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Faculty of Business Economics

Master of Management

Masterthesis

The role of consumer-brand identification in building brand relationships

Ozlem Tanoglu

Thesis presented in fulfillment of the requirements for the degree of Master of Management, specialization International Marketing Strategy

SUPERVISOR :
Prof. dr. Alexandra STREUKENS

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www.uhasselt.be
Universiteit Hasselt
Campus Hasselt:
Martelarenlaan 42 | 3500 Hasselt
Campus Diepenbeek:
Agoralaan Gebouw D | 3590 Diepenbeek

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Summary

Companies are aware that they need to build relationships between their brands and consumers to assure long-term business successes. A study (Tuškej, Golob, & Podnar, 2013) has found that congruity of consumer and brand values tend to have a positive influence on consumers' identification. Consumers who identify with a brand tend to commit stronger to a brand and generate positive word of mouth (WOM).

The main purpose of this study is to replicate the above mentioned study (Tuškej, Golob, & Podnar, 2013) by applying it to two different brands which are positioned differently in the the retail sector. Additionally, brand prestige is added as a moderator variable to test if it will influence the relationships in the model. To test the study hypotheses, two exact same questionnaires are send out for two different brands namely, Michael Kors (which is positioned as a high-end luxury brand) and Primark (which is positioned as a non-high-end luxury brand). The collected data was subject to a regression analysis.

The results show similarities and differences with the original study (Tuškej, Golob, & Podnar, 2013). As a similarity, the results for both of the brands show that value congruity positively influences consumers' identification with a brand. Differently from the original study (Tuškej, Golob, & Podnar, 2013), value congruity is positively influencing consumers' commitment to a brand. The results also show that consumer identification has a positive influence on brand commitment as also assessed by the original study (Tuškej, Golob, & Podnar, 2013). Additionally, brand commitment has a positive influence on positive WOM as also tested in the original study (Tuškej, Golob, & Podnar, 2013). Contrarily to the original study (Tuškej, Golob, & Podnar, 2013) brand commitment is a mediating variable between consumer identification and positive WOM. The results also demonstrate that consumer identification positively influences positive WOM.

Additionally, brand prestige was expected to have a moderating effect on the relationships of the conceptual model, but it showed a partial influence. Brand prestige only influences value congruity and consumer identification.

This master thesis can offer implications for managers in building long lasting relationships with their consumers. Brands can play important roles in the decision making process of consumers since it will influence their lives and lifestyle. As the findings of the study indicates, brand values play a role in influencing consumer behavior. Based on these findings, brand managers can monitor perceived values of their brands as well as the values of their consumers to examine whether an overlap exists between them.

Preface

This Master thesis has been written to fulfill the graduation requirements of the Master of Management with the specialization of International Marketing Strategy program at the University of Hasselt. Consumer-brand relationship has always been a topic that sounded interesting to me and a topic that always triggered me to study. I am curious how consumers engage with a brand and how brands build long-term relationships with their consumers. After several contact moments with my promotor Prof. Sandra Streukens, we have come to the conclusion to replicate a study in the field of consumer-brand identification in building brand relationships.

The chosen time period and place made it hard for me to combine my master thesis and my fulltime job outside Belgium. Even it was a hard year for me, I learned from my experiences, and I am very glad that I am finally finishing my master thesis.

Immeasurable appreciation and deepest gratitude for the help and support are extended to the people below who have contributed in making this study possible.

First of all, I would like to thank my promotor, Prof. Sandra Streukens for her advice on refining my topic. Her continuous help, suggestions, advice, knowledge, and valuable comments helped me to finish this thesis. In spite of the distance barrier she was always available to provide feedback and support.

Furthermore, I would like to thank my husband, parents, brother, sister-in- law and my colleagues, for their continued support and words of encouragement to complete this thesis.

Also special thanks to all of my respondents who put time and effort to fill in the questionnaires. Without them it would not have been possible to collect the data and finish my thesis.

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Chapter 1: Introduction

In the following chapter the research area of the thesis will be introduced. In the first part background information will be given about the role of consumer-brand identification in building brand relationships. Furthermore the purpose and the research question of this paper will be formed and a short outline of the thesis will be introduced.

- *'' If people believe they share values with a company, they will stay loyal to the brand''.*

Howard Schultz, Starbucks CEO

1.1 Problem definition

A *brand* is a unique design, symbol, word, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors (Ozuem & Azemi, 2017). According to Davis (2009), a brand is much more than a logo or a name. A brand represents the full personality of the company and its audience. The products, services and the people of an organization or entity are all part of the brand and affect the way that audiences (consumers) both perceive and interact with a given brand. Brands as carriers of symbolic meanings (Levy, 1959), can help consumers achieve their fundamental identity goals and projects (Belk, 1988) (Escalas & Bettman, 2009) (Fournier S. , 2009) (Huffman, Ratneshwar, & Mick, 2000). Furthermore, brands have the ability to embody, inform and communicate desirable consumer identities. (Bhattachary & Sankar, 2003)**.** As summed up by (Belk, 1988) 'We are what we have' – what we buy, own, and consume define us to others as well as to ourselves.

Consumers have endless choices and only open their wallets for the brand that they love, ones they feel they can relate to, and ones they feel care about them (Grey, 2015). With this in mind, it is important for marketers to start thinking less as big companies and more as friends of their customers, therefore it is necessary to connect (Grey, 2015). Put differently, companies are trying to build relationships between their consumers to assure long-term business success (Tuškej, Golob, & Podnar, 2013). *Consumer-brand identification* defined as ´Perception of sameness between the brand and the consumer (Tuškej, Golob, & Podnar, 2013) is therefore a pivotal construct to understand how consumer-brand relationships can be developed and maintained. (Stokburger-Sauer, Ratneshwar, & Sankar, 2012)**.** At the heart of consumer-brand relationship is costumer commitment (Albert, Merunka, & Valette-Florence, 2012). *Brand commitment* is a psychological state that shows positive attitude of consumers toward commercial name and the will to have relationship with a product or service (Albert & Merunka, 2013). Commitment to a brand, is suggested to bring many benefits such as positive Word of Mouth (WOM) which has been recognized as alternative means to promote brands (Harisson-Walker, 2001). Whereas *Word of Mouth* is defined as spreading or recommending the product from one consumer to another. (Brown, Barry, Dacin, & Gunst, 2005).

Tuškej, Golob and Podner (Tuškej, Golob, & Podnar, 2013) studied the role of consumer-brand identification in building brand relationships and have found important results that *congruity of consumer and brand values* tend to have positive influence on consumers' identification. Consumers who identify with a brand tend to commit stronger to a brand and generate positive word of mouth. However, a notable limitation of Tuškej et al (2013) is that it has assessed consumer's behavior processes only in relation to the consumers' favorite brand which likely caused higher mean of correlations between value congruity, consumers' identification, consumers' commitment and positive Word of Mouth (WOM). This seriously hampers the generalizability of their work. Therefore, this study has replicated their work by focusing on a predetermined brand, rather than one's preferred brand.

In order to extent the work of Tuškej et al (2013) even further, the potential moderating role of brand prestige is assessed. *Brand prestige* is the level of exclusivity of a brand that enables consumers to satisfy their self-enhancement needs (Maggioni, 2014). The relationship between consumer-brand identification and brand prestige originates from the social identity theory, according to which people aspire to maintain a positive self-image and thus strive to link their identities with social categories enabling them the satisfaction of this need (Abrams & Hogg). According to self-concept research, people's need for self-continuity goes hand- in- hand with their need for self-enhancement, which entails the maintenance and affirmation of positive self-views, which leads to increased levels of self-esteem. If people like to see themselves in a positive light, then this identity-related need can be part of people's identification with prestigious brands. (Kunda, 1999)**.**

More specifically, the magnitudes of the relationships in the Tuškej et al (Tuškej, Golob, & Podnar, 2013) model will be investigated whether they are influenced by the level of brand prestige. Methodologically, this implies that brand prestige is considered as a moderator of the relationships in the Tuškej et al. (2013) model.

This research is set up to understand the role of consumer-brand identification in building brand relationships. Therefore the existing theory and research model (Tuškej, Golob, & Podnar, 2013, pp. 1-19) will be replicated where it is important to document the factors that affect consumer identification with a brand and relate consumers' identification with variables such as value congruity, brand commitment and positive WOM. In addition to the existing theory this study will test if brand prestige has a positive influence in the relationships between consumers' identification and brand commitment as well as consumers' identification and positive WOM. More specifically following research questions will be tested.

- **The role of consumer-brand identification in building brand relationships**
- **Assessing the potential moderating role of brand prestige regarding the relationships between consumer-brand identification, value congruity, brand commitment and positive WOM**

1.2 Research outline

In chapter two an overview of the relevant literature and hypotheses will be presented. A conceptual model will be developed to serve as a guideline in the research. In chapter three, the methodology of this research will be presented and in chapter four the empirical data that is gathered from the quantitative research and analysis will be provided. Furthermore in chapter five, the gathered empirical data will be discussed by providing conclusion and an answer to the research questions. And finally, the paper will be concluded with recommendations, implications and suggestions for future research.

Chapter 2: Theoretical review and research hypotheses

This chapter presents an overview of the Tuškej model (Tuškej, Golob, & Podnar, 2013), and a literature review of the chosen theories for this research. Essential background information on the areas: value congruity, consumers´ identification with a brand, brand prestige, consumers´ commitment to a brand and Positive WOM will be introduced. A basis for developing a conceptual model will be provided, which will serve as a guideline for the empirical investigation and analysis.

The model below will serve as a guideline for this research. Based on this model there are important results found that congruity of consumer and brand values tend to have positive influence on consumers' identification. Brand prestige will be added to this model to see if this variable has a positive influence in the relationships between consumers' identification and brand commitment as well as consumers' identification and positive WOM.

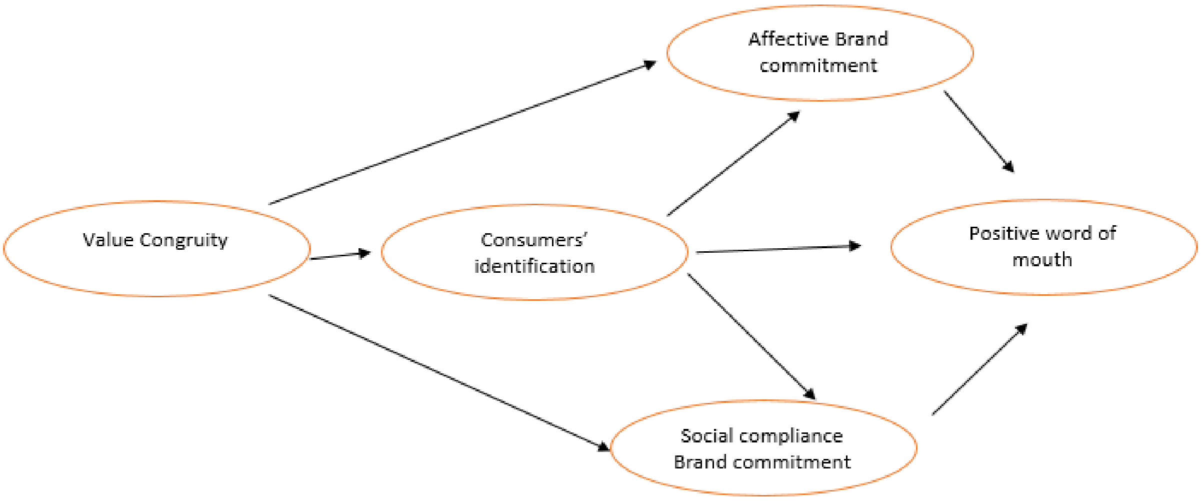
Affective Brand commitment
Value Congruity
Consumers' identification
Positive word of mouth
Social compliance Brand commitment

Figure 2. 1 Hypothesized model of consumers´ identification with a brand (Tuškej, Golob, & Podnar, 2013)

2.1 Consumers´ identification with a brand

Tuškej et al. (Tuškej, Golob, & Podnar, 2013) defines consumers´ identification with a brand as ´Perception of sameness between the brand and the consumer´. Moreover, identification is considered as active, selective and volitional act motivated by the satisfaction of one or more self-definitional needs that depends on the central, distinctive and enduring characteristics of an object of identification (e.g. brand) as perceived by the customer (Bhattacharya, Rao, & Glynn, 1995). There are two types of identification, namely personal identification and social identification (Del Rio, Iglesias, & Vazquez, 2001). Social identification involves a brand´s function as communication instrument that allows a consumer to blend in or separate himself/herself from groups of individuals that make up his/her closest social environment (Del Rio, Iglesias, & Vazquez, 2001). On the other hand, personal identification function involves degree to which a consumer identifies with a brand and develop feelings of affinity toward it (Carlson, Sutter, & Brown, 2008). According to Carlson *et al* (Carlson, Sutter, & Brown, 2008) personal identification depends on degree of overlap between individual self-schema and schema the consumer perceives about a brand. Those to schemas are also made of values held by individual, which implies that brand identification is influences by degree of overlap between an individual´s set of values and the brand´s set of values (value congruity) (Carlson, Sutter, & Brown, 2008).

To see if value congruity positively influences consumers´ identification with a brand, we need to research the wide range of sources as psychology, social psychology and sociology. According to Ravasi (Ravasi & Rekom, 2003, pp. 118-132), psychological approaches seem more helpful in understanding the corresponding processes at the level of the individual than sociological approaches. Since sociological approaches mostly offer a way to interpret structures and patterns in which identity-related process are unfold. Individual schemas and knowledge structures that underpin the self-concepts of individuals is where personal identity theories are focusing.

According to Belk (Belk, 1988, pp. 139-166) and McEwen (McEwen, 2005)possessions help consumers emphasize the uniqueness of the brand and express their identity. Consumers tend to identify and create powerful relations with brands at an early stage in life because brands express and enhance one´s identity. Sometimes brands can take the role of ´other´ with whom the consumer identifies. Social entities and consumers´ perception of brands help to identify customers with a brand.

According to some scholars, consumers can identify with a specific brand and develop feelings of affinity towards the brand in personal identification function. Whereas social identification acts as a communication instrument to allow consumers to manifest the desire to integrate of dissociate from groups of individuals of the closest social environment (Del Rio, Iglesias, & Vazquez, 2001) (Carlson, Sutter, & Brown, 2008).

2.2. Value congruity

Value congruity is the degree of resemblance between one or a group of buyers and consumers at each step of decision making that observes in the characteristics of the two sides (brand and consumer) and takes benefit of these resemblances to form the image of that structure (Maisam & Mahsa, 2016). Structure can contain a single product, brand, shopping center or even a consumer and an advertisement (Tuškej, Golob, & Podnar, 2013). Value congruity can help to improve the image (Yeh, Huan, & Chen, 2014).

To understand the value congruity between consumers and brands we first need to understand self-concept which involves four different types of self-images: **an actual self-image**, -which is the image that an individual has of him or herself-, **an ideal self-image** – which is the ideal self-image that one aspires to have- , **a social self-image** – involves beliefs about how one is viewed by others- and **an ideal social self- image**- is the imaged image one aspires to have of him or herself. (Johar & Sirgy, 1991)**.** If the brand’s identity matches the own sense of who the consumers are then consumers are more likely to find the brand’s identity more attractive. Such identities enables the consumer to maintain and express their sense of self more fully and authentically. (Bhattachary & Sankar, 2003).

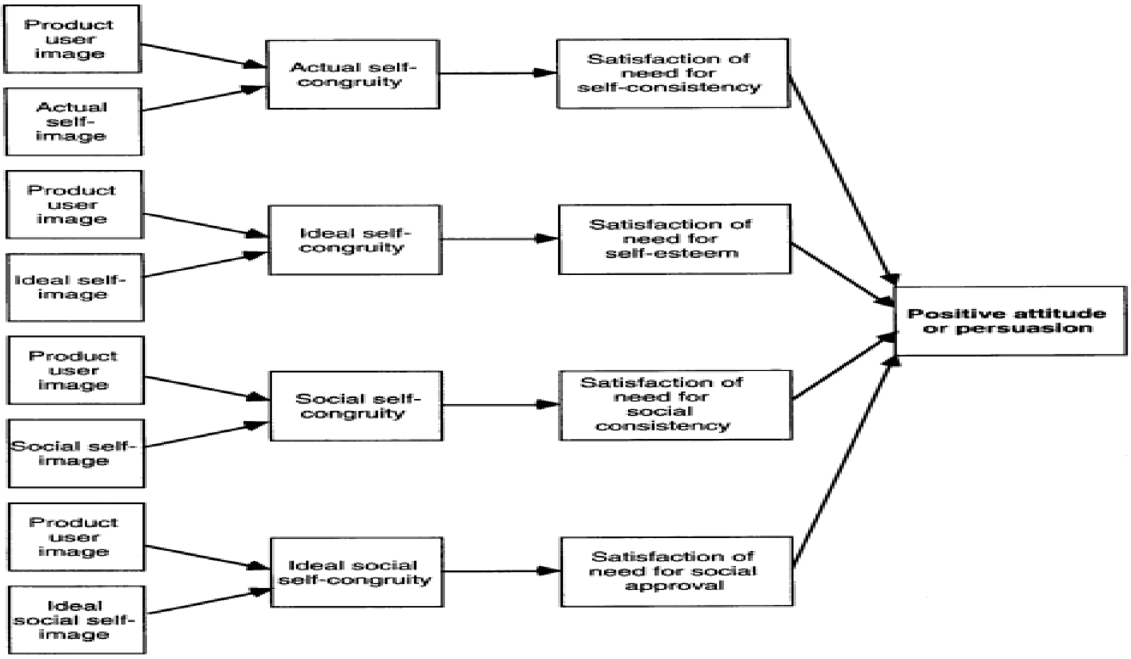
Product user image
Actual self-image
Actual self-congruity
Satisfaction of need for self-consistency
Product user image
Ideal self-image
Ideal self-congruity
Satisfaction of need for self-esteem
Product user image
Social self-image
Social self-congruity
Satisfaction of need for social consistency
Product user image
Ideal social self-image
Ideal social self-congruity
Satisfaction of need for social approval
Positive attitude or persuasion

Figure 2. 2 Different forms or types of self- congruity and attitude change or persuasion

As shown in figure 2.2, the four types of self-images show a linkage to positive attitude of persuasion. The greater the congruence between the product image and the actual self-image of a consumer increases the likelihood of attitude change or persuasion. Similarly, the greater the congruence between the product-user image and ideal self-image the greater the increase in satisfaction of need for self-esteem. Whereas the congruence between the product-user image and the social self-image leads to the satisfaction of need for social consistency. And the congruence between the ideal social self-image and product-user image needs a factor that enhances the audience's positive attitude toward the product. (Johar & Sirgy, 1991). Also, according to Bhattachary and Sen, (Bhattachary & Sankar, 2003) brand values that are congruent with consumers' values are likely to lead to stronger identification. Therefore, the following hypothesis is proposed in this study:

- **H1: Value congruity positively influences consumers' identification with a brand**

2.3 Consumers’ commitment to a brand

Brand commitment is a psychological state that shows positive attitude of consumers toward commercial name and the will to have relationship with a product or service (Albert & Merunka, 2013). Brand commitment represents the relationship between brand and consumer (Chaudburi & Holbrook, 2002), demonstrated by attitudes and behavior, characterized by strength and longevity and reluctance to change (Chaudhuri & Holbrook, 2001). The essential component of a robust brand relationship is the presence of consumer-held commitment. (G.Fullerton, 2005)**.** The outcomes from enhance commitment are beneficial to the marketplace, examples being increased consumer willingness to pay more (Albert, D.Merunka, & Valette, 2013), better market share (Chaudburi & Holbrook, 2002), as well as consumer utilization in the future and enhanced likelihood of re-purchase (H.J.Choo, H.Moon, H.Kim, & N.Yoon, 2012).

Ellis (Ellis, 2000) argues that consumers’ commitment to a brand is two-dimensional, resulting either from an emotional attachment to a brand (affective brand commitment) or from a need for approval or motivation to comply with normative beliefs and purchase an object (social compliance commitment). Both affective and social compliance commitment are a consequence of attitudinal influences on consumer behavior and imply high involvement processes (Ellis, 2000). Accordingly the following hypothesis will be tested:

- ➢ **H2: Value congruity positively influences consumers’ commitment to a brand**

According to scholars (Bhattachary & Sankar, 2003)**,** value congruity influences both consumers’ identification as well as consumers’ commitment to a brand. Consumer-brand identification could be one of the main factors that influence brand commitment (Bhattachary & Sankar, 2003). Therefore consumers’ identification with a brand at least partially mediates the influence of value congruity on commitment to a brand. To test this the hypothesis below is formed:

- **H3: Consumers' identification with a brand has a positive influence on brand commitment and is a mediating variable between value congruity and brand commitment**

2.4 Positive WOM

Word of Mouth is spreading or recommending the product from one consumer to another. (Brown, Barry, Dacin, & Gunst, 2005). WOM has a considerable importance to marketing research and is becoming a notable tool of integrated marketing communication, as WOM plays an important role in shaping consumer attitudes and behaviors (J.L.Harrison-Walker, 2001)**.** WOM might be among the most important responses that can emerge from efforts directed at relationships with consumers (Brown, Barry, Dacin, & Gunst, 2005)**.**

In connection with WOM, speaking about a brand to others is considered an important part of an individual's identity construction (Holt, 1997). It is motivated by the intention to do the receiver a favor (Steffes & Burgee, 2009)and also meets people's social needs by putting them in contact with others (Sheth & Parvatiyar, 1995).
Therefore studies in consumer research suggest that consumers' identification has a positive impact on generating positive WOM (Del Rio, Iglesias, & Vazquez, 2001)**.** If consumers perceive a brand as the only acceptable choice because they are emotionally attached to the brand, they might participate in WOM. (Ellis, 2000)**.** So the following hypothesis to test this is:

- **H4: Consumers' identification positively influences positive WOM**

A study by Harrison-Walker (Harisson-Walker, 2001) in service industry found that affective commitment would positively relate to WOM activity and WOM praise. Who stays with a service provider because he/she like the provider would tend to spread positive words about it, while those who only stays with provider just to avoid costs or difficulty to make the changes tend to be less engaged on WOM activity (Harisson-Walker, 2001). At the other hand, social compliance brand commitment may motivate consumers to participate in WOM for social enhancement reasons (Ellis, 2000). Consumers would engage in WOM to gain social reward (e.g. friendship, social acceptance). Consumers do so by talking up a brand in order to remind their social groups that they are similar to their group because they buy why the group buy. In other words consumers with high social compliance brand commitment tend to provide positive WOM to express their identity to the group (Ellis, 2000). The next hypothesis can be formulated to test this relationship.

- **H5: Consumers’ commitment to a brand has a positive influence on positive WOM and is a mediating variable between consumers’ identification and positive WOM**

2.5 Brand prestige

As defined before, brand prestige is the level of exclusivity of a brand that enables consumers to satisfy their self-enhancement needs (Maggioni, 2014). An inherent, unique know-how, which concerns a specific attribute or the overall quality and performance of the product, is the key criterion for a brand to be judged prestigious (Baek, Kim, & Yu, 2010). Self-concept indicates that people´s need for self-continuity goes hand in hand with their need for self-enhancement, which entails the maintenance and affirmation of positive self-views that lead to greater self-esteem. People like to see themselves in a positive light ((Z.Kunda, 1999). This identity-related need is also met through people’s identification with prestigious social entities such as organizations (Bhattachary & Sankar, 2003). Brand prestige can represent the relatively high status of product positioning associated with a brand (Steemkamp, Alden, & R.Batra, 2003). A higher price (Lichtenstein, Ridgway, & Netemeyer, 1993) and the influence of reference groups (Bearden & M.J.Etzel, 1982) on the consumption of prestige or luxury brands are often used as proxies for brand prestige, even though they are not equivalent to brand prestige.

Consumers tend to perceive the consumption of prestige brands as a signal of socials status, wealth, or power since prestige brands are infrequently purchased and are strongly linked to an individual's self-concept and social image (Alden, Steenkamp, & Batra, 1999).

Prestigious brands may send signals as perceived social value that can reduce consumer efforts to acquire necessary information for making purchase decisions consumers may think that the product must be good if many people in society desire to have (Baek, Kim, & Yu, 2010).

In this context, brand prestige is expected to play a positive and influential role in in the relationship between consumers' identification and brand commitment as well as consumers' identification and positive WOM.

- **H6: Brand prestige strengthens the relationships between value congruity, consumer-brand identification, brand commitment and positive WOM.**

Figure 2.3 shows the 6 hypothesized relationships which will be tested in this study.

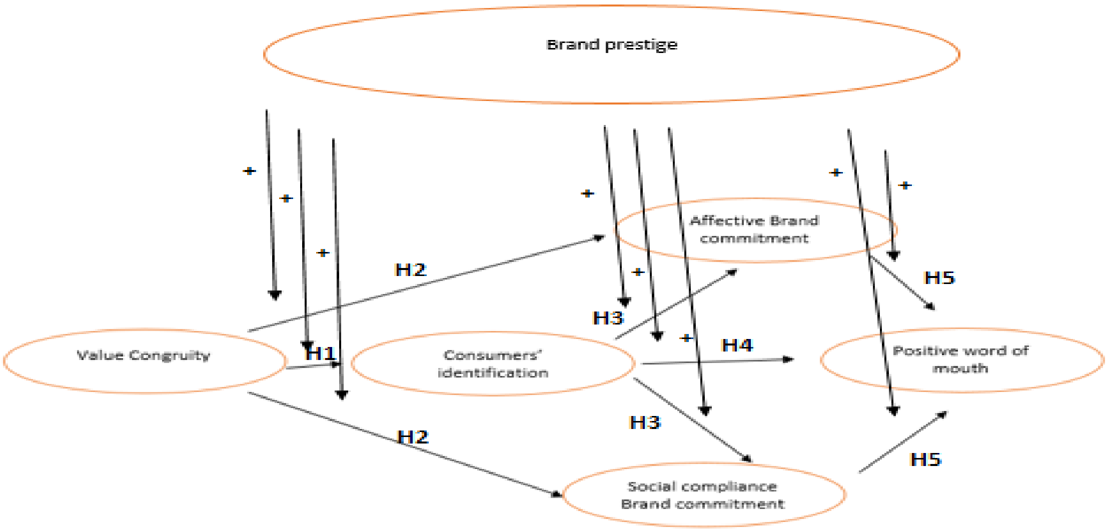
Brand prestige
+
+
+
+
+
+
+
+
Affective Brand commitment
H2
H5
H3
Value Congruity
H1
Consumers' identification
H4
Positive word of mouth
H3
H2
H5
Social compliance Brand commitment

Figure 2. 3 Hypothesized model of consumers´ identification with a brand

Chapter 3: Methodology

In this chapter, it will be explained in detail how the overall research is conducted for this master thesis. Furthermore, this chapter will give an overview of the hypotheses and explain the research measurements, variables and scales that were used to analyze the data.

3.1 Quantitative research

For this master thesis a quantitative research is used. Quantitative research (also called hypotheses testing approach) is researcher's technique that seek to quantify data and apply some form of measurement and statistical data. During this hypotheses testing technique it will be clear if the independent variables have any effect on the dependent variable. Based on the outcome, the hypotheses can be accepted or rejected (Malhora, Briks, & Wills, 2012).

3.2 Sampling technique

Non-probability sampling technique is used for this research since this sort of sampling relies on the personal judgment of the researcher rather than on chance to select sample elements. A convenience sampling has also been used since this technique attempts to obtain a sample of convenient elements. Hereby it is simple to get a large amount of data without many costs (Malhora, Briks, & Wills, 2012).

3.3 Questionnaire design

For the design of the questionnaire the model of Tuškej (Tuškej, Golob, & Podnar, 2013) (Figure 2.1) is applied with adding one moderator variable to the model. Two exact same questionnaires are send out for two different brands in the retail sector (see appendix 1 and 2). One of the brands is positioned as a high-end luxury brand, Michael Kors (Ashok Som & Blanckaert, 2015), and one brand is positioned as a not high-end luxury brand, Primark (Richard, Daft, & Kendrick, 2010, p. 277).

Brand prestige is added as expected to be an important moderating variable of consumers' identification with a brand. All the variables are measured using validated scales which will be explained in detail in 3.5.

All constructs in the research model are subdivided in the questionnaires. In the beginning an extra question was added for both of the surveys to filter unusable data. The question was ''Did you shop at Primark/Michael Kors in the last 3 years?''. If the answer on this question was ''Yes'' the participants could proceed to the next question. If the answer was ''No'', the participants were directed to the end of the questionnaire.

Brand prestige was asked by adding one extra question after the constructs of the Tuškej model (Tuškej, Golob, & Podnar, 2013) were tested.

All the questions were measured by using a 7-point Liker scale. The answers were divided in 7 points between '' Strongly agree'' and '' Strongly disagree''. In the last part of the questionnaire, demographic data was collected by asking questions about gender and age. At the end, the participants had the possibility to write down their questions or additional comments.

The questions were asked in English language to gain more responses through the University of Hasselt network.

3.4 Data collection

For this master thesis a deductive approach is chosen by conducting two surveys. The data was collected between 18 April 2018 and 29 April 2018 in Belgium. Qualtrics has been used to carry out both of the surveys. To get in touch with the population in an economical way, the questionnaires have been spread out by a link via school mail of University of Hasselt (Gmail).

3.5 Research measurements

In this master thesis, 1 independent variable, 2 intermediate variables, 1 moderating variable and 1 dependent were measured. For the moderating variable, a manipulation test (T-test) is used. The moderator variable is added to both of the surveys to conduct such a T-test. All variables will be further explained in the next sections.

3.5.1 Value congruity

Value congruity is considered as the independent variable as mentioned by Tuškej, Golob and Podnar (Tuškej, Golob, & Podnar, 2013). The following scales in Table 3.1 were used to measure value congruity.

Author	Scale used
Tuškej, Golob and Podnar (Tuškej, Golob, & Podnar, 2013)	Primark/ Michael Kors makes me feel independent
	Primark/ Michael Kors makes me feel freedom
	Primark/ Michael Kors makes me feel security

Table 3. 1 Scale used to measure value congruity

3.5.2 Consumers' identification with a brand

Consumers' identification with a brand is considered as the intermediate variable. In Table 3.2 are the scales presented which are measured.

Author	Scale used
Tuškej, Golob and Podnar (Tuškej, Golob, & Podnar, 2013)	I feel that my personality and the personality of Primark/Michael Kors are very similar
	I have a lot of common with other people using Primark/ Michael Kors
	I feel that my values and the values of Primark/ Michael Kors are very similar

Table 3. 2 Scale used to measure consumers' identification with a brand

3.5.3 Affective brand commitment

Affective brand commitment is considered as the intermediate variable. In Table 3.3 are the scales presented which are measured.

Author	Scale used
Tuškej, Golob and Podnar (Tuškej, Golob, & Podnar, 2013)	I feel rewarded when I buy Primark/ Michael Kors
	I get excited when I think of buying Primark/ Michael Kors
	I feel personally satisfied when I buy Primark/ Michael Kors

Table 3. 3 Scale used to measure affective brand commitment

3.5.4 Compliance brand commitment

Compliance brand commitment is considered as the intermediate variable. In Table 3.4 are the scales presented which are measured.

Author	Scale used
Tuškej, Golob and Podnar (Tuškej, Golob, & Podnar, 2013)	I would like it if people talked about me buying Primark/Michael Kors
	The good thing about buying Primark/Michael Kors is that I can talk to my friends/family about it
	My family and/or friends influence my decision to buy Primark/ Michael Kors

Table 3. 4 Scale used to measure compliance brand commitment

3.5.5 Positive WOM

Positive WOM is the dependent variable in the model. In Table 3.5 are the scales shown which are measured.

Author	Scale used
Tuškej, Golob and Podnar (Tuškej, Golob, & Podnar, 2013)	I transmit my personal experiences with Primark/Michael Kors also to other people I know
	I give advice about Primark/Michael Kors to people I know
	I talk about Primark/Michael Kors because it is offers really good products

Table 3. 5 Scale used to measure positive WOM

3.5.6 Brand prestige

Brand prestige is the added variable to the model. For this variable different literature/author list is used than the other variables. Brand prestige is added as a moderating variable to test if the existing model of Tuškej (Tuškej, Golob, & Podnar, 2013) will show a stronger relationship between the independent and dependent variable.

Author	Scale used
Stokburger-Sauer, Ratneshwar and Sen (Stokburger-Sauer, Ratneshwar, & Sankar, 2012)	Primark/ Michael Kors is very prestigious
	Primark/ Michael Kors is one of the best brands in the fashion industry
	Primark/ Michael Kors is a first-class, high quality brand

Table 3. 6 Scale used to measure brand prestige

Chapter 4: Data analysis

This chapter will provide an overview of the data analysis and findings. Which will lead to conclusions and answers to the research questions.

4.1 Participants

A total of 320 questionnaires were filled in and 138 questionnaires were excluded, since they were not filled in completely or the participants did not shop at the given brands. A total of 182 responses remained valid for the data analysis. For two brands there will be given separate analysis.

For Primark a total of 208 questionnaires were filled in and 145 were valid for the analysis. For Michael Kors a total of 112 questionnaires were filled in and 37 remained valid for the analysis.

Table 4.1 shows the summary of the questionnaires.

	Frequency Primark	Percentage Primark	Frequency Michael Kors	Percentage Michael Kors
Questionnaire started	208	100 %	112	100%
Questionnaire incomplete	44	21,35 %	14	12,5%
Questionnaire completed	164	78,84%	98	87,5%
´No´ answer in Q1	19	9,22 %	61	54,46%
Total of valid data considered for analysis	145	69,71%	37	33,03%

Table 4. 1 Overview of the questionnaires

4.2 Descriptive analyses

Descriptive data will be analyzed in the following subchapters. Demographic information as gender and age will be given in detail.

4.2.1 Gender Primark

Table 4.2 gives an overview of the sex of the respondents for Primark. It is remarkable that there are more female respondents than male respondents. This can be caused by the questions regarding brands in the fashion industry. Since females are more interested in fashion than males it is possible that females preferred to participate.

	Frequency	**Percentage**
Male	45	31,47%
Female	98	68,53%
Total	143	100%

Table 4. 2 Gender distribution Primark

4.2.2 Gender Michael Kors

Table 4.3 gives an overview of the sex of the respondents for Michael Kors. It is remarkable that there are more female respondents than male respondents. This can be caused by the questions regarding brands in the fashion industry. Since females are more interested in fashion than males it is possible that females preferred to participate.

	Frequency	**Percentage**
Male	31	16,22%
Female	6	83,78%
Total	37	100%

Table 4. 3 Gender distribution Michael Kors

4.2.3 Age Primark

The majority of the respondents are between 18 and 23 old. This can be explained by the distribution location of the survey. Via the University of Hasselt e-mail the survey was send out. The majority of the e-mail users are undergraduate students.

	Frequency	Percentage
18-23	82	57,34%
24-29	43	30,07%
30-35	12	8,39%
35-40	5	3,50%
40 and older	1	0,70%

Table 4. 4 Age distribution Primark

4.2.4 Age Michael Kors

The majority of the respondents are between 18 and 23 old. This can be explained by the distribution location of the survey. Via the University of Hasselt e-mail the survey was send out. The majority of the e-mail users are undergraduate students.

	Frequency	Percentage
18-23	22	59,46%
24-29	10	27,03%
30-35	4	10,81%
35-40	1	2,70%
40 and older	0	0%

Table 4. 5 Age distribution Michael Kors

4.2.5 Shopped at Primark

This question is added to represent valid data for the brand since the questions are related to the consumers which have used the brand once.

	Frequency	Percentage
Yes	143	88,27%
No	19	11,72%
Total	162	100%

Table 4. 6 Shop experience distribution Primark

4.2.6 Shopped at Michael Kors

This question is added to represent valid data for the brand since the questions are related to the consumers which have used the brand once. It is remarkable that the majority of the participants did not shop at Michael Kors. Due to the fact of student profile it can be somehow concluded that this brand might be expensive for students.

	Frequency	Percentage
Yes	37	33,03%
No	61	54,46%
Total	112	100%

Table 4. 7 Shop experience distribution Michael Kors

4.3 Reliability

According to Field (Field, 2009), reliability is based on the idea that individual items (or sets of items) should produce results consistent with the overall questionnaire. All the variables should measure the same constructs and so have a high correlation with the other variables (Field, 2009). To measure the reliability of a set of items the Cronbach’s alpha can be used. The literature mentions that Cronbach’s alpha needs to be higher than 0.7 or 0.8, depending on which source you use, values lower indicate an unreliable scale (Field, 2009). The results of this analysis can be found in table 4.8 and the full SPSS output can be found in appendix 2. As shown in Table 4.8 all our scales are above 0.7 and 0.8, besides for one scale which is 0.597. According to Loewenthal (Loewenthal, 2004) alpha of around 0.60 is also reliable.

	Cronbach´s α : Primark	Cronbach´s α : Michael Kors
Value Congruity	0.915	0.925
Consumers Identification	0.830	0.733
Affective Brand Commitment	0.851	0.872
Compliance Brand Commitment	0.597	0.785
Positive WOM	0.831	0.852
Brand Prestige	0.881	0.871

Table 4. 8 Reliability Analysis (Cronbach's Alpha)

4.4 Preliminary analysis and measurement model

The following tables will give an overview of the correlations between the variables. Correlations among all concepts are positive and significant.

Primark		**1**	**2**	**3**	**4**	**5**	**6**
1. Value Congruity	**Pearson Correlation** **Sig. (2-tailed)**	1 -	.502** .000	.588** .000	.389** .000	.434** .000	.436** .000
2. Consumers Identification	**Pearson Correlation** **Sig. (2-tailed)**	.502** .000	1 -	.608** .000	.477** .000	.591** .000	.552** .000
3. Affective Brand Commitment	**Pearson Correlation** **Sig. (2-tailed)**	.588** .000	.608** .000	1 -	.456** .000	.544** .000	.456** .000
4. Compliance Brand Commitment	**Pearson Correlation** **Sig. (2-tailed)**	.389** .000	.477** .000	.456** .000	1 -	.484** .000	.436** .000
5. Positive WOM	**Pearson Correlation** **Sig. (2-tailed)**	.434** .000	.591** .000	.544** .000	.484** .000	1 -	.543** .000
6. Brand Prestige	**Pearson Correlation** **Sig. (2-tailed)**	.436** .000	.552** .000	.456** .000	.436** .000	.543** .000	1 -

Table 4. 9 Pearson correlation coefficient, to examine the relationship between variables Primark

** Correlation is significant at the 0.01 level (2-tailed)

Michael Kors		**1**	**2**	**3**	**4**	**5**	**6**
1. Value Congruity	**Pearson Correlation Sig. (2-tailed)**	1 -	.520** .001	.480** .002	.545** .000	.473** .003	.609** .000
2. Consumers Identification	**Pearson Correlation Sig. (2-tailed)**	.520** .001	1 -	.534** .001	.613** .000	.648** .000	.467** .001
3. Affective Brand Commitment	**Pearson Correlation Sig. (2-tailed)**	.607** .002	.534** .001	1 -	.468** .003	.567** .000	.607** .000
4. Compliance Brand Commitment	**Pearson Correlation Sig. (2-tailed)**	.545** .000	.613** .000	.468** .003	1 -	.700** .000	.529** .001
5. Positive WOM	**Pearson Correlation Sig. (2-tailed)**	.524** .001	.648** .000	.567** .000	.700** .000	1 -	.524** .001
6. Brand Prestige	**Pearson Correlation Sig. (2-tailed)**	.609** .000	.497** .001	.607** .000	.529** .001	.524** .001	1 -

Table 4. 10 Pearson correlation coefficient, to examine the relationship between variables Michael Kors

** Correlation is significant at the 0.01 level (2-tailed)

4.5 Structural model and hypotheses tests

As previously mentioned, this study is comprised of six hypotheses. In order to confirm the significance of the correlation between variables, Pearson correlation analysis is performed. Next, path analysis is conducted by entering all variables in the analysis model. Finally, regression relationships among variables of this study is investigated by standardized coefficients and provided significance levels by which hypothesis is rejected or accepted. A hypothesis is accepted if its significance level is lower than 0.05. Below are the main effects of Primark and Michael Kors

4.5.1 Main effects Primark

Variables	Hypothesis	Path coefficient	Significance Level	T-value	Result
Value congruity-Consumer identification	**H1**	0.50	.000	6.91	Accept
Value congruity- Affective commitment	**H2**	0.59	.000	8.69	Accept
Value congruity-Social compliance commitment	**H2**	0.39	.000	5.05	Accept
Consumer identification-Affective commitment	**H3**	0.61	.000	9.12	Accept
Consumer identification-Social compliance commitment	**H3**	0.48	.000	6.46	Accept
Consumer identification-Positive WOM	**H4**	0.59	0.000	8.72	Accept
Affective commitment-Positive WOM	**H5**	0.54	0.000	7.76	Accept
Social compliance commitment- Positive WOM	**H5**	0.48	0.000	6.62	Accept

Table 4. 11 Summary of hypotheses testing results Primark

(H1) Positive influence of value congruity on consumer's identification with a brand does exist for Primark. The results confirm the first hypothesis. (H2)Hypothesis two is also confirmed and does relate to both types of brand commitment. Affective commitment scores higher than social compliance commitment. (H3)Further, the results show that consumer's identification has a strong and significant influence on brand commitment. And confirm that consumers' identification with a brand serves as a mediator between value congruity and brand commitment since the results show higher effects and show full support for hypothesis three. Here again, affective commitment scores higher than social compliance commitment. (H4) Furthermore, consumers' identification positively influences consumers' intentions to generate positive WOM and whereas the results are consistent with hypothesis four. (H5) Additionally, the results confirm hypothesis five and show that commitment to a brand has a positive and significant effect on positive WOM and does mediate between consumers' identification with a brand and positive WOM.

4.5.2 Main effects Michael Kors

Variables	Hypothesis	Path coefficient	Significance Level	T-value	Result
Value congruity-Consumer identification	**H1**	0.52	.001	3.65	Accept
Value congruity-Affective commitment	**H2**	0.48	.002	3.28	Accept
Value congruity-Social compliance commitment	**H2**	0.55	.000	3.90	Accept
Consumer identification-Affective commitment	**H3**	0.53	.001	3.79	Accept
Consumer identification-Social compliance commitment	**H3**	0.61	.000	4.66	Accept
Consumer identification-Positive WOM	**H4**	0.65	0.000	5.11	Accept
Affective commitment-Positive WOM	**H5**	0.57	0.000	4.13	Accept
Social compliance commitment- Positive WOM	**H5**	0.70	0.000	5.87	Accept

Table 4. 12 Summary of hypotheses testing results Michael Kors

(H1) Results confirm the first hypothesis for Michael Kors as well. There exists a positive influence of value congruity on consumers' identification with a brand. (H2) Hypothesis two is also confirmed and does relate to both types of brand commitment. Social compliance commitment scores higher than affective commitment. (H3) The results confirm the third hypotheses as well by showing a strong and positive influence of consumer's identification on brand commitment. Consumers' identification with a brand serves as a mediator between value congruity and brand commitment since the results show higher effects and show full support for hypothesis three. Here again, social compliance commitment scores higher than affective commitment. (H4) Furthermore, the results are consistent with hypothesis four where consumers' identification positively influences consumers' intentions to generate positive WOM. (H5) Additionally, commitment to a brand has a positive and significant effect on positive WOM and does mediate between consumers' identification with a brand and positive WOM, so the results confirm hypothesis five.

4.5.3 Test of moderating variable for Primark and Michael Kors

In order to test the moderated relationships implied by Hypothesis six for brand prestige, a multiple group analyses is employed. Moderation effect is tested with multiple regression analysis, where the predictor variables and their interaction term are centered prior to model estimation to improve interpretation of regression coefficients (Fairchild & Mackinnon, 2010). The regression equation is first estimated for both of the brands separately and secondly for two brands together. Based on the statistical output a Chow test is performed by hand. The numbers are plugged in, in the following formula;

$$F_{k,n1+n2-2k} = \frac{(ESS_{pooled} - (ESS_1 + ESS_2)) / k}{(ESS_1 + ESS_2) / (n_1 + n_2 - 2k)}$$

The following hypothesis is tested:

H0: Regression equations for the different groups are equal (coincide)

H1: At least one equation is different

Table 4.13 shows that H0 is rejected for two variables, namely consumer identification and affective commitment. This means that the data shows differences for the intercepts and/or slopes of these variables so we proceed by testing for equality of slopes and intercepts.

The equality of slopes is tested by estimating the regression equation seperetaly for each group (which was already done for the Chow-test). Subsequently, the test below is applied to assess whether the coefficients are significantly different;

$$t=\frac{b_1-b_2}{\sqrt{\frac{(m-1)^2}{(m+n-2)}SE_{b1}^2+\frac{(n-1)^2}{(m+n-2)}SE_{b2}^2}}$$

The following hypothesis is tested:

H0: The relationships in the conceptual models for Primark and Michael Kors do no differ due to brand prestige.

H1: The relationships in the conceptual models for Primark and Michael Kors do differ due to brand prestige

Table 4.14 shows that the results do not support H0. Additionally H0 is rejected.

However the Chow test shows that a difference between the samples does exist. Therefore equality of intercepts is assessed by conducting an independent samples mean-differences test on the outcome variable. Based on the results of table 4.15 it can be concluded that the intercepts are different for both of the samples.

Dependent variable	Chow-test	P-value	Conclusion	Result
Consumer identification	35,34883	0.00	Equations do not coincide	H0: Reject
Affective commitment	12,89941	0.00	Equations do not coincide	H0: Reject
Social compliance commitment	3,11887	0.05	Equations coincide	H0: Accept
Positive WOM	2,14113	0.10	Equations coincide	H0: Accept

Table 4. 13 Summary of Chow test

Dependent variable	Independent variable	β1	β2	Se (β1)	Seβ2)	N1	N2	T-value	P-value	Conclusion
Consumer identification	Value congruity	0,444	0,387	0,067	0,106	145	37	0,301885	0,76	Slopes are equal
Affective commitment	Value congruity	0,383	0,248	0,069	0,144	145	37	0,61249	0,54	Slopes are equal
Affective commitment	Consumer identification	0,455	0,469	0,075	0,193	145	37	-0,05183	0,96	Slopes are equal

Table 4. 14 Summary Equation of slopes

	Mean Consumer identification	Mean Affective commitment
Primark	3,19	3,74
Michael Kors	4,46	5,42
T-value	6,92	6,97
P-value	0,00	0,00
Conclusion	Intercepts differ	Intercepts differ

Table 4. 15 Summary Equation of intercept

Chapter 5: Conclusions, Recommendations and Limitations

This chapter will review the conclusions and implications. The limitations of this study will also be indicated and based on the limitations some recommendation will be given for further research.

5.1 Conclusions

This study contributes to the growing research on consumers´ relationship with a brand (Aaker, 1997) (Fournier S. , 1998). This study has contributed to the growing research trend with replicating the work of Tuškej et al (2013) by focusing on a predetermined brand. Also the magnitudes of the relationships in the Tuškej et al (2013) are extended by including a moderating variable; brand prestige.

This study supports the conclusion from the original study by Tuškej et al (Tuškej, Golob, & Podnar, 2013) that consumers' identification is important as basic psychological force that enables the formation of committed relationships with brands.

The findings show full support for the first five hypotheses and partially support the sixth hypothesis. The results demonstrate that the stronger a consumer identifies with a brand, the stronger the commitment with a brand will be and more likely to generate positive WOM. This study show that value congruity positively affects consumers' identification and that, through identification, value congruity affects consumers' commitment to a brand. Consumers' identification with a brand mediates the impact of value congruity on consumers' commitment to a brand. The results indicate that consumers' commitment mediate the impact of consumers' identification on generating positive WOM.

Consumers' commitment is composed as a two-dimensional concept which consist of affective and social compliance commitment. Value congruity was found to positively affect consumers' identification and affective brand commitment. Value congruity was also found to influence social compliance brand commitment and positive WOM indirectly. The higher the value congruence between a brand and its consumers, the higher the chance to receive favorable outcomes in terms of commitment and positive WOM.

Strength of impact of consumer identification to two different types of commitment and two different brands is found to be different. Path from consumer identification to affective commitment for Primark exhibit a higher score than the path to social compliance commitment. While for Michael Kors the study has resulted that the social compliance commitment has a higher score than affective commitment.

Social compliance brand commitment may motivate consumers to participate in WOM for social enhancement reasons (Ellis, 2000). Consumers would engage in WOM to gain social reward. They do so by talking up a brand in order to remind their social groups that they are similar to their group because they buy. In other words consumers with high social compliance brand commitment tend to provide positive WOM to express their identity to the group (Ellis, 2000). Affective dimension refers to a binding link between products and customers bound by emotional attachment, which may be caused by positive emotional experience. Affective commitment refers to the economic, emotional and psychological attachments of the consumer. Affective commitment is a consequence of personal interaction with a brand and relates to expressing individuality and differentiation. It was remarkable that some respondents left comments as ´ I personally use Primark when I want to buy cheap products by comprising quality´. ´ People go to Primark because it´s cheap´ etc. In this regard it may cause the reason that affective commitment scores higher for Primark. People have a cost-related relationship where they feel satisfied when buying Primark and so do they create a relationship with the brand. In contrary with Primark, people are willing to generate positive WOM about Michael Kors to express their identity to a group.

In this study brand prestige was expected to strengthen the relationships between the variables. From the Chow test calculations for brand prestige it is remarkable that the two variables (consumer identification and affective brand commitment) do not coincide in the equations.

Subsequently equality of slopes is tested and surprisingly the slopes showed equalities. Because the equations did not coincide, equality of intercepts are also tested. Here, the intercepts showed differences. It can be concluded that for both of the variables the slopes remain equal so the amount of change is the same for both of the brands. But the starting point (intercept) is different. Consumer identification and affective brand commitment is associated with brand prestige. Consumers who buy a brand which is associated with prestige, identify and commit to a brand stronger than for a non-prestigious brand. It means that for Michael Kors the regression starts at a higher point. From the results of the analysis for brand prestige it becomes clear that it has a partial moderating effect. Hypothesis six is only partially supported. Brand prestige influences only consumer identification and affective brand commitment. Thus the role of the moderating variable regarding the relationships in the model is partially confirmed.

5.2 Recommendations

Based on the results and conclusions above, several managerial implications can be given. Brand managers can choose to increase brand identification and creating & maintaining consumer commitment.

Based on the findings of the original model (Tuškej, Golob, & Podnar, 2013) and the findings of this study consumer brand identification has been found significant. Marketers need to focus on how to increase identification. Marketers can increase identification by selecting unique and positive values to be built in their brands since value congruity has been found to affect identification. Another way to increase brand identification is through social media as Tuškej et al. (2013) also suggests. Social media enables consumers to produce their own content in connection with a brand, thus being able to use the brand in the context that is congruent with their own values, attitudes and lifestyles (Tuškej, Golob, & Podnar, 2013).

Commitment is also found to affect positive WOM, therefore brand managers can increase consumer commitment through consumer’s affection towards a brand and increasing consumer’s need for approval or motivation to comply with normative beliefs in product consumption (Ellis, 2000). This study has found evidence that value congruity has significant impact on affective brand commitment where affective brand commitment is generated by higher level of emotional brand attachment. To make their consumers feel good, brand managers can create unique, valuable product features and design, quality and good brand image. Since affective brand commitment is highly significant with brand prestige it is recommended to brand managers to pay attention to affective brand commitment as well.

Furthermore, according to Tuškej et al. (2013), if consumers see brands as social currency, then marketers should make efforts to emphasize the meaning of brands as social capital to increase social compliance brand commitment.

5.3 Limitations and suggestions for further research

This study was able to strengthen the evidence of previous research findings and correct some limitations, however this study is not without limitations.

Time was the biggest limitation when collecting the data. The data collection was in a small period and therefore many potential respondents could not have been reached. Additionally, the survey can be repeated to reach a larger sample, especially the survey of Michael Kors is completed by just 37 respondents.

Secondly, there was an area and distribution limitation. The questionnaire was sent via a link through the Uhasselt school mail. Most of the respondents were mainly students and were residents of Limburg. People with different backgrounds and living area could have been caused for different outcomes for both of the surveys.

Furthermore, as also recommended by previous study, other important antecedents and consequences of consumers' identification with a brand such as the effects of brand awareness, personal income, brand image, reference groups and other factors influencing consumer-brand identification can be researched in the future.

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Appendices

Appendix 1: Questionnaire Michael Kors

The role of consumer-brand identification in building brand relationships- case of Michael Kors

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Start of Block: Default Question Block

Thank you for helping me with my graduation dissertation. This research aims to investigate the role of consumer-brand identification in building brand relationships. Filling in the questionnaire will take around 5-10 minutes.All the information will be analyzed anonymously and all the collected data through this survey will be used for academic purposes only.

Thanks for your corporation.

Page Break

Q1 Did you shop at Michael Kors in the last 3 years?

○ Yes (1)

○ No (2)

Skip To: End of Survey If Did you shop at Michael Kors in the last 3 years? = No

Page Break

CI Please indicate the level of agreement on each of the following statements:
Consumer's identification

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o I feel that my personality and the personality of Michael Kors are very similar (4)	○	○	○	○	○	○	○
o I have a lot of common with other people using Michael Kors (5)	○	○	○	○	○	○	○
o I feel that my values and the values of Michael Kors are very similar (6)	○	○	○	○	○	○	○

Page Break

com Please indicate the level of agreement on each of the following statements:
Affective brand commitment

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o I feel rewarded when I buy Michael Kors (1)	○	○	○	○	○	○	○
o I get excited when I think of buying Michael Kors (2)	○	○	○	○	○	○	○
o I feel personally satisfied when I buy Michael Kors (3)	○	○	○	○	○	○	○

Page Break

com Please indicate the level of agreement on each of the following statements:
Social compliance brand commitment

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o I would like it if people talked about me buying Michael Kors (1)	○	○	○	○	○	○	○
o The good thing about buying Michael Kors is that I can talk to my friends/family about it (2)	○	○	○	○	○	○	○
o My family and/or friends influence my decision to buy Michael Kors (3)	○	○	○	○	○	○	○

Page Break

wom Please indicate the level of agreement on each of the following statements:
Positive WOM

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o I transmit my personal experiences with Michael Kors also to other people I know (1)	○	○	○	○	○	○	○
o I give advice about Michael Kors to people I know (2)	○	○	○	○	○	○	○
o I talk about Michael Korsbecause it is offers really good products (3)	○	○	○	○	○	○	○

Page Break

BP Please indicate the level of agreement on each of the following statements:
Brand prestige

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o Michael Kors is very prestigious (1)	○	○	○	○	○	○	○
o Michael Kors is one of the best brands in the fashion industry (2)	○	○	○	○	○	○	○
o Michael Kors is a first-class, high quality brand (3)	○	○	○	○	○	○	○

Page Break

VC Please indicate the level of agreement on each of the following statements:
Value congruity

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o Michael Kors makes me feel independent (1)	○	○	○	○	○	○	○
o Michael Kors makes me feel freedom (2)	○	○	○	○	○	○	○
o Michael Kors makes me feel security (3)	○	○	○	○	○	○	○

Page Break

What is your gender?

○ Female (1)

○ Male (2)

Page Break

How old are you?

- ○ o 18-23 (1)
- ○ o 24-29 (2)
- ○ o 30-35 (3)
- ○ o 35-40 (4)
- ○ o 40 and older (5)

Page Break

Q10 If you have any additional comments or questions, please feel free to write them here

____

End of Block: Default Question Block

Appendix 2: Questionnaire Primark

The role of consumer-brand identification in building brand relationships- case of Primark

---

Start of Block: Default Question Block

Thank you for helping me with my graduation dissertation. This research aims to investigate the role of consumer-brand identification in building brand relationships. Filling in the questionnaire will take around 5-10 minutes.All the information will be analyzed anonymously and all the collected data through this survey will be used for academic purposes only.

Thanks for your corporation.

Page Break

Q1 Did you shop at Primark in the last 3 years?

○ Yes (1)

○ No (2)

Skip To: End of Survey If Did you shop at Primark in the last 3 years? = No

Page Break

CI Please indicate the level of agreement on each of the following statements:
Consumer’s identification

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I feel that my personality and the personality of Primark are very similar (1)	○	○	○	○	○	○	○
I have a lot of common with other people using Primark (2)	○	○	○	○	○	○	○
I feel that my values and the values of Primark are very similar (3)	○	○	○	○	○	○	○

Page Break

COM Please indicate the level of agreement on each of the following statements:
Affective brand commitment

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o I feel rewarded when I buy Primark (1)	○	○	○	○	○	○	○
o I get excited when I think of buying Primark (2)	○	○	○	○	○	○	○
o I feel personally satisfied when I buy Primark (3)	○	○	○	○	○	○	○

Page Break

com Please indicate the level of agreement on each of the following statements:
Social compliance brand commitment

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o I would like it if people talked about me buying Primark (1)	○	○	○	○	○	○	○
o The good thing about buying Primark is that I can talk to my friends/family about it (2)	○	○	○	○	○	○	○
o My family and/or friends influence my decision to buy Primark (3)	○	○	○	○	○	○	○

Page Break

wom Please indicate the level of agreement on each of the following statements: Positive WOM

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o I transmit my personal experiences with Primark also to other people I know (1)	○	○	○	○	○	○	○
o I give advice about Primark to people I know (2)	○	○	○	○	○	○	○
o I talk about Primark because it is offers really good products (3)	○	○	○	○	○	○	○

Page Break

BP Please indicate the level of agreement on each of the following statements:
Brand prestige

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o Primark is very prestigious (1)	○	○	○	○	○	○	○
o Primark is one of the best brands in the fashion industry (2)	○	○	○	○	○	○	○
o Primark is a first-class, high quality brand (3)	○	○	○	○	○	○	○

Page Break

VC Please indicate the level of agreement on each of the following statements:
Value congruity

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
o Primark makes me feel independent (1)	○	○	○	○	○	○	○
o Primark makes me feel freedom (2)	○	○	○	○	○	○	○
o Primark makes me feel security (3)	○	○	○	○	○	○	○

Page Break

What is your gender?

○ Male (1)

○ Female (2)

Page Break

How old are you?

- ○ o 18-23 (1)
- ○ o 24-29 (2)
- ○ o 30-35 (3)
- ○ o 35-40 (4)
- ○ o 40 and older (5)

Page Break

Q10 If you have any additional comments or questions, please feel free to write them here

____

End of Block: Default Question Block

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Richting: **Master of Management-International Marketing Strategy**
Jaar: **2018**

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