,9	8,0	4,9	3,00	3,00	3,00
		Moderately likely to spend money on another brand's charity event	12,8	18,2	10,3			
		Neither likely to spend money on charity event of Chanel perfume nor of another brand	52,4	58,0	49,7			
		Moderately likely to spend money on Chanel perfume charity event	27,8	15,9	33,5			
		Extremely likely to spend money on Chanel perfume charity event	1,1	0,0	1,6			
	In the future which would you be more likely to do, always buy the new model of Chanel perfume or always buy the new model of another brand?	Extremely likely to always buy the new model of another brand	9,5	14,8	7,0	3,00	3,00	3,00
		Moderately likely to always buy the new model of another brand	23,1	21,6	23,8			
		Neither likely to always buy the new model of Chanel perfume nor of another brand	49,1	58,0	44,9			
		Moderately likely to always buy the new model of Chanel perfume	14,3	4,5	18,9			
		Extremely likely to always buy the new model of Chanel perfume	4,0	1,1	5,4			

Source: proper elaboration.

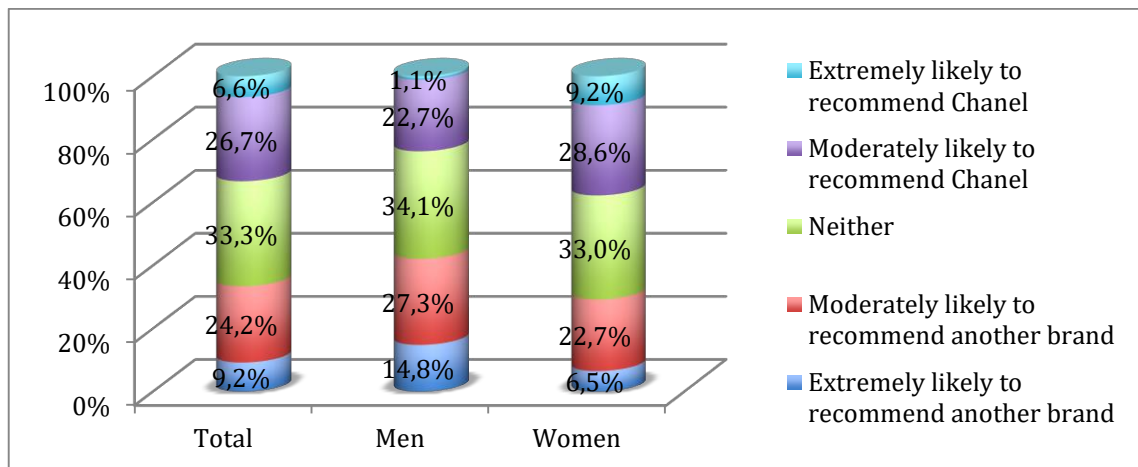
Median for the male group is 2,00 (moderately likely to buy another brand), median for female group is 3,00 (neutral answer). There is a significant association between the given behavior and the sex of respondent ($\chi^2=6,4$, $\rho= ,041$), but it is very weak (Cramer's V= ,153).

The third behavior in the first group of behavior easier to enact is *visiting the web site* of the brand. In case of Chanel, the chi-square test has proved that the given behavior is not independent from the sex of the respondent, although this relationship is rather weak (Cramer's V= ,239). The majority of men (52,3%) chose neutral variant of answer and only 11,4% of men claimed to be likely to visit Chanel web-site. 44,3% of female respondents also chose neutral variant, but the quantity of positive answers is bigger - 33%.

In the second group of behaviors moderately difficult to enact, in case of Chanel out of two behaviors only one was found to be related to the sex of consumer: *recommending the brand to the others*.

There was found a statistically significant weak relationship between the intention to recommend Chanel and the sex of the respondent ($\rho= ,039$, Cramer's V= , 154). Female respondents are more likely to recommend Chanel to others. The majority of men (42,0%) are more likely to recommend another brand, while 37,8% of women are likely to recommend Chanel (see Figure 4.29).

Figure 4.29 – Readiness to recommend Chanel (perfume) to the others

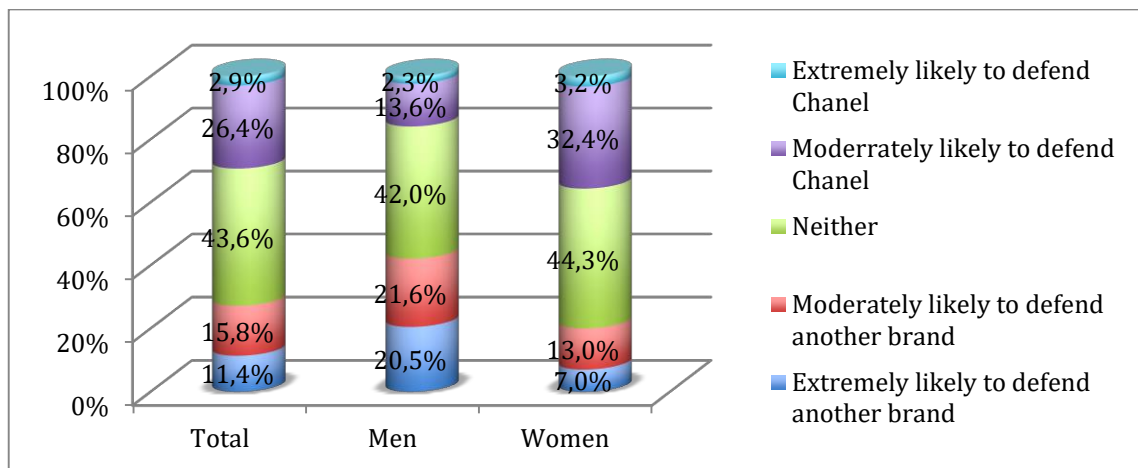


Source: proper elaboration.

In the last group of **the most difficult behaviors to enact**, in case of Chanel all of them were found related to the sex of the consumer.

The first behavior is *defending the brand* (see the Figure 4.30). The defending behavior is not independent from the sex of the respondent ($\rho = ,000$), although this association is rather weak (Cramer's $V = ,262$). Male respondents are equally ready to defend another brand (42,0%) or not to defend any brand (42,0%). As for women, 44,3% are not likely to defend any brand, while 35,6% are ready to defend Chanel.

Figure 4.30 – Readiness to defend Chanel (perfume) when others speak negatively about it



Source: proper elaboration.

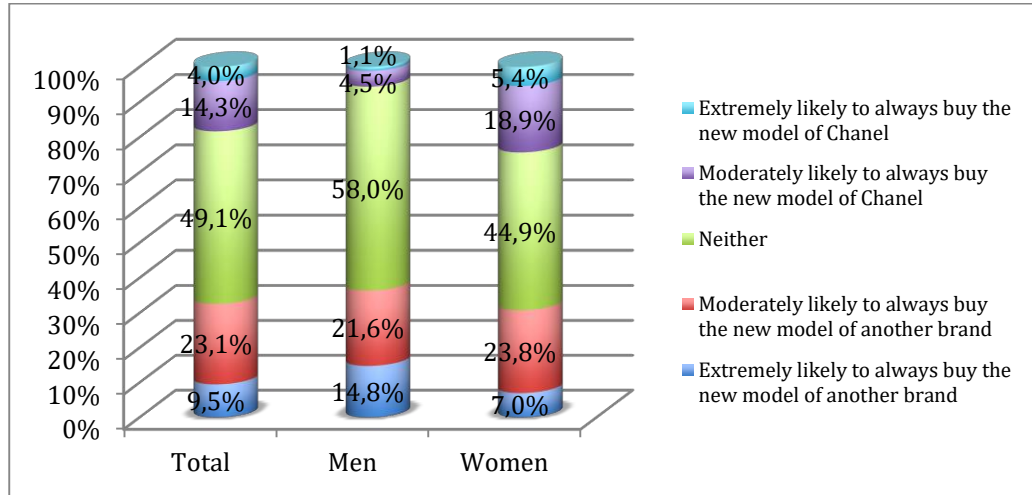
The second behavior in the group of the most difficult is *spending time at the brand's charity event*. The behavior in analysis is in weak but significant association with the sex variable ($\rho = ,001$, Cramer's $V = ,234$). In case of Chanel, the majority of male respondents (39,8%) claimed to be not likely no spend time neither on Chanel charity event nor on other's brand event. Female respondents are almost equally likely to spend time on Chanel charity event (43,8%) or not go to any event at all (43,3%).

The third behavioral intention of the group is *spending money on brand's charity events*. The intention to spend money is in statistically significant relationship with the sex of the respondent ($\rho = ,002$). Although this relationship is rather weak (Cramer's $V = ,212$). In case of Chanel, the majority of men (58%) and women (49,7%) claimed to be not likely to spend money neither on Chanel charity event, nor on another brand's event.

The last behavior in analysis was *always buying the new model of the brand*. As in case of Apple iPad, in case of Chanel, the given behavior significantly depends on

the sex of the respondent ($p = ,001$) (see Figure 4.31). At the same time the mentioned relationship is rather weak as Cramer's V is equal to 0,226.

Figure 4.31 – Readiness to always buy the new model of Chanel (perfume)



Source: proper elaboration.

The research, conducted in the present chapter was dedicated to the comparison of male and female consumers of a neutral (Apple iPad) and gendered (Chanel perfume) brands in the context of the Attachment-aversion model of consumer-brand relationship. The several methods applied have shown that there are significant differences between the consumer of different genders, regarding brand attachment, its determinants and outcomes. Also the analysis conducted was dedicated to the difference between the neutral and feminine brands in the giving context.

CHAPTER 5. DISCUSSION

5.1 Discussion of the results

Within the present study has been made an attempt to understand, whether there is any relationship between the constructs of the AA-model (Park et al., 2013a) and consumers of different genders. In order to understand, how in this case the gender of the brand itself influences the situation, the analysis was conducted for two branded products: gendered (Chanel perfume) and neutral (Apple iPad). The literature review didn't reveal much research on the topic, and those, findings that have been encountered, were quite scarce and not systematic.

Within the AA-model, the **Determinants of consumer-brands relationships** are the first to be analyzed.

The first determinant is the brand being *enticing*. As for Apple iPad it is possible to make a conclusion that the brand is moderately enticing for the consumers, as the majority of the respondents chose the moderately positive variant of answer. At the same time, there has been found rather weak association between gender and the brand being enticing. For Chanel, the results are similar, as the majority of the respondents of both genders were choosing moderately positive variants of answer. The fact that Chanel brand is enticing and the degree of it depend on the sex of the consumer.

It is needed to say that the relationship between the brand being enticing and the gender of the consumer is a little bit stronger in case of gendered brand (Chanel) than neutral brand (Apple). Also an interesting fact is that for both brands, the percentages of the neutral answers are rather low. That can be explained that the brands in analysis are very known within the final sample respondents and at the moment of the questioning they already had some knowledge and opinion about the brand.

The second determinant of the brand-consumer relationship is whether the brand is *enabling* or disabling.

As for Apple iPad, the brand being enabling for the consumer was proved to be independent from the gender of that consumer. Most of the answers to the questions of this determinant group were neutral or positive, making the brand to some extent enabling for the consumers of both sexes.

The analysis of the same questions for Chanel perfume has shown, that the extent to which the consumers find the gendered brand to be enabling depends on the

consumer's gender, although this relationship is not strong. The majority of respondents of both genders were choosing neutral variant in the question regarding the help of the brand, while most of the respondents with no regard to gender found Chanel perfume being functionally satisfying, that also makes the brand to be enabling to some extent.

The last determinant in the AA-model is *enriching* (impoverishing).

In case of Apple iPad, the relationship of the brand being enriching and the sex of the consumer was found in all the variables, although was very weak. The majority of the answers to all the questions, concerning this determinant were neutral, but the second popular answer for all the questions and for both genders of the respondents was moderately positive answer. So, all in all it is possible to say that in the present study, Apple iPad was found to be enriching to the consumers.

The big amount of the neutral answers in these questions and in the whole study can be explained by the various reasons. First of all, the neutral answer is the easiest one. Secondly, the questions of the model are not very usual to be asked about brands, so the respondents could experience some difficulties forming the answers. Also, the respondents could have some other opinion, the expression of which they couldn't find within the scale. And finally, all the respondents are familiar with the focal brands, but not all the respondents are active users of the products in analysis, so it could cause problems in forming their opinion on some questions. At the same time, the existence of neutral answers is a good indicator, as the respondents without a formed opinion on the question, could avoid the falsification of their opinion in order to meet the requirements of the scale.

The results for Chanel perfume are different from the results of the Apple iPad. There has been found a relatively strong relationship between the gender of the consumer and the extent to which the gendered brand (Chanel) is enriching for him.

Women in majority found a female-gendered brand to be enriching. In some of the points of this determinant, the considerable amount of female respondents were choosing extreme variant. For example, 20% of women claimed Chanel to extremely represent who they want to be. At the same time, for the same brand, the results regarding male consumers are far from being that positive. The results have shown that men found Chanel to be more impoverishing than enriching.

The analysis of the determinants of consumer-brand relationships in case of a neutral brand has shown that there are few associations between sex of the consumer and determinants of the relationship with the brand, although they are rather weak.

On the contrary, in case of a female gendered brand, there is a significant difference between the opinion of male and female consumers on the brand possessing the characteristics in analysis. Female consumers, as it was expected, evaluate the female brand better. Also the determinants of the consumer-brand relationships depend on the sex of the consumer in case of a gendered brand. Those associations are quite strong and have shown the strongest dependence within the present study.

In terms of Attachment-aversion model of consumer-brand relationships the determinants lead to the development of the relationship itself, which can take the form of **brand attachment or aversion**.

The first component of the AA-relationship with the brand is the *brand-self distance*.

The majority of the respondents felt Apple iPad to be moderately close with them with no significant difference between men and women. The associations between the sex of the consumer and the perceived distance with the Apple iPad brand are rather weak, although the relationship between the feeling of the neutrally gendered brand being close and the sex of the consumer is the strongest within the present study.

In case of Chanel perfume, the distance between the consumer and the gendered brand was proved to depend on the sex of the consumer and the strength of this association is moderately strong. While female consumers feel moderately close and connected to the brand, more than a half of the male part of the respondents feel to be far away from the brand (57%) and disconnected with it (60%).

The second component of the brand attachment or aversion relationships is *brand prominence*.

The majority of the respondents with no difference in gender evaluated the brand prominence of Apple iPad moderately positive. The extent to which the thoughts and feelings about the brand in focus come to the consumers automatically doesn't depend on the sex of the consumer. If the objective is to evaluate the thoughts and feelings being natural and instant, there has been found an extremely weak association with the sex of the consumer.

For a female-gendered brand (Chanel), brand prominence components are dependent on the sex of the consumer. As for the strength of those relationships, the association between the thoughts and feelings coming naturally and the sex of the consumer is higher than for the automatism component of the brand prominence. While women were choosing in their majority moderately positive variants of answers, answers of male respondents often were extremely negative. In case of the question about the automatism of thoughts and feelings toward the brand, the answers of the men were divided almost equally between extremely not automatic (27%) and moderately automatic (26%). As for the second question, the absolute majority of men have chosen an extreme negative variant – “extremely unnaturally”. That makes the brand prominence of Chanel very low for male consumers.

The components of the AA-relationships have shown to be in a strong association with the sex of the consumers. For a female brand, the study showed that while women are moderately attached to the brand, male consumers in majority are experiencing aversion, with big percentages of extremely negative opinions toward the brand in focus. This finding corresponds to the conclusions of the other researches. Thus Moore and Homer (2008) in their study of self-brand connections came up with the result that on average consumers experience better connection with the brands of the same gender. The same as in the present study, women have shown a better attachment to the female gendered brand.

The AA-model also analyses the **motivational strength** of consumers as a mediator between the relationship with the brand and behavioral intention of the consumer.

The first component of this group of variables is the desire of a consumer to *approach* the brand.

The majority of the respondents of the questionnaire of the present study expressed their moderately intensive desire to approach Apple iPad. Still the further analysis has shown that the intensity of the desire to approach Apple iPad slightly depends on the sex of the consumer.

For a gendered brand (Chanel perfume) an association between the sex of the consumer and the desire to approach the brand was found to be also rather weak, but still stronger than the association for the neutral brand. While women in majority were ready to approach Chanel more, men on average claimed their desire to be not intensive.

The second variable of the motivation component of the AA-model is *maintenance*.

For a neutral brand there was found no relationship between the desire to maintain the current relationship with the brand and the sex of the consumer.

The association between the maintenance of the relationship with the gendered brand and the sex of the consumer exists in a quite weak form. The majority of the respondents claimed to be ready to maintain their current relationship with the brand. Women are turned out to be more ready to maintain their relationship with Chanel, than men. Moreover, the absolute majority of women chose an extreme positive variant.

The last variable of the motivation component of the AA-model is *enhancement*.

In case of Apple iPad, the analysis has shown that the enhancement to the neutral brand and the sex of the consumer are not completely independent, but their association is rather weak. The majority claimed to be interested in strengthening their current relationship with the brand. It needs to be mentioned, that a considerable percentage of respondents claimed to be extremely interested in the further development of the relationship with Apple iPad, which shows a very positive motivation of the consumer toward the brand.

Also needs to be mentioned that for the female gendered brand, the enhancement and the sex of the consumer are also not independent, but the strength of the association is weak and not considerably stronger than the one of the neutral brand. While women claimed to be interested in strengthening their relationship with the brand, almost half (42%) of men were not interested in it.

All in all the analysis of the motivation component of the AA-model reached a different result for neutral and gendered brand. In case of neutral brand, the extent of the desire of maintenance was found to be independent from sex of consumer. Other motivation components have an association with the consumer's gender, but it is quite weak. For a female gendered brand, the associations between motivation components and the sex of the consumer are weak; still they are stronger than those for the neutral brand.

The outcomes of the AA-relationships are expressed in **behavioral intentions**, which a consumer may have toward the brand in analysis or toward another competing brand. All the intentions are divided into three groups with the growing difficulty for a consumer to act according to the intention.

Easier behaviors to enact are the first group of the behavioral intentions of the AA-model. The intentions of this group are waiting 4-6 weeks to buy the branded product, simple act of buying the branded product and visiting the web-site of the brand.

In case of Apple iPad, the probability of consumers to perform actions from the group of behaviors that are easier to enact, is proved to be independent from the sex of the consumer. The only one association found is in case of waiting to buy a neutrally branded product, although the strength of this dependence is very weak. All in all respondents of both genders were to some extent ready to visit the website, buy or wait 4-6 weeks to buy Apple iPad.

The results of the same analysis but in case of a female gendered brand (Chanel perfume) are different. In case of a female gendered brand, the probability of enacting one of the easier behaviors depends on the sex of consumer, but the relationship is not very strong. Female respondents were more likely to enact the behaviors of the first group toward Chanel, while male respondents in majority preferred to perform the same actions but toward another competing to Chanel brand of perfume.

The majority of female respondents are more likely to wait 4-6 weeks to buy Chanel perfume, although the second most popular variant of answer was to wait to buy another brand. The absolute majority of male respondents are ready to wait to buy another brand, while only 7% of them is to some extent likely to wait for Chanel.

In case of a simple buying behavior, the majority of the female respondents turned out to be moderately likely to buy another brand, although the second popular variant was to buy Chanel perfume. Throughout the questionnaire the absolute majority of female respondents were choosing positive variants of answers toward Chanel, expressing rather good level of sympathy and attachment to the brand. But at the same time, smaller number of women in the study turned out to be ready to buy the brand. One of the possible explanations of this fact is the relatively high price of the Chanel perfume. In the final sample of the present study 18% of respondents are students, 10% are out of work and also some of the respondents that are employed for wages are employed not full time, as they are still finishing the studies, so they might like the Chanel perfume, but it may be a little expensive for them to buy, so that they choose to buy a cheaper brand. Another explanation also can be that women are more likely to experiment with new cosmetics and perfume, so some of the female respondents may already have Chanel perfume, but next time they buy perfume, they will be more likely to buy another brand. As for men, only 25% of them are likely to buy Chanel perfume.

The absolute majority of female respondents are likely to visit Chanel web-site. As for male respondents, it is interesting that the absolute majority of them (52%) chose a neutral variant of answer, claiming they are not likely to visit neither Chanel web-site nor the competing brand's site.

The second group of behavioral intentions is the group of *moderately difficult behaviors to enact*, which includes recommending the brand and forgiving it in case of malfunctioning.

In case of neutral brand, the forgiving behavior is independent from sex of the consumer, while recommending behavior depends on sex variable, although the association is very weak.

In case of female gendered brand, forgiving behavior was also found independent from sex of the consumer, while recommending behavior is in weak association with the sex variable. The female respondents are more likely to recommend Chanel than another brand, while male respondents are a little bit more likely to recommend another competing brand than Chanel. As for forgiving behavior, more than a half of men and women claimed not likely to forgive neither Chanel, nor another brand.

The third and the most important group of behavioral intentions in the AA-model is the group of *behaviors very difficult to enact*. In this group four behaviors are being analyzed: defending the brand, always buying a new model of the brand and spending time and money on the brand's charity events.

In case of a neutral brand, the readiness of consumers to spend time and/or money on neutral brand charity event is independent from the sex of the consumer. The other two behaviors of the group (defending the brand, when others speak negatively about it and being likely to always buy the new model of the brand), in case of a not gendered brand were not completely independent from the sex of the consumer, although the association mentioned was rather weak.

The same analysis has been applied to the female gendered brand – Chanel perfume. It needs to be mentioned, that in all the cases of all the most difficult behaviors with no regard to gender of the respondents the absolute majority of them were choosing neutral variant of answer, which means that the big number of respondents are not likely to perform any of these behaviors toward any perfume brand. In case of spending money, the neutral variant was chosen by more than a half of male (58%) and female (50%) respondents.

All the behaviors in focus depend on the sex of the consumer in case of a female gendered brand. This association is the strongest for defending behavior, while always buying a new model has the weakest relationship with the sex of the consumer.

The majority of respondents of both sexes are not likely to defend neither Chanel perfume nor another brand in case others speak negatively of it. Although if analyze only results for the respondents, ready to act, the conclusion is that male respondents are more likely to defend another brand, while female respondents are more likely to defend Chanel. Both men and women claimed to be likely to spend their time on Chanel charity event, although the number of women is considerably bigger. As for spending money, while women are more or less likely to spend money on Chanel event, men are more likely to spend money on the event of another brand. Always buying a new model of the brand is one of the most difficult behaviors to enact. The majority of respondents of both sexes claimed not to be likely to do it with any perfume brand. Only 5,6% of male respondents are to some extent likely to always buy a new model of Chanel. As for female respondents, while 24% of them claimed to be likely to enact the behavior in focus, 31% was more likely to always buy the new model of another brand.

All in all, as for the relationship between the readiness of the consumer to enact the behavior and the sex of the consumer, in case of a neutral brand it was found only in four behavioral intentions: easier to enact (waiting 4-6 weeks to buy a brand), moderately difficult (recommending the brand) and very difficult to enact (defending the brand and always buying the new model). In case of a female gendered brand, the association between the sex of the consumer and his likeliness to perform the behavior was found in all the questions with the exception of forgiving the malfunctioning behavior, but the strength of the association varied depending on the intention. The weakest association was found in case of buying (easier to enact behavior) and recommending the brand (moderately difficult to enact behavior). All the associations found for the female gendered brand are stronger than those for a neutral brand.

The literature review of the topic has revealed the fact that female consumers are more active in spreading the word of mouth (Strahilevitz, 2007). Within the present study the information about spreading the word of mouth can be obtained from the analysis of the behavior of recommending the brand for the others. The results of the present study correspond with the results of the study of Strahilevitz (2007) but only in case of the gendered brand. In case of the same gendered brand, women claimed to be more likely to recommend the brand to the others and less amount of female

respondents were not likely to recommend any brand at all in comparison to men. But in case of a neutral brand, only 10% of men claimed not to be likely to recommend any brand at all, while the percentage of women with the same answer was 25%. That means, that the results of the present study confirmed the previous findings in the literature, but only in case of a same gendered brand.

The same study claimed also that female consumers listen more to the word of mouth (Strahilevitz, 2007). In the present study one of the behaviors analyzed was defending the brand when others speak negatively about it, or in other words not to listen to the word of mouth. In order to get the information about paying attention to the word of mouth, it is necessary to concern the results for the neutral answer to the question. The results of the present study confirmed the results of the previous research. As in case of neutral brand, as in case of gendered brand, women were more likely not to get opposed to the word of mouth (36% of women to 19% of men for a neutral brand and 44% of women to 42% of men for a gendered man).

In the present research a lot of attention has been paid to the **comparison of the relationship of a consumer with a female gendered brand (Chanel perfume) and a neutral brand (Apple iPad)**.

In case of a female gendered brand, as it was expected, female consumers were in all the cases more favorable toward the brand than male consumers. At the same time, it needs to be mentioned, that in some of the questions analyzed in the study the amount of positive answers of male respondents about female gendered brand was quite high. Thus, male consumers found Chanel to be rather the enticing brand (determinant), also the majority of male respondents (35%) claimed to be readily to maintain the relationship with Chanel (motivation), 25% of men were likely to buy Chanel, which is not bad result for the brand gendered as female.

In the present research there were found some associations of the sex of the consumer with different elements of the Attachment-aversion model. For a gendered brand there were more associations found than for a neutral brand and they were stronger.

For a gendered brand, the enriching determinant and brand attachment itself, especially brand-self distance, were found to be more dependent on the sex of the consumer than other elements of the AA-model.

For a neutral brand, the strongest association with the sex of the consumer was found in brand-self distance with the brand (brand attachment element).

The results to some extent correspond with the results, obtained by the other researchers. Thus, Kramer (2005) came to the conclusion that male consumers are more likely to neglect feminine brands for the reason of protecting their gender identity. The earlier studies also had similar conclusions, for example Alreck et al. (1982) proved that men almost don't accept female gendered brands. The results of the present study also revealed the troubles, connected to the acceptance by male consumer feminine brands, as in comparison to female respondents, men were more likely to incline to aversion than to attachment. But at the same time, male consumers didn't neglect female gendered brand at all, as still some part of them were choosing favorable to Chanel answers, which shows the considerable work a brand has done to extend the originally feminine brand to male part of the consumers.

5.2 Implications for research and practice

The results of the analysis conducted can be useful as for deeper theoretical understanding of the topic of brand attachment, as for the companies' better performance regarding brand management and building brand attachment.

As for the contribution of the present study to the research of the problem, the results, obtained with the help of the analysis presented, has continued the line of the research on the topic of consumer-brand relationships and in particular the Attachment–aversion model. The analysis conducted was dedicated to the role of gender of the consumer within the AA-model. Also the analysis covered two types of brands: gendered and neutral, which also was a new aspect, analyzed within the AA-model. The study has revealed some dependence between the elements of the model and the sex of consumer and also evaluated which of the relations are stronger. All in all, the study is dedicated to the questions of gender and brand attachment, the topic that is not largely studied yet, so the results of the present research contributed to the theoretical studying of the topic.

As for the implications for practice, the results of the present study can also be useful for the companies that own some brand. First of all, the conclusions and recommendations of the study can be helpful in the process of planning the communication strategy of the brand. In the condition of constantly growing competition the results of the study can be especially useful for the companies, as they may be helpful for a better understanding of the better positioning for a brand. The

importance of a careful positioning can be confirmed by the fact that the enriching determinant of brand attachment (the extent to which a brand expresses who consumer is, represents who consumer wants to be and reinforces his values) has been found out to be the most dependent on the sex of the consumer. That is why while planning the positioning of the brand, companies should pay special attention to the gender of the brand itself, or to the values the brand will bring to the consumers of different sexes.

Another interesting finding of the present study has shown that with no regard to gender of the brand or of the consumer, consumers are in majority not ready to forgive the malfunctioning of the brand, even in cases of being to some extent attached to the brand. This result also emphasizes the importance of being careful, taking some actions on behalf of the brand. All the actions and campaigns must be carefully planned.

Even in case of female gendered brand, male consumers claimed to be relatively ready to take some actions toward the brand. For example, the majority of the male respondents, who didn't choose the neutral variants of answer or were choosing between the female brand in focus and other brand, appeared to be ready to maintain the relationship with the brand. They found the brand appealing, attractive and functionally satisfying. Also they were ready to spend time on the brand's charity event, which is the most difficult behavior to enact and the most desired by the company. 25% of male consumers claimed to be likely to buy the female gendered brand in focus. All those results show to the companies, owning female brands, that male part of the consumers shouldn't be completely ignored in the strategy of a female brand.

The present study had two focal brands: Apple and Chanel. The analysis has evaluated the different parts of the AA-model for the brands, has revealed in which of them the brands have stronger or weaker positions. The results and the conclusions of the present study may serve as a guideline for the companies with similar brands or groups of products for their future work on evaluating the brand with the help of the AA-model and planning the brand's communication strategy.

All in all, the results, discussed in the present chapter, are interpreted and analyzed in accordance with the elements of the Attachment-aversion model of consumer-brands relationships. The results continued the line of research of the approach of the model and can be useful not only as theoretical findings, but also as help for the companies analyzing and developing the attachment to their brands.

CHAPTER 6. CONCLUSIONS

6.1 Principal conclusions

The analysis conducted within the present research was dedicated to the differences between the consumers of different sexes in their process of forming a relationship with brands also taking into consideration the possible outcomes of such relationship. One of the analyzed brands was seen by the consumers as a gendered, feminine brand (in this study was analyzed Chanel perfume), while another one was considered to be without a bond to the gender (in this study Apple iPad).

The analysis of the present study was based on the Attachment-aversion model of consumer-brand relationships. The study allowed reaching some conclusions regarding the elements of the model and relationship between them and the sex of the consumer with.

Regarding the **determinants** of the consumer-brand relationship the conclusions are the following:

- In case of a neutrally gendered brand, a few associations found between the determinants and the sex of the consumer are not very strong. In case of a gendered brand, the situation is the opposite, as the determinants of the consumer-brand relationship quite strongly depend on the sex of the consumer.

- The enticing determinant had a small number of neutral answers for both of brands, which means that the brands were chosen successfully, as they are quite famous, as the absolute majority of respondents have already formed their opinion toward the brands in focus.

Regarding the **AA-relationships**, the analysis has reached the following conclusions:

- For a neutral brand the results for the elements of the AA-relationship are different. While brand prominence was found almost fully independent from the sex of the consumer, the brand-self distance has a relationship with the sex of the consumer.

- For a gendered (female) brand, the gender differences of the consumers appeared to influence the relationship with the brand quite strongly. The results have shown a rather high percentage of negative answers for a female gendered brand. That's why for a feminine brand, female consumer were more attached, while male consumers were experiencing aversion.

As for the **motivational strength**, the analysis has shown that:

- Motivational strength in case of a neutral brand only partly depends on the sex of the consumer. The desire of maintenance of the relationship with the brand doesn't depend on the sex of the consumer, while approach and enhancement are in weak association with consumer's gender.

- In case of a gendered brand, the desires to approach the brand, maintain or strengthen the relationship with it depends on the sex of the consumer. This relationship is also rather weak, still stronger than the relationship in case of a neutral brand.

Regarding the **behavioral intentions**, the present research also reached some conclusions:

- In case of a neutral brand, only two behavioral intentions from the groups of easier and moderately difficult to enact were found in relationship with the sex of the consumer: waiting 4-6 weeks to buy and recommending the brand.

- Also in case of a neutral brand, two of the most difficult behaviors (defending the brand and always buying the new model) were found to be in relationship with the sex of the consumers. For both behaviors, although men and women in majority are moderately ready to perform them, the percentage of neutral answers or not being ready to enact the intention toward any brand at all is higher for women than for men. Other two behaviors (spending time or money at brand's charity event) are independent from the sex of the consumer. But consumers are more ready to spend time than to spend money.

- In case of a female gendered brand all the behavioral intentions are found to be in relationship with the sex of the consumer.

- For a female gendered brand in focus, in every behavioral intention, that is claimed to be the most difficult to enact, was found a significant percentage of neutral answers between female consumers that signifies that though the consumer are quite attached to the brand they still are not ready to perform the most difficult and therefore the most valuable for the company behaviors.

- Within all the behavioral intentions, the neutral variant of answers was more common than in the previous elements of the model, which means that the consumers are not ready to perform some of the behaviors in focus neither toward focal brands nor toward other brands. With no regard to sex, the majority of the consumers appeared to be not ready to defend the female gendered brand, to forgive the malfunctioning of any

brand and to spend time and money on the brand's charity event with no regard to the gender bond of the brand.

Regarding the **strength of the association** of the sex of the consumer with different elements of the Attachment-aversion model, the conclusions are the following:

- The relationships found between the sex of the consumer and the brand attachment, its determinants and outcomes are stronger for a gendered brand than for a neutral one. That means that sex of the consumer has more impact on a gendered brand than on a neutral brand, while it still has some impact on the latter.

- In case of a neutral brand, the strongest association with the sex of the consumer has the brand-self distance element of the AA-relationships.

- For a gendered brand the enriching determinant depends more strongly on the sex of the consumers than all the other elements of the AA-model. The brand-self distance is also in a little stronger association with the sex of the consumer in comparison with other elements of the model.

The analysis of the data collected for the present study has also allowed to come up with some general conclusions regarding the issues in focus:

- As for the focal brands, Apple iPad was found to be popular to some extent between consumers of both genders. Chanel perfume is more popular between female consumers, although noticeable part of male consumers found the brand to be enticing and is ready to enact some behavioral intentions toward the brand.

- Still male consumers cannot be ignored by a female gendered brand, as the results have shown that a significant percentage of male consumers found a female gendered brand enticing and functionally satisfying and claimed to be ready to maintain the relationship with the brand and even to spend time on the charity event of the brand. 25% of men expressed their readiness to buy a female gendered brand.

- For a neutrally gendered brand, the gender differences influence the enticing and enriching determinants of consumer-brand relationship; brand-self distance element of brand attachment; the desire to approach the brand and to strengthen the relationship with it; some behavioral intentions, including easier (waiting 4-6 weeks to buy), moderately difficult (recommending the brand) and very difficult (defending the brand and always buying the new model of it).

- For a gendered brand, the gender differences influence all the elements of the consumer-brand relationships analyzed with the exception of forgiving behavior, which is moderately difficult to enact.

6.2 Limitations and recommendations for future research

As any other study the present one has some limitations that may be overcome within the future research.

The first limitation of the study is relatively small number of the respondents of the final sample (273 responses). Another limitation is low response rate. The main reason for these limitations to appear is that the data was collected via online without any incentives for respondents to fill the questionnaire in, while the number of questions was quite high. So for the future research can be useful to verify the results with the help of a larger sample (around 400 responses), collecting the data via other sources than Internet. This may add reliability to the findings of the study.

Another limitation of the present study is a big quantity of neutral answers in the majority of questions of the questionnaire spread. This limitation can also be overcome with a larger sample and using other method of collecting the information.

Another important limitation of the study is the fact, that the results obtained for the analysis are culturally bonded. The data, collected for the study, was obtained only in Minsk (Belarus) that is why it can be problematic to generalize the conclusion of the present study to other cultural or geographic areas. Nevertheless, the results can be considered as fair for the Russian speaking population. To overcome the limitation mentioned above would be useful to achieve a more diverse population within the future studies.

Another limitation is collecting the data only once. In order to support the results, obtained within the present study, also would be useful to perform a longitudinal study, which not only would make it possible to confirm the results of the present research, but also would allow analyzing the evolution in time of the differences between male and female consumers towards elements of the Attachment-aversion model.

The analysis of the research conducted was based on the AA-model, which requires a focal brand. The choice of certain brands for analysis can be also considered as limitation, as that choice may influence the results. For the future study would be useful to support the results obtained with the help of other focal brands.

The choice of the focal brand also means choosing the brand of some particular group of products that also may influence the results. For the future study would be interesting to confirm the results of the present study on focal brands, pertaining to other group of products. Also in the future may be interesting to analyze the difference between the strength of associations within the elements of AA-model and the sex of the consumer, determined by the difference in the groups of products of the brands in focus.

Another aspect that can be studied within the future research is analyzing a male gendered brand instead of a female gendered brand. Also can be informative comparing the results for differently gendered brands.

In general, the present study lies within the line of researching the brand attachment construct and the factors that have impact on it and its determinants and outcomes. The findings of the study may be useful as within the theoretical research of the problem as for the companies that need to plan their communication strategy for a brand and its positioning more successfully. It is important to mention that the present study is quite unique as the information, obtained for the analysis, was collected from Belarusian respondents. This fact makes the conclusions of the study refer mostly to the situation with brand attachment in Belarus. Nevertheless, the topic of brand attachment and the topic of the impact of gender differences on different marketing constructs will always remain relevant as the companies need to succeed in the more and more competitive environment.

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APPENDIX 1

The scale of Attachment-aversion model of consumer-brand relationships

Group of constructs	Construct	Questions
Determinants of consumer-brand relationships	Enticing (annoying)	To what extent is [brand name] unappealing or appealing to you?
		To what extent is [brand name] unattractive or attractive to you?
	Enabling (disabling)	To what extent does [brand name] hinder or help how you manage problems in your daily life?
		To what extent is [brand name] functionally unsatisfying or satisfying to you?
	Enriching (impoverishing)	To what extent does [brand name] misspeak or express who you are as a person?
		To what extent does [brand name] misrepresent or represent who you want to be?
AA-Relationships	Brand-self distance	To what extent is [brand name] far away or close to you and who you are?
		To what extent are you personally disconnected or connected to [brand name]?
	Brand prominence	To what extent are your thoughts and feelings toward [brand name] often automatic, coming to mind seemingly on their own?"
		To what extent do your thoughts and feelings toward [brand name] come to mind so naturally and instantly that you don't have much control over them?
Motivational strength	Approach (avoidance)	How intensely do you want to approach [brand name]?
	Maintenance (termination)	How much do you want to maintain (terminate) your current relationship with [brand name]?
	Enhancement (destroying)	How much do you want to further strengthen your current relationship with [brand name]?
Behavioral intentions	Easier behaviors to enact	In the future would you be more likely to wait 4-6 weeks to buy [brand name] or to wait 4-6 weeks to buy another brand?
		In the future would you be more likely to buy [brand name] or another brand?
		In the future would you be more likely to visit the web/site of [brand name] or of another brand?
	Moderately difficult behaviors to enact	In the future, which would you be more likely to do, recommend [brand name] to others or recommend another brand?

Group of constructs	Construct	Questions
		In the future, which would you be more likely to do, forgive if [brand name] malfunctions or forgive if malfunctions another brand?
	Very difficult behaviors to enact	In the future would you be more likely to defend [brand name] when others speak negatively about it or another brand?
		In the future, which would you be more likely to do, spend time at [brand name] charity events or spend time at another brand's charity events?
		In the future, which would you be more likely to do, spend money at [brand name] charity events or spend money at another brand's charity events?
		In the future which would you be more likely to do, always buy the new model of [brand name] or always buy the new model of another brand?

Source: proper elaboration based on Park et al. (2013a).

APPENDIX 2

Basic line of Chanel fragrances

Perfume for women		Perfume for men
№ 5	№19	BLEU DE CHANEL
COCO MADEMOISELLE	№19 POWDRÉ	ALLURE HOMME
CHANCE	ALLURE	ALLURE HOMME SPORT
CHANCE EAU VIVE	ALLURE SENSUELLE	ALLURE HOMME ÉDITION BLANCHE
CHANCE EAU FRAÎCHE	CRISTALLE	ÉGOÏSTE
CHANCE EAU TENDRE	CRISTALLE EAU VERTE	PLATINUM ÉGOÏSTE
COCO NOIR	LES GRANDS EXTRAITS	POUR MONSIEUR
COCO		ANTAEUS

Source: (Chanel official website, 2015).

APPENDIX 3

Brand ranks of Chanel brand during the past 4 years

Year	The world's most valuable brands			Global 500		
	Forbes			Brand Finance		
	Rank	Brand Value, billion dollars	Change	Rank	Brand Value, billion dollars	Change
2015	85	6,8	-4%	278	4,9	9%
2014	79	7,0	-	306	4,5	-
2013	74	7,0	13%	-	-	-
2012	82	6,2	-	-	-	-

Source: (Brand finance, 2015; Forbes, 2015b, 2014, 2013, 2012).

APPENDIX 4

Net sales of Apple products during last 3 years

Product	Net sales in 2014, millions dollars	Change	Net sales in 2013, millions dollars	Change	Net sales in 2014, millions dollars
iPhone	101 991	12%	91 279	16%	78 692
iPad	30 283	-5%	31 980	3%	30 945
Mac	24 079	12%	21483	-7%	23 221
iPod	2 286	-48%	4 411	-21%	5 615
iTunes, Software and Services	18 063	13%	16 051	25%	12 890
Accessories	6 093	7%	5 706	11%	5 145
Total net sales	182 795	7%	170 910	9%	156 508

Source: (Apple Inc., 2014).

APPENDIX 5

Brand ranks of Apple brand during the past 5 years

Year	Best Global Brands			Most Valuable Global Brands			The world's most valuable brands			Global 500		
	Interbrand			BrandZ			Forbes			Brand Finance		
	Rank	Brand Value, billion dollars	Change	Rank	Brand Value, billion dollars	Change	Rank	Brand Value, billion dollars	Change	Rank	Brand Value, billion dollars	Change
2015	1	170,3	43%	1	246,9	67%	1	145,3	17%	1	128,3	24%
2014	1	118,9	21%	2	147,9	-20%	1	124,2	19%	1	104,7	20%
2013	1	98,3	28%	1	185,1	1%	1	104,3	20%	1	87,3	24%
2012	2	76,6	129%	1	183,0	19%	1	87,1	-	1	70,6	139%
2011	8	33,5	58%	1	153,3	84%	-	-	-	8	29,5	5%

Source: (Interbrand, 2015, 2014a, 2013, 2012, 2011; BrandZ, 2015, 2014, 2013, 2012, 2011; Forbes, 2015b, 2014, 2013, 2012; Brand finance 2015).

APPENDIX 6

Questionnaire of the study

The study of consumer-brand relationship

Thank you for having decided to spend your time on this survey.

Your answers are anonymous. The results of the survey will be used only for research in the framework of master's thesis.

The survey is devoted to research regarding the following brands: Apple iPad and Chanel (in this study all questions relate only to Chanel perfume).

In each question, you can choose only one variant.

To what extent is Chanel (perfume) unappealing or appealing to you? *

- Extremely unappealing
- Moderately unappealing
- Neither appealing nor unappealing
- Moderately appealing
- Extremely appealing

To what extent is Apple iPad unappealing or appealing to you? *

- Extremely unappealing
- Moderately unappealing
- Neither appealing nor unappealing
- Moderately appealing
- Extremely appealing

To what extent is Chanel (perfume) unattractive or attractive to you? *

- Extremely unattractive
- Moderately unattractive
- Neither attractive nor unattractive
- Moderately attractive
- Extremely attractive

To what extent is Apple iPad unattractive or attractive to you? *

- Extremely unattractive
- Moderately unattractive
- Neither attractive nor unattractive
- Moderately attractive
- Extremely attractive

To what extent does Chanel (perfume) hinder or help how you manage problems in your daily life? *

- Extremely hinders
- Moderately hinders
- Neither helps nor hinders
- Moderately helps
- Extremely helps

To what extent does Apple iPad hinder or help how you manage problems in your daily life? *

- Extremely hinders
- Moderately hinders
- Neither helps nor hinders
- Moderately helps
- Extremely helps

To what extent is Chanel (perfume) functionally unsatisfying or satisfying to you? *

- Extremely unsatisfying
- Moderately unsatisfying
- Neither unsatisfying nor satisfying
- Moderately satisfying
- Extremely satisfying

To what extent is Apple iPad functionally unsatisfying or satisfying to you? *

- Extremely unsatisfying
- Moderately unsatisfying
- Neither unsatisfying nor satisfying
- Moderately satisfying
- Extremely satisfying

To what extent does Chanel (perfume) misspeak or express who you are as a person? *

- Extremely misspeaks
- Moderately misspeaks
- Neither expresses nor misspeaks
- Moderately expresses
- Extremely expresses

To what extent does Apple iPad misspeak or express who you are as a person? *

- Extremely misspeaks
- Moderately misspeaks
- Neither expresses nor misspeaks
- Moderately expresses
- Extremely expresses

To what extent does Chanel (perfume) misrepresent or represent who you want to be? *

- Extremely misrepresent
- Moderately misrepresents
- Neither represents nor misrepresents
- Moderately represents
- Extremely represents

To what extent does Apple iPad misrepresent or represent who you want to be? *

- Extremely misrepresent
- Moderately misrepresents
- Neither represents nor misrepresents
- Moderately represents
- Extremely represents

To what extent does Chanel (perfume) undermine or reinforce your deepest values? *

- Extremely undermines
- Moderately undermines
- Neither reinforces nor undermines
- Moderately reinforces
- Extremely reinforces

To what extent does Apple iPad undermine or reinforce your deepest values?

- Extremely undermines
- Moderately undermines
- Neither reinforces nor undermines
- Moderately reinforces
- Extremely reinforces

To what extent is Chanel (perfume) far away or close to you and who you are? *

- Extremely far away
- Moderately far away
- Neither close nor far away
- Moderately close
- Extremely close

To what extent is Apple iPad far away or close to you and who you are? *

- Extremely far away
- Moderately far away
- Neither close nor far away
- Moderately close
- Extremely close

To what extent are you personally disconnected or connected to Chanel (perfume)? *

- Extremely disconnected
- Moderately disconnected
- Neither connected nor disconnected
- Moderately connected
- Extremely connected

To what extent are you personally disconnected or connected to Apple iPad? *

- Extremely disconnected
- Moderately disconnected
- Neither connected nor disconnected
- Moderately connected
- Extremely connected

To what extent are your thoughts and feelings toward Chanel (perfume) often automatic, coming to mind seemingly on their own? *□

- Extremely not automatic
- Moderately not automatic
- Neither automatic nor not automatic
- Moderately automatic
- Extremely automatic

To what extent are your thoughts and feelings toward Apple iPad often automatic, coming to mind seemingly on their own? *□

- Extremely not automatic
- Moderately not automatic
- Neither automatic nor not automatic
- Moderately automatic
- Extremely automatic

To what extent do your thoughts and feelings toward Chanel (perfume) come to mind so naturally and instantly that you don't have much control over them? *□

- Extremely unnaturally
- Moderately unnaturally
- Neither naturally nor unnaturally
- Moderately naturally
- Extremely naturally

To what extent do your thoughts and feelings toward Apple iPad come to mind so naturally and instantly that you don't have much control over them? *□

- Extremely unnaturally
- Moderately unnaturally
- Neither naturally nor unnaturally
- Moderately naturally
- Extremely naturally

How intensely do you want to approach Chanel (perfume)? *□

- Extremely not intensely
- Moderately not intensely
- Neither intensely nor not intensely
- Moderately intensely
- Extremely intensely

How intensely do you want to approach Apple iPad? *□

- Extremely not intensely
- Moderately not intensely
- Neither intensely nor not intensely
- Moderately intensely
- Extremely intensely

How much do you want to maintain (terminate) your current relationship with Chanel (perfume)? *□

- Extremely readily to terminate
- Moderately readily to terminate
- Neither readily to maintain nor readily to terminate
- Moderately readily to maintain
- Extremely readily to maintain

How much do you want to maintain (terminate) your current relationship with Apple iPad? *□

- Extremely readily to terminate
- Moderately readily to terminate
- Neither readily to maintain nor readily to terminate
- Moderately readily to maintain
- Extremely readily to maintain

How much do you want to further strengthen your current relationship with Chanel (perfume)? *□

- Extremely not interested in strengthening
- Moderately not interested in strengthening
- Neither interested in strengthening nor not interested in strengthening
- Moderately interested in strengthening
- Extremely interested in strengthening

How much do you want to further strengthen your current relationship with Apple iPad? *□

- Extremely not interested in strengthening
- Moderately not interested in strengthening
- Neither interested in strengthening nor not interested in strengthening
- Moderately interested in strengthening
- Extremely interested in strengthening

In the future would you be more likely to wait 4-6 weeks to buy Chanel (perfume) or to wait 4-6 weeks to buy another brand? *□

- Extremely likely to wait to buy another brand
- Moderately likely to wait to buy another brand
- Neither likely to wait to buy Chanel nor likely to wait to buy another brand
- Moderately likely to wait to buy Chanel
- Extremely likely to wait to buy Chanel

In the future would you be more likely to wait 4-6 weeks to buy Apple iPad or to wait 4-6 weeks to buy another brand? *□

- Extremely likely to wait to buy another brand
- Moderately likely to wait to buy another brand
- Neither likely to wait to buy Apple iPad nor likely to wait to buy another brand
- Moderately likely to wait to buy Apple iPad
- Extremely likely to wait to buy Apple iPad

In the future would you be more likely to buy Chanel (perfume) or another brand? *

- Extremely likely to buy another brand
- Moderately likely to buy another brand
- Neither likely to buy Chanel nor likely to buy another brand
- Moderately likely to buy Chanel
- Extremely likely to buy Chanel

In the future would you be more likely to buy Apple iPad or another brand? *

- Extremely likely to buy another brand
- Moderately likely to buy another brand
- Neither likely to buy Apple iPad nor likely to buy another brand
- Moderately likely to buy Apple iPad
- Extremely likely to buy Apple iPad

In the future would you be more likely to visit the web-site of Chanel (perfume) or of another brand? *

- Extremely likely to visit the website of another brand
- Moderately likely to visit the website of another brand
- Neither likely to visit the web-site of Chanel nor likely to visit the web-site of another brand
- Moderately likely to visit the website of Chanel
- Extremely likely to visit the website of Chanel

In the future would you be more likely to visit the web-site of Apple iPad or of another brand? *

- Extremely likely to visit the website of another brand
- Moderately likely to visit the website of another brand
- Neither likely to visit the web-site of Apple iPad nor likely to visit the web-site of another brand
- Moderately likely to visit the website of Apple iPad
- Extremely likely to visit the website of Apple iPad

In the future, which would you be more likely to do, recommend Chanel (perfume) to others or recommend another brand? *

- Extremely likely to recommend another brand
- Moderately likely to recommend another brand
- Neither likely to recommend Chanel nor likely to recommend another brand
- Moderately likely to recommend Chanel
- Extremely likely to recommend Chanel

In the future, which would you be more likely to do, recommend Apple iPad to others or recommend another brand? *

- Extremely likely to recommend another brand
- Moderately likely to recommend another brand
- Neither likely to recommend Apple iPad nor likely to recommend another brand
- Moderately likely to recommend Apple iPad
- Extremely likely to recommend Apple iPad

In the future, which would you be more likely to do, forgive if Chanel (perfume) malfunctions or forgive if malfunctions another brand? *

- Extremely likely to forgive the malfunctioning of another brand
- Moderately likely to forgive the malfunctioning of another brand
- Neither likely to forgive the malfunctioning of Chanel nor likely to forgive the malfunctioning of another brand
- Moderately likely to forgive the malfunctioning of Chanel
- Extremely likely to forgive the malfunctioning of Chanel

In the future, which would you be more likely to do, forgive if Apple iPad malfunctions or forgive if malfunctions another brand? *

- Extremely likely to forgive the malfunctioning of another brand
- Moderately likely to forgive the malfunctioning of another brand
- Neither likely to forgive the malfunctioning of Apple iPad nor likely to forgive the malfunctioning of another brand
- Moderately likely to forgive the malfunctioning of Apple iPad
- Extremely likely to forgive the malfunctioning of Apple iPad

In the future would you be more likely to defend Chanel (perfume) when others speak negatively about it or another brand? *

- Extremely likely to defend another brand
- Moderately likely to defend another brand
- Neither likely to defend Chanel nor likely to defend another brand
- Moderately likely to defend Chanel
- Extremely likely to defend Chanel

In the future would you be more likely to defend Apple iPad when others speak negatively about it or another brand? *

- Extremely likely to defend another brand
- Moderately likely to defend another brand
- Neither likely to defend Apple iPad nor likely to defend another brand
- Moderately likely to defend Apple iPad
- Extremely likely to defend Apple iPad

In the future, which would you be more likely to do, spend time at Chanel (perfume) charity events or spend time at another brand's charity events? *

- Extremely likely to spend time on another brand's charity event
- Moderately likely to spend time on another brand's charity event
- Neither likely to spend time on Chanel charity event nor likely to spend time on another brand's charity event
- Moderately likely to spend time on Chanel charity event

- Extremely likely to spend time on Chanel charity event

In the future, which would you be more likely to do, spend time at Apple iPad charity events or spend time at another brand's charity events? *

- Extremely likely to spend time on another brand's charity event
- Moderately likely to spend time on another brand's charity event
- Neither likely to spend time on Apple iPad charity event nor likely to spend time on another brand's charity event
- Moderately likely to spend time on Apple iPad charity event
- Extremely likely to spend time on Apple iPad charity event

In the future, which would you be more likely to do, spend money at Chanel (perfume) charity events or spend money at another brand's charity events? *

- Extremely likely to spend money on another brand's charity event
- Moderately likely to spend money on another brand's charity event
- Neither likely to spend money on Chanel charity event nor likely to spend money on another brand's charity event
- Moderately likely to spend money on Chanel charity event
- Extremely likely to spend money on Chanel charity event

In the future, which would you be more likely to do, spend money at Apple iPad charity events or spend money at another brand's charity events? *

- Extremely likely to spend money on another brand's charity event
- Moderately likely to spend money on another brand's charity event
- Neither likely to spend money on Apple iPad charity event nor likely to spend money on another brand's charity event
- Moderately likely to spend money on Apple iPad charity event
- Extremely likely to spend money on Apple iPad charity event

In the future which would you be more likely to do, always buy the new model of Chanel (perfume) or always buy the new model of another brand? *

- Extremely likely to always buy the new model of another brand
- Moderately likely to always buy the new model of another brand
- Neither likely to always buy the new model of Chanel nor likely to always buy the new model of another brand
- Moderately likely to always buy the new model of Chanel
- Extremely likely to always buy the new model of Chanel

In the future which would you be more likely to do, always buy the new model of Apple iPad or always buy the new model of another brand? *

- Extremely likely to always buy the new model of another brand
- Moderately likely to always buy the new model of another brand
- Neither likely to always buy the new model of Apple iPad nor likely to always buy the new model of another brand
- Moderately likely to always buy the new model of Apple iPad
- Extremely likely to always buy the new model of Apple iPad

To your personal opinion, does the Chanel (perfume) brand have gender? *

- Yes, it has male gender
- Yes, it has female gender
- Chanel does not have gender

To your personal opinion, does the Apple iPad brand have gender? *

- Yes, it has male gender
- Yes, it has female gender
- Apple iPad does not have gender

What is your sex? *

- Male
- Female

What is your age? *

- Under 12 years old
- 12-17 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75 years or older

What is your marital status? *

- Now married
- Widowed
- Divorced
- Separated
- Never married

What is your education level? *

- Completed some high school
- High school graduate
- Completed some university
- Bachelor's degree
- Master's degree
- Ph.D, law or medical degree
- Other advanced degree beyond a Master's degree

Employment Status *

- Employed for wages
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- A homemaker
- A student
- Retired
- Unable to work

Thank you a lot for participating in this survey.

APPENDIX 7

Descriptive statistics (Apple iPad)

Variable	Mean	Median			Mode	Std. deviation
		Total	Male	Female		
Appealing/unappealing	3,60	4,00	4,00	4,00	4	1,070
Attractive/unattractive	3,72	4,00	4,00	4,00	4	1,055
Helps/hinders	3,66	3,00	3,00	3,00	3	,927
Satisfying/unsatisfying	3,79	4,00	4,00	4,00	4	1,017
Express/misspeak	3,21	3,00	4,00	3,00	3	,952
Represent/misrepresent	3,30	3,00	4,00	3,00	3	,992
Reinforce/undermine	3,19	3,00	3,00	3,00	3	,859
Close/far away	3,30	3,00	4,00	3,00	4	,987
Connected/disconnected	3,29	3,00	4,00	3,00	4	1,156
Automatic/not automatic	3,30	3,00	4,00	3,00	4	1,108
Naturally/unnaturally	2,97	3,00	3,00	3,00	3	1,072
Approach	3,42	4,00	4,00	3,00	4	1,065
Maintain/terminate	3,73	4,00	4,00	4,00	3	1,017
Strengthen relationship	3,55	4,00	4,00	4,00	4	1,111
Wait to buy 4-6 weeks	3,40	4,00	4,00	4,00	4	1,169
Buy	3,55	4,00	4,00	4,00	4	1,218
Visit web-site	3,58	4,00	4,00	4,00	3	1,065
Recommend	3,44	4,00	4,00	4,00	4	1,153
Forgive malfunctioning	2,80	3,00	3,00	3,00	3	,950
Defend	3,23	3,00	3,50	3,00	4	1,093
Spend time on charity event	3,36	3,00	3,00	3,00	4	,898
Spend money on charity event	3,15	3,00	3,00	3,00	3	,833
Always buy the new model	3,32	3,00	3,00	3,00	4	1,023

Source: proper elaboration.

Descriptive statistics (Chanel perfume)

Variable	Mean	Median			Mode	Std. deviation
		Total	Male	Female		
Appealing/unappealing	3,35	4,00	3,00	4,00	4	1,050
Attractive/unattractive	3,51	4,00	3,00	4,00	4	1,008

Variable	Mean	Median			Mode	Std. deviation
		Total	Male	Female		
Helps/hinders	3,11	3,00	3,00	3,00	3	,820
Satisfying/unsatisfying	3,43	3,00	3,00	4,00	3	1,055
Express/misspeak	3,16	3,00	2,50	4,00	3	1,133
Represent/misrepresent	3,17	3,00	2,00	4,00	3	1,161
Reinforce/undermine	3,08	3,00	3,00	3,00	3	,922
Close/far away	3,06	3,00	2,00	4,00	4	1,136
Connected/disconnected	2,92	3,00	2,00	3,00	3	1,224
Automatic/not automatic	3,03	3,00	3,00	3,00	4	1,139
Naturally/unnaturally	2,78	3,00	2,00	3,00	3	1,124
Approach	3,02	3,00	2,00	3,00	3	1,200
Maintain/terminate	3,40	3,00	3,00	3,00	3	1,120
Strengthen relationship	3,17	3,00	3,00	3,00	3	1,173
Wait to buy 4-6 weeks	2,77	3,00	3,00	3,00	3	1,095
Buy	2,93	3,00	2,00	3,00	2	1,247
Visit web-site	2,98	3,00	3,00	3,00	3	1,014
Recommend	2,97	3,00	3,00	3,00	3	1,069
Forgive malfunctioning	2,82	3,00	3,00	3,00	3	,875
Defend	2,94	3,00	3,00	3,00	3	,996
Spend time on charity event	3,21	3,00	3,00	3,00	3	,943
Spend money on charity event	3,05	3,00	3,00	3,00	3	,827
Always buy the new model	2,80	3,00	3,00	3,00	3	,938

Source: proper elaboration.

APPENDIX 8

Chi-square test (Apple iPad)

Variable	Pearson Chi-Square	df	Asymp. Sig. (2-tailed)	Cramer's V
Appealing/unappealing	17,769	2	,000	,254
Attractive/unattractive	14,623	2	,001	,231
Helps/hinders	1,536	2	,464	,075
Satisfying/unsatisfying	3,400	2	,183	,112
Express/misspeak	19,422	2	,000	,267
Represent/misrepresent	14,253	2	,001	,228
Reinforce/undermine	15,690	2	,000	,240
Close/far away	23,071	2	,000	,291
Connected/disconnected	11,015	2	,004	,201
Automatic/not automatic	4,557	2	,102	,129
Naturally/unnaturally	6,482	2	,039	,154
Approach	6,701	2	,035	,157
Maintain/terminate	5,246	2	,073	,139
Strengthen relationship	11,532	2	,003	,206
Wait to buy 4-6 weeks	9,751	2	,008	,189
Buy	1,892	2	,388	,083
Visit web-site	4,637	2	,098	,130
Recommend	9,035	2	,011	,182
Forgive malfunctioning	5,518	2	,063	,142
Defend	8,567	2	,014	,177
Spend time on charity event	,405	2	,817	,039
Spend money on charity event	,306	2	,858	,033
Always buy the new model	11,550	2	,003	,206

Source: proper elaboration.

Chi-square test (Chanel perfume)

Variable	Pearson Chi-Square	df	Asymp. Sig. (2-tailed)	Cramer's V
Appealing/unappealing	27,214	2	,000	,316
Attractive/unattractive	30,435	2	,000	,334
Helps/hinders	16,219	2	,000	,244
Satisfying/unsatisfying	21,353	2	,000	,280
Express/misspeak	61,849	2	,000	,476

Variable	Pearson Chi-Square	df	Asymp. Sig. (2-tailed)	Cramer's V
Represent/misrepresent	86,471	2	,000	,563
Reinforce/undermine	61,360	2	,000	,474
Close/far away	51,348	2	,000	,434
Connected/disconnected	40,844	2	,000	,387
Automatic/not automatic	24,325	2	,000	,298
Naturally/unnaturally	34,173	2	,000	,354
Approach	25,363	2	,000	,305
Maintain/terminate	16,623	2	,000	,247
Strengthen relationship	20,775	2	,000	,276
Wait to buy 4-6 weeks	22,735	2	,000	,289
Buy	6,395	2	,041	,153
Visit web-site	15,616	2	,000	,239
Recommend	6,473	2	,039	,154
Forgive malfunctioning	10,265	2	,006	,194
Defend	18,714	2	,000	,262
Spend time on charity event	14,920	2	,001	,234
Spend money on charity event	12,251	2	,002	,212
Always buy the new model	13,962	2	,001	,226

Source: proper elaboration.