The fundamental antecedents of a brand relationship:

An exploration of the effect of consumers' personalities on the strength of brand relationships

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ABSTRACT

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The literature on emotional relationships with brands has been steadily growing for the past decade, however in most cases researchers focus on brand initiated actions in order to test their effects on the strength of those relationships with their customers. The purpose of this research is to explore brand relationships from a generally neglected perspective, that of the consumers with which brands are attempting to build strong emotional bonds. A series of individual difference variables were added to a model incorporating previously known antecedents to strong brand relationships in order to examine the added effect that these might have in encouraging or discouraging consumers to engage in deep emotional relationships with their favorite brands. Although some of the variables showed significant effects, the overall results showed that individual difference variables had very little explanatory power when used in conjunction with the previously established antecedents. Theoretical as well as managerial implications of these results are discussed as well as potential avenues for future research in related lines of questioning.

ACKNOWLEDGEMENTS

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I.   INTRODUCTION

Research in branding during the past few years has taken increasing interest in the emotional relationships that consumers build with their brands. Several different measures of these relationships have emerged, as well as research on their important antecedents, moderators as well as their potential benefits to brands. However, a major gap in this line of research is the practical disregard of consumer's willingness to engage in deeply emotional relationships with non-human entities such as brands as a fundamental antecedent to these relationships. This project proposes to remedy this by testing the potential impact of well established individual difference variables while controlling for most of the established brand-level antecedents of brand relationships.

A.   Scope and objectives of research

The focus of this research is to explore the following questions: How does a customer's personality play a role in their willingness to engage in deep emotional relationships with a brand? Which personality traits, extracted for example from the big five framework of personality dimensions (Costa and McCrae, 1985) among others, will have the most significant impact on the level of attachment or love felt by customers for their favorite brands?

B.   Expected Contributions

The main potential contribution of this research is to help marketers in having a deeper understanding of how emotional brand relationships are achieved, given their targeted market segments. By considering a customer's specific personality profile while accounting for previously established antecedents of the relationship, this research can give marketing managers

a useable tool to evaluate the best ways to bring their specific customers closer to feeling strong emotional attachment or love towards their brand; which has been shown to be a strong predictor of loyalty and long-term commitment to the brand (Carroll and Ahuvia 2006; Bergkvist and Bech-Larsen, 2010).

In terms of potential theoretical contributions, this research's results will be a first step in a line of questioning which may lead to a deeper understanding of the effects of individual differences on preferences in terms of branding. Additionally, this project aims to replicate results from various different studies and quantitatively compare the impact of previously established antecedents within the same model. Finally, multiple prominent constructs in the literature of branding and emotional relationships will be used and compared. By using multiple dependent constructs, this research seeks to account for several facets of the brand relationship in order to get a fuller understanding of the effect of the different antecedents on each of the outcome variables, and most importantly if any key differences exist between them.

II.   CONCEPTUAL BACKGROUND

A.   Importance of Emotional Relationships with Brands

In an increasingly competitive worldwide market, it is becoming gradually more important for brands to differentiate in order to stay competitive. Further, it is also becoming increasingly difficult to differentiate based on product alone, due to decreasing costs of production and international competition. As a result, marketing managers have been focusing on increasingly intangible benefits to customers in order to encourage long-term loyalty and engagement through the creation of relationships (Gummesson, 1997).

In the past few decades, both marketing practitioners and researchers have shown growing interest in the concept of emotional relationships between consumers and their brands. Following Fournier's (1998) lead, several researchers (Thomson, MacInnis and Park, 2005; Carroll and Ahuvia, 2006) have attempted to describe, define and understand these relationships in order to uncover their potential antecedents and potential benefits resulting from them.

Importantly, brands have been increasing the focus on creating lasting relationships with their consumers in an effort to elicit positive behaviors such as loyalty, word-of-mouth etc. Some important brand-level antecedents to these emotional relationships have been documented, for example: brands which offer exclusively utilitarian products are less likely to lead to the establishment of emotional relationships (Carroll and Ahuvia 2006, Malar et al. 2011).

As useful as this and other brand-level antecedents are, there is a lesser explored facet of the consumer-brand relationship: individual-level factors which may facilitate or hinder efforts from marketers in establishing emotional relationships with their consumers. In other words, there may be groups of consumers which are far more likely to engage in emotional relationships

with a non-human entity such as a brand; just as there may be groups of consumers who will never see a brand as more than it's utilitarian function of distinguishing manufacturers on the basis of quality, price etc.

This research proposes that a perspective which considers both sides of the relationship may help to paint a more complete picture of consumer-brand relationships, and move away from a purely brand-based approach to fostering them. Established individual difference variables are sourced from psychology in order to test whether certain traits are more or less conducive to the emergence of strong consumer-brand relationships.

B.   Individual Differences

The effect of individual differences in interpersonal relationships is well documented. Attachment theory (Bowlby, 1980) which stipulates that a person's attachment style is formed as a result of early interactions with their caretakers, is one of the most commonly used theories in the study of many relationship quality studies (Notfle and Shaver, 2006). Additionally, some studies have explored links between attachment styles and personality traits taxonomies such as the Big Five (Brennan and Shaver, 1991; Notfle and Shaver, 2006; Deniz, 2011).

This research proposes to use a similar approach in the field of branding by using a loose analogy between interpersonal relationships and consumer-brand relationships (Fournier, 1998). The contention is that just as individual differences have an effect on people's willingness to engage in interpersonal relationships and the subsequent quality of those relationships, they may also have an impact on consumer-brand relationships.

C.   Brand Love

Following Fournier's (1998) first conceptualisation of consumer-brand relationships, marketing researchers have proposed several constructs which aim to measure the strength of consumer's bonds with brands. Branding researchers quickly moved away from using the mainly cognitively-based brand attitude and started to focus on emotional bonds instead. The most important consumer-brand relationship constructs examined in the literature include brand attitude strength (Park et al. 2010), brand relationship quality (Fournier 1998), brand love (Carroll and Ahuvia 2006), brand attachment (Thomson, et al. 2005), brand romance (Patwardhan and Balasubramanian 2011), attachment-aversion model (Park, Eisenrich and Park 2013); all of these constructs were conceptualized to capture different aspects of the multi-faceted concept of consumer-brand relationships.

It has been suggested that the aforementioned works resulted in the exploration of constructs which do not necessarily contradict each other, but rather represent different perspectives on consumer-brand relationships (Patwardhan and Balasubramanian 2013). However, only a subset of the constructs were chosen for this research based on a high level of prior validation and managerial relevance: brand love (Carroll and Ahuvia 2006), brand romance (Patwardhan and Balasubramanian 2011), romantic brand love (Sarkar, Ponnam and Murthy, 2012), brand attachment (Thomson, MacInnis and Park 2005) and finally brand relationship quality (Fournier, 1998).

The main focus of the study is built around the concept of brand love, defined as "the degree of passionate emotional attachment a satisfied consumer has for a particular trade name" (Carroll and Ahuvia 2006, p.81). It is believed to be the closest analogy to the passionate feelings experienced by people in interpersonal relationships. Brand love (Carroll and Ahuvia 2006) has

also been shown to lead to a number of desirable outcomes such as loyalty (Carroll and Ahuvia, 2006; Batra, Ahuvia and Bagozzi, 2012), resistance to bad reviews (Batra et al., 2012), active engagement (Bergkvist and Bech-Larsen, 2010) and positive word of mouth (Carroll and Ahuvia 2006; Batra et al., 2012). The additional constructs will be used as benchmarks: the effects of the consumer's individual difference variables on each construct will be compared, as well as relevant antecedents sourced from each body of literature in order to test whether the effects can be generalized to all the dependent constructs or if each dependent construct shows a different pattern of antecedents.

D.   Hypothesized relationships

It is important to note at this point that the current research is of mainly exploratory nature. It builds on a limited body of research in the area of personality and branding research. The relationships proposed and tested in this research constitute an initial exploration of the possible relation between individual difference variables on consumers' attachment or love felt for a brand.

Malär et al. (2011) explore the link that congruence between a brand's personality, the perceived set of human traits attributed to a brand by the consumer (Aaker 1997) and a consumer's own self image can have on brand attachment. They found that a perceived congruence between the consumer's self-image and that of the brands led to higher levels of attachment to that brand. Additionally, this effect was moderated by the consumer's self-esteem, a measure of a person's positive self-conception (Malär et al. 2011) as well as their rating on their level of public self-consciousness, conceptualized as "the awareness of the self as a social object" (Malär et al. 2011). Importantly, a consumer's core willingness to engage in an emotional relationship is assumed, not explored. On the other hand, a consumer's self-esteem was found to

have a positive moderating effect on the level of brand attachment felt by the consumer; which may be extended in this research.

Hypothesis 1: Consumers with a higher self-esteem will score higher on Brand Love.

Fennis, Pruyn, and Maasland (2005) explore the effects that exposure to certain brand personalities (Aaker 1997) can have on the salience of certain traits in the consumer's self-concept. Chang (2006) suggested and found limited support for the hypothesis that responses to ad-evoked affect may depend on the personality of the viewer, specifically how they score on an Introversion/Extraversion scale. Both studies support a need for further research into the effects of a consumer's personality on potential emotional responses to brands.

Moreover, some researchers have identified the potential of using individual differences in studying consumer-brand attachments. Swaminathan, Stilley, and Ahluwalia's (2008) study suggests that consumers' interpersonal attachment style may influence the brand personality (Aaker, 1997) traits they will most be attracted to. Attachment style is a two-dimensional psychological model of a person's preferences in terms of closeness in long-term relationships (Hazan and Shaver, 1987). The attachment anxiety dimension refers to a person's self-perception as being worthy or unworthy of love and the avoidance dimension refers to the individual's view of others as being worthy or unworthy of trust (Brennan, Clark and Shaver, 1998). They found that, consumers primed with a high anxiety style responded more positively to a sincere brand personality rather than exciting personality, particularly if the consumer also exhibits a low avoidance style.

Johnson and Thomson (2003) found that a positive interaction of the attachment dimensions (high anxiety and avoidance scores) positively predict satisfaction judgements in

both service and brand relationships and negatively in personal relationships, which implies that consumer relationship satisfaction can be higher than personal relationship satisfaction in certain individuals.

Proksch, Ortyh and Bethge (2013) studied the effects of the salience of attachment security or anxiety on the formation of brand attachment. They found that given a level of consumer-brand identification, the perceived degree of overlap between a customer's self concept and the brand's characteristics (Bagozzi and Dholakia 2006), a low perceived attachment security, defined as "the degree to which individuals successfully derive feelings of emotional security within a specific, current attachment relationship" (Diamond and Hicks, 2005, p.502) combined with a high attachment anxiety style led to higher attachment to their brands. One possible explanation was the possibility that people may relate to brands to compensate for a low-attachment security in other relationships. However, this effect was found with female respondents only.

Finally, Mende, Bolton, and Bitner (2013) found a significant positive effect of customer's attachment anxiety on consumer's preference for closeness with their brand as well as a significant negative effect of attachment avoidance. These results were found by using an adapted version of attachment styles developped by Mende and Bolton (2011) under the contention that individuals' general attachment styles, although valuable, do not adequately predict outcomes in focal relationships. They developed firm-specific measures of customers' attachment styles by using a firm employee as a target for the focal relationship. The customer attachment anxiety dimension relates to a customer's worries about the unavailability of the firm in times of need, and fears of rejection from the firm; whereas the customer attachment avoidance dimension describes a customer's need for self-reliance distrust of the firm's

employee. (Mende and Bolton 2011). Using this adapted measure, Mende et al. (2013) also found a significant negative effect of both attachment anxiety and avoidance on repurchase intentions. Additionally, there was an interesting effect, suggesting that maintaining the status quo by neither increasing nor decreasing the relationship breadth (number of products from same brand purchased) over time was the preferred response of people scoring high on attachment anxiety. This provides further support for an analogy between interpersonal relationships and consumer relationships.

Based on the above findings, the following hypotheses are proposed. It is important to note that due to conflicting results in previous research, we present conflicting hypotheses regarding the attachment anxiety factor. Specifically, if the analogy between intepersonal relationships and brand relationships holds:

Hypothesis 2a: Consumers with a high attachment anxiety will score lower on Brand Love

Conversely, if individuals do in fact tend to compensate for low interpersonal relationship quality by engaging more strongly with brands, then:

Hypothesis 2b: Consumers with a high attachment anxiety will score higher on Brand love

Hypothesis 3: Consumers with a high attachment avoidance will score lower on Brand Love

Matzler, Pichler, Füller, and Mooradian (2011) found that customers' personality congruence with the brand is linked to product attachment, which may be analogous to a brand relationship; which in turn leads to brand loyalty and brand trust. Additionally, they found that extroverted individuals were more likely to identify with a brand community, "a specialized, non-geographically bound community, based on a structured set of social relationships among

admirers of a brand" (Muniz & O'Guinn, 2001, p. 412) which may lead to a stronger bond with the brands (Bergkvist and Bech-Larsen 2010).

Hypothesis 4: Consumers who score higher on Extraversion will score higher on Brand Love.

As discussed, research from this particular perspective is quite scarce and therefore it is hard to draw many hypotheses from previous work. To complement these, this research draws from related fields for some additional testable hypotheses.

Haddock, Maio, Arnold, Huskinson (2008) found that individuals with a higher need for affect, a measure of a person's "general motivation to approach or avoid situations and activities that are emotion inducing for themselves and others" (Maio and Esses 2001, p.585) responded more favorably to affect-laden messages; although the setting is different, there may be a possible extension to branding research.

Hypothesis 5: Consumers with a higher Need for Affect will score higher on Brand Love

Since consumer-brand relationships are often considered analogous to interpersonal relationships (Fournier et al. 1998, Mende et al. 2013), this research also draws partly from past research in personality and relationship psychology, however formal hypotheses will not be advanced due to the lack of previous research in this area. Most importantly, this study advances that individual differences in personality may have an effect on levels of love felt for brands. One of the most commonly used framework for describing individual's personalities is the big five indicators of personality (Costa and McCrae, 1985). This framework relies on five broad, bipolar dimensions which adequately summarize an individual's overall personality. The five factors are as follows: Extraversion, usually characterized with high energy, highly social and

enthusiastic individuals; Agreeableness usually characterized by a tendency to be helpful, modest and easy-going; Neuroticism, a propensity to feel a set of negative feelings such as anxiety, personal insecurity and fear; Conscientiousness, usually portrayed by careful, responsible and disciplined individuals; and finally Openness to experience, defined as a general willingness to explore new ideas or new situations (John and Srivastava, 1999; Deniz, 2011).

Studies relating the big five personality scales and relationship quality in interpersonal romantic relationships have supported that certain traits are more or less conducive to high relationship quality (See Ozer and Benet-Martinez, 2006 for full review). For example, high neuroticism and low agreeableness have been shown to lead to relationship dissatisfaction. As part of the analogy between interpersonal and brand relationships, these may be worth testing.

Shaver and Brennan (1992) studied the relationship between attachment styles and personality traits and found that a secure attachment style, characterized by low levels of anxiety and avoidance, was negatively associated with neuroticism and positively with extraversion. Avoidant attachment styles were negatively associated with agreeableness and positively with neuroticism. As predictors of relationship variables, attachment styles were found to be much better predictors, however in the case of relationship length, openness to experience had a negative effect.

Noftle, and Shaver (2006) also explored links between attachment styles and the big five personality trait taxonomy as well as their effects on perceived relationship quality. They found that both attachment factors were negatively related to relationship quality, and that the big five factor conscientiousness was positively related to relationship quality. Additionally, although they found some correlations between the big five and the attachment dimensions, when both

individual difference variables were analyzed jointly, the big five factors did not add any explanatory power to the model.
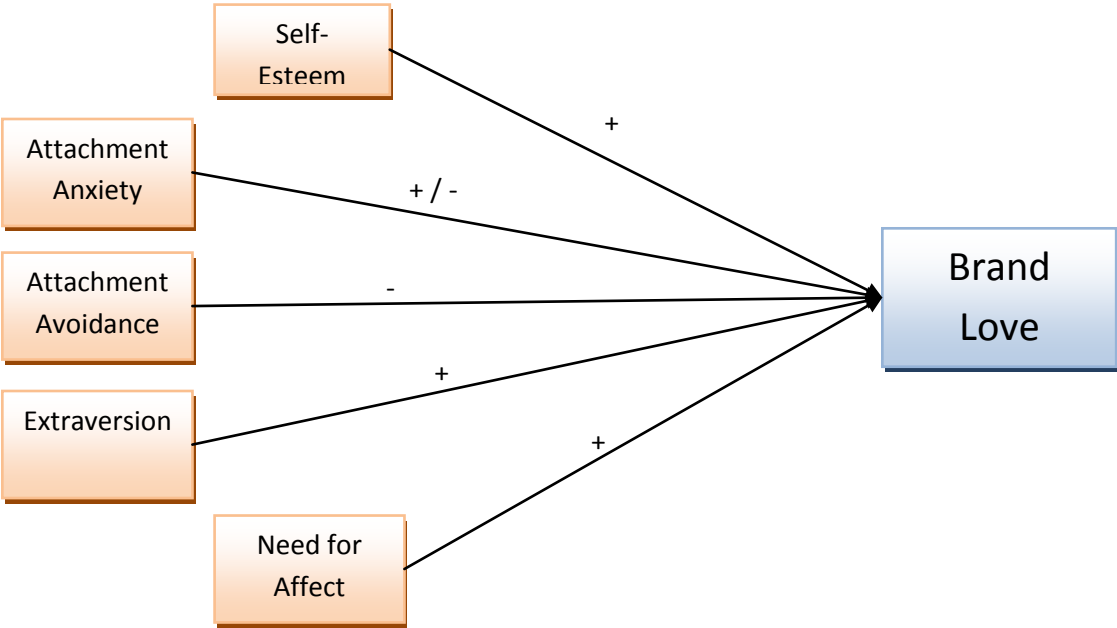
Figure 1 - Hypothesized Relationships

III. RESEARCH METHODOLOGY

A. Measures

The measurement tool used was a questionnaire consisting of a series of seven-point Likert-type scales. Respondent were asked to rate their degree of agreement with the statements presented. The decision to use a uniform seven-point scale across the survey was made in order to have access to a reasonable degree of possible variability in the data, while reducing the potential for unnecessary respondent confusion or fatigue due to different scales.

1. Individual Difference Variables

The individual-level measures were sourced from previous research in psychology. The self-esteem scale was taken from Malar et al.'s study (2011) and consisted of four items. The original big five indicators of personality (John & Stritavasta 1999) is a 44 item scale, which was deemed too long for this study; therefore, a short form developed by Gosling, Rentfrow and Swann (2003) was used. The measure developed consists of ten items, each with two words, for example: extraverted, enthusiastic. In an effort to clarify the scale items, single adjectives served as scale items; the result was a 20-item scale. The need for affect scale was first developed by Maio and Esses (2001) and consisted of 26 total items. For this research, the twelve highest loading items from the original article were chosen to be included in the study, six for the motivation to approach emotions factor and six for the motivation to avoid factor.

Attachment Style was measured using the shortened Experiences in Close Relationships (ECR) scale developed by Wei et al. (2007). The full scale consisted of twelve items, six items for the anxiety factor, and six for the avoidance factor. Importantly, a related, albeit much more relevant, domain specific version of this construct was also included. The customer attachment

style scale (Mende and Bolton 2011) is composed of eight items, four for each dimension matching the factors from the ECR. Note however that during analysis, this construct was grouped with the brand related variables due to the fact the wording of the items were specifically directed at the respondent's chosen brand. This implies that the responses were most relevant to that brand, and the measure does not capture a general individual tendency or trait.

A few other constructs developed to describe different facets of individual's personalities were added to the model in an exploratory fashion. Barak and Stern's (1986) sex-role identity measure consisting of 40 items was similarly shortened by extracting the highest loading 20 items (i.e., ten per factor). Finally, Lee and Robbins' (1995) social connectedness scale, a measure of general tendency to easily relate to others in a social setting, was sourced and shortened to include the top loading items, all loading at above .60 (Lee, Draper and Lee 2001); for a total of 14 items.

2. Brand-Related Antecedents

When introducing the brand-related questions, a brand had to be presented in order to introduce a target brand to keep in mind when answering the questions. Instead of presenting a brand chosen by the researchers, it was decided to let the respondents choose their own brand. The reasoning for this approach was the concern that if the brand was chosen by the researchers, each respondent would have different levels of connection and appreciation with the brand due to their experiences with said brand. This would in turn lead to differences in levels of attachment which are hinged more on brand related attributes rather than individual-level attributes. The purpose of the study was to uncover potential individual-level antecedents to brand relationships, therefore it was decided that each respondent's MOST loved brand would be chosen as the target for the study. This way, any variance in the level of emotional connection may have more to do

with individual preferences rather than the brand. A similar approach was used in Bergkvist and Bech-Larsen's (2010) study where one of the brands in each category was left for the respondent to decide on. Respondents reported a wide range of brands and products from the most popular and widely appreciated tech company Apple Computers to much lesser known Ravelry. There was a wide variation of types of brands: from the symbolic Harley Davidson to the purely functional Cheerios; from service brands such as Air Canada to consumer packaged goods manufacturer General Mills; from the most conspicuous brands such as Rolex and Michael Kors to the most privately used brands such as Cottonelle; from multinationals such as McDonald's to private label brands such as President's choice; and from consumer products such as Heinz to celebrity personality brands such as Bob Dylan and even sports teams. There was also a wide variation in level of attachment, and love throughout the sample, as can be seen in the univariate statistics found in appendix (Appendix B.)

In an effort to control for some brand related attributes known to affect the brand relationship, several brand related antecedents were also included in the study (see Appendix). These were sourced from previous research in brand relationships. The brand personality congruence construct is a two item measure from Malar et al. (2011) measuring the congruence of the consumer's actual self with the personality of the brand. Consumer brand identification (Bergkvist et al, 2010) is a one item measure consisting of a zipper scale with two rows of circles which get increasingly close until they overlap. The respondent is asked to imagine that the circle on the left represents their personal identity and the one on the right represents the personality of the brand; they are then asked to choose which set of circles best represents the level of overlap between them. Perception of brand symbolism is a nine item scale sourced from Souiden and M'Saad (2011) and was used as a proxy measure in order to assess the symbolic (versus

utilitarian) nature of the brand chosen by the respondent. Brand anthropomorphization is a two-item scale which aims to measure the level to which the respondent anthropomorphizes their chosen brand. Sense of community, a three-item scale, was designed to measure the extent to which the respondent identifies with other users of their brand. Consumers' preference for closeness (Mende et al. 2013) with their brand was also measured, using an eight item scale. Finally, the survey also included Escalas's (2004) self-brand connections seven item scale, designed to measure the degree to which consumers integrate their brand within their self-concept.

3. Brand Relationship Measures

Several measures of brand relationships were used as dependent constructs to be tested. The reason for testing several constructs was that each was originally conceptualized to measure a slightly different aspect of the brand relationship. The inclusion of several, related dependent constructs allowed for an examination of the relative impact of antecedents on these consumer-brand relationship measures. Brand attachment (Thomson et al, 2005) was measured by using the original ten item scale, as well as Park et al.'s (2010) four item brand attachment scale. The first is composed of a list of ten adjectives, and the respondents are asked how well the adjectives describe their feelings about the brand, whereas the second one is composed of four questions about the consumer's attachment to the brand. Brand love (Carroll & Ahuvia 2006) was measured using a two-item overall measure used by Batra et al. (2012), as well as the original ten-item scale developed by Carroll and Ahuvia (2006). Romantic brand love (Sarkar et al. 2012), an eight-item scale, and brand romance (Patwardhan et al. 2011), a twelve-item scale, were also measured in order to get a full spectrum of the different feelings a consumer can have for their brands. Finally, Fournier's (1998) brand relationship quality measure was included in

order to capture a slightly different aspect than the emotional connection, which includes an evaluative component. The scale used consisted of nine items and was sourced from Mende et al. (2013) and was composed of nine items. Finally several brand relationship characteristics such as the length of the relationship, whether the brand was purchased before, the setting where the brand is used were included in the study as control variables.

B.　　Survey Administration and Preliminary Data Analysis

The final questionnaire was composed of a total of 200 questions. First, participants completed scales measuring different facets of their individual personalities. Next, respondents were asked to choose and state "the brand [they] love most" and were informed that the remainder of the survey would pertain to this chosen brand. Subsequently, the respondents were asked to answer the scales pertaining to their connection to the brand, perceptions of the brand's identity, and finally their level of emotional connection with the brand, using several different scales designed to measure different characteristics of the brand-consumer relationship. Finally, general demographic questions were asked to be used as control variables. The full questionnaire is included in the appendix.

In an effort to get a representative sample of Canadian consumers and a high response rate, the survey was administered through an online survey panel provided by Research Now. Panel members were contacted by e-mail in order to participate in the research project and were offered a chance to enter a draw to win cash and prizes in lieu of remuneration. The study was completed during the first week of April 2015, and the median time for completion of the survey was 20.4 minutes. The original sample included a total of 608 complete responses.

After removing data of participants with invariant response patterns, the final sample was composed of 540 complete responses. The final sample consisted of 47.78% male and 52.22% female repondents, with a large proportion (69.81%) from a non-Hispanic white or European cultural background. The mean age of the respondents was 46.46 years and 81.11% of respondents held at least a high school diploma. The majority of respondents (90.93%) reported being perfectly fluent in English.

IV. RESULTS

A. Preliminary data analysis

As a first step, a univariate analysis was ran, examining normality of each item in order to assess feasibility of subsequent analyses. Almost all items show Skewness and Kurtosis scores within the acceptable range of $|2|$ which suggests that assumptions or normality are satisfied. Only two measures of overall brand love (BL_O) fall outside of the acceptable range and were thereby eliminated from subsequent analyses. Full univariate statistics are included in the Appendix.

Although the scales used in this research were sourced from previous literature and were well validated, the researcher proceeded by evaluating expected factor structures as well as reliability of each scale prior to the hypothesis tests. The results of this first round of analysis are summarized in the table 1.

Table 1 - Preliminary Reliability Analysis

	Preliminary Analysis			
	Standardized Cronbach's Alpha	Alpha higher if item removed?	#Factor (EFA)	% Variance Explained
BFI_Extraversion	.67	Yes (.723)	1	64.6%
BFI_Agreeableness	.56	Yes (.580)	2	72.5%
BFI_Conscientiousness	.697	No	1	52.5%
BFI_Neuroticism	.691	No	1	52.1%
BFI_Openness	.31	Yes (.345)	2	60.4%
ECR_Avoidance	.809	No	2	77.5%
ECR_Anxiety	.816	Yes (.841)	1	53.0%
Self-Esteem	.888	Yes (.938)	1	75.8%
Social Connectedness	.943	No	2	69.0%
Need for Affect	.865	Yes (.876)	2	62.0%
Sex-Role Identity - Masculinity	.88	No	2	62.6%
Sex-Role Identity - Femininity *	.941	Yes (.943)	1	66.0%
Brand Anthropomorphization *	.921	No	1	92.7%
Brand Personality Congruence *	.915	No	1	85.5%
Sense of Community *	.867	Yes (.871)	1	79.1%
Perception of Brand Symbolism *	.938	No	1	66.8%
Customer AS - Anxiety *	.887	No	1	74.8%
Customer AS - Avoidance *	.869	No	1	72.0%
Preference for Closeness	.71	Yes (.804)	2	64.7%
Self-Brand Connection	.928	Yes (.938)	1	70.4%
Brand Love - 10 item	.916	Yes (.924)	2	72.5%
"Romantic" Brand Love - 8 item	.936	No	1	69.5%
Brand Romance - Unifactorial Solution	.892	Yes (.899)	2	67.3%
Brand Attachment - Scale 1 *	.909	No	1	78.7%
Brand Attachment - Scale 2 *	.963	No	1	75.2%
Brand Attachmnet - Combined Scales *	.966	No	1	69.3%
Brand Relationship Quality - Unifactorial Solution	.928	Yes (.937)	2	76.5%

Table 1 suggests that only a few of the scales (*) performed adequately according to suggested cutoffs for a Cronbach's Alpha of 0.8 for applied research (Nunally 1978) and with the expected factor structures in the preliminary analyses. Next, we will discuss steps taken to improve scale reliabilities for the remaining scales.

B. Factor Analysis and Item-Reduction

In order to diagnose problematic item loadings, multiple factor analyses were performed on each construct, conducted on a random sub-sample of 50 respondents, starting with the big five indicators of personality. After eliminating items that did not load as expected and showed low communality, a stable factor structure was obtained (Table 2). However, the last factor was dropped due to the fact that only a single indicator loaded adequately.

Table 2 - Final Factor Structure - Big Five Indicators of Personality

	Best Solution - Variance Explained 74.77%				
	Last 2 factors Eigen 0.997, 0.902				
	Rotated Factor Pattern (Standardized Regression Coefficients)				
	Factor1	Factor2	Factor3	Factor4	Factor5
BFI_Extraversion 1	**0.701024**	0.161962	0.215907	-0.21342	0.17921654
BFI_Extraversion 3	**0.854403**	-0.08272	-0.08628	0.124806	-0.0373833
BFI_Extraversion 4	**0.833999**	-0.03416	-0.12206	0.037768	-0.0842705
BFI_Agreeableness 1	-0.0875	**0.972248**	-0.15319	0.00428	-0.0332914
BFI_Agreeableness 2	0.08169	**0.784722**	0.167202	0.054088	0.00492236
BFI_Conscientiousness 3	0.066009	-0.06795	0.03103	**0.881892**	0.05409251
BFI_Conscientiousness 4	-0.03879	0.13382	0.044354	**0.839409**	0.00290047
BFI_Neuroticism 1	-0.19253	-0.04608	**0.847365**	0.012751	0.04039701
BFI_Neuroticism 2	0.098163	-0.00678	**0.863245**	0.058693	-0.1080358
BFI_Openness 2	-0.01591	-0.02785	-0.06206	0.051809	**1.00127488**

Next, the measures of attachment styles were assessed using the same method. It was found that the reverse-coded items were problematic and seemed to load on a separate third factor. In order to eliminate this issue, the reverse-coded items were eliminated from subsequent analyses. The final factor structure is presented in table 3.

Table 3 - Final Factor Structure - Attachment Style

	Best Solution Variance Explained 68.13%	
	Rotated Factor Pattern (Standardized Regression Coefficients)	
	Factor1	Factor2
ECR_Anxiety 1	**0.87524**	-0.16158
ECR_Anxiety 5	**0.78821**	-0.03946
ECR_Anxiety 3	**0.74271**	0.08191
ECR_Anxiety 6	**0.68761**	0.24226
ECR_Anxiety 2	**0.59268**	0.26746
ECR_Avoidance 4	-0.09901	**0.95461**
ECR_Avoidance 6	-0.02443	**0.89501**
ECR_Avoidance 2	0.31306	**0.63422**

The scales for self-esteem, social connectedness, and brand love were also reduced by removing all reverse-coded items due to the fact that they consistently cross-loaded on separate factors and attained adequate levels of reliability and expected factor structures as a result.

The item "I am a very emotional person." in the need for affect scale showed low communality(0.526), cross-loaded moderately on both factors and was suggested as a candidate for removal from the prior reliability analysis. After its removal, the expected factor structure was found as well as adequate reliability scores.

Using a similar strategies, problematic items from the other scales were assessed. Several items were removed from the sex-role identity scale, the preference for closeness scale, the self-brand connection scale and the romantic brand love scale; improving the factor structures by reducing cross-loading items and items showing communalities under 0.6.

In their article, Patwardhan et al. (2011) defined brand romance as a three factor construct, however the findings suggested a two-factor solution. When the factor structure was forced on three factors, the items loaded correctly, however one of the factors showed a high correlation with both others, as shown in the following tables (Table 4 and 5).

Table 4 - Brand Romance 3-Factor Solution

Forced 3-Factor solution Variance Explained: 78%		
Rotated Factor Pattern (Standardized Regression Coefficients)		
	Factor1	Factor2	Factor3
Brand Romance 11	**0.92216**	-0.01797	-0.0773
Brand Romance 9	**0.89791**	-0.01737	0.03252
Brand Romance 10	**0.88524**	0.04283	0.01596
Brand Romance 12	**0.88184**	0.03956	0.0485
Brand Romance 7	-0.11373	**0.86987**	0.11393
Brand Romance 6	0.13074	**0.8319**	-0.0363
Brand Romance 5	0.08575	**0.77222**	0.06507
Brand Romance 3	-0.06322	-0.11123	**0.96891**
Brand Romance 2	0.05426	0.18828	**0.70987**
Brand Romance 1	0.06464	0.20221	**0.66874**

Table 5 - Brand Romance - Correlation between Factors

Reference Axis Correlations			
	Factor1	Factor2	Factor3
Factor1	1	-0.4935	0.12258
Factor2	-0.4935	1	-0.54417
Factor3	0.12258	-0.5442	1

Since the original scale was developed as a higher-order construct, a forced single factor solution was also attempted in order to simplify analysis and increase available degrees of freedom in subsequent analyses. A stable solution was found after removal of three items showing low communalities as well as low loadings on the factor. This solution, representing the higher-order brand romance construct was retained for subsequent analysis.

Finally, the brand relationship quality scale presented three items which loaded poorly, and reduced reliability. Removing them resulted in a strongly loading set of items and a stable factor structure.

C.   Confirmatory Factor Analysis

Confirmatory Factor Analysis was performed on the resulting constructs using the entire sample (N=540) as a final validation of the factor structures before the final analysis was performed. The following table presents the results of the CFA. It is important to note that although all of the constructs failed the chi-square test, it is known that this test is highly susceptible to sample size, and its failure may be a result of the large sample size. In most cases, the majority of the fit statistics such as Goodness of fit, Adjusted GFI, Standardized RMSR are above suggested levels and are deemed acceptable. The results can be seen in table 6.

Table 6 - Confirmatory Factor Analysis Fit Summary

Fit Summary														
Construct	BFI	ECR	Social Connectedness	NFA	Sex-Role Identity	Perception Brand Symbolism	Customer Attachment Style	Preference Closeness	Self-Brand Connection	Brand Love	Romantic Brand Love	Brand Romance	Brand Attachment	BRQ
N Observations	540	540	540	540	540	540	540	540	540	540	540	540	540	540
Chi-Square	164.97	100.941	61.779	175.9113	577.8338	350.594	91.9977	8.5847	98.24	124.45	229.44	308.0279	412.569	33.1802
Chi-Square DF	25	19	20	43	89	27	19	2	9	20	20	49	76	9
Pr > Chi-Square	<.0001	<.0001	<.0001	<0.0001	<0.0001	<0.0001	<0.0001	0.0137	<0.0001	<0.0001	<0.0001	<0.0001	<0.0001	0.0001
Hoelter Critical N	124	161	275	182	105	62	177	377	93	137	74	117	128	275
Standardized RMSR	0.0672	0.0492	0.0177	0.0499	0.0724	0.0451	0.0612	0.0674	0.0268	0.0277	0.0422	0.0744	0.0299	0.0141
Goodness of Fit Index	0.9467	0.9508	0.9727	0.941	0.8659	0.8698	0.9596	0.9921	0.9447	0.9441	0.8904	0.909	0.8964	0.9809
Adjusted GFI (AGFI)	0.8828	0.9067	0.9508	0.9095	0.8192	0.783	0.9235	0.9605	0.871	0.8994	0.8027	0.8552	0.8569	0.9554
RMSEA Estimate	0.1019	0.0894	0.0623	0.0757	0.1009	0.1491	0.0844	0.0782	0.1356	0.0984	0.1394	0.099	0.0906	0.0706
RMSEA Lower 90%	0.0874	0.0727	0.045	0.0643	0.0932	0.1354	0.0676	0.0301	0.1122	0.0823	0.1235	0.0886	0.0822	0.0459
RMSEA Upper 90%	0.117	0.107	0.0802	0.0875	0.1089	0.1632	0.1021	0.1351	0.1605	0.1154	0.1559	0.1098	0.0993	0.0971
Probability of Close Fit	<.0001	<.0001	0.116	0.0002	<0.0001	<0.0001	0.0005	0.1456	<0.0001	<0.0001	<0.0001	<0.0001	<0.0001	0.082
Bentler Comparative Fit	0.8862	0.9585	0.988	0.9545	0.9161	0.9113	0.9688	0.9902	0.9668	0.969	0.9373	0.9358	0.955	0.9911
Bentler-Bonett NFI	0.8706	0.9496	0.9824	0.9409	0.9025	0.9048	0.9611	0.9873	0.9636	0.9634	0.9319	0.9248	0.9455	0.9879
Chi-Square/DF	6.5988	5.31268	3.08895	4.09096	6.492515	12.98496	4.8419842	4.29235	10.915556	6.2225	11.472	6.286284	5.4285395	3.68669

D.   Final Reliability Analysis

Once satisfactory factor structures were obtained, a final check was performed in order to assess final average variance extracted, composite reliabilities and Cronbach's alpha for each construct. The results in the following table show that the large majority of scales perform quite well with average variance extracted well above 60% in most cases, composite reliabilities, the reliability of each construct in the tested model, above .80 and Cronbach's alphas well above .80.

Table 7 - Final Reliability Analysis - All Constructs

	Average Variance	Composite Reliability	Cronbachs Alpha
BFI - Agreeableness	0.79	0.88	0.73
BFI - Conscientiousness	0.7	0.82	0.56
BFI - Extraversion	0.8	0.89	0.75
BFI - Neuroticism	0.74	0.85	0.67
Brand Anthropomorphization	0.93	0.96	0.92
Brand Attachment	0.69	0.97	0.97
Brand Love	0.71	0.95	0.94
Brand Personality Congruence	0.86	0.95	0.92
Brand Relationship Quality	0.77	0.95	0.94
Brand Romance	0.47	0.91	0.89
Customer AS - Anxiety	0.74	0.92	0.89
Customer AS - Avoidance	0.79	0.92	0.87
ECR Avoidance	0.75	0.9	0.84
ECR Anxiety	0.61	0.88	0.84
Sex-Role Identity - Femininity	0.66	0.95	0.94
Sex-Role Identity - Masculinity	0.66	0.91	0.88
Need for Affect - Approach	0.64	0.9	0.86
Need for Affect - Avoid	0.62	0.91	0.88
Perception of Brand Symbolism	0.67	0.95	0.94
Preference for Closeness	0.63	0.87	0.8
Romantic Brand Love	0.72	0.95	0.94
Self-Brand Connection	0.76	0.95	0.94
Self Esteem	0.89	0.96	0.94
Sense of Community	0.79	0.92	0.87
Social Connectedness	0.72	0.95	0.94

As we can see in table 7, two factors showed reliability scores slightly under the generally accepted minimum .7 score. However, these were kept in the main analysis for the time being. The variance extracted for the brand romance construct were also quite low. This may be due to the fact that a one-dimensional solution was forced.

E.   Correlation Analysis

The final step in the preliminary analysis consisted of a correlation analysis between the main constructs of the study. The objective was two-fold: first, potential patterns between the variables were examined, in order to inform subsequent analysis; subsequently, discriminant validity was also assessed by examining correlations that were unusually high.

The results of the correlation analysis (see appendix) show a few interesting patterns. Firstly, a large portion of the individual level constructs show significant correlations, which is to

be expected since the measures are meant to capture different aspects of an individual's personality. A noteworthy correlation is between the femininity factor of the sex-role identity construct and the agreeableness factor of the big five personality indicators (.85). This gives some weight to the validity of both scales since the femininity factor measures items such as compassion, gentleness and sympathy all of which are in line with a higher rating on the agreeableness factor of the big five indicators of personality.

The brand-related independent variables also show significant positive correlations between each-other as well as a few interesting correlations with the individual-level variables such as the agreeableness factor of the big five indicators, the anxiety factor of the attachment styles construct, the motivation to approach factor of the need for affect construct and both sex-role identity factors. Finally, these variables also show high correlations with the dependent emotional attachment variables. Once again, these correlations were expected since these constructs aim to measure different aspects of the brand-self connection as well as perceptions about the relationship with the brand.

Finally, the dependent variables of the study, measuring different facets of the emotional relationship between the consumer and their brand all show high correlations between each other. This was also expected, nevertheless a few of the correlations were worrisome in terms of attaining discriminant validity. Brand love and romantic brand love show a correlation of .87, however this was not completely unexpected since both constructs stem from similar concepts of love, passion and dedication to a brand. Romantic brand love also shows a high correlation with self-brand connection (.83) and brand attachment (.86). In order to test discriminant validity further, two additional tests were performed the Fornell-Lacker Criterion was calculated as well as the Hetero-Trait Mono-Trait Ratio. None of these correlations or discriminant validity

statistics are above .85 the suggested cut-off (Vorhees et al. 2015), although a few statistics are close (see tables in appendix).

At this stage, it was decided to exclude the brand romance construct from further analysis due to a low average variance extracted combined with high correlations with most of the other brand-relationship constructs.

Before moving on to the main analysis, a few additional patterns in the correlation matrix are worthy of mention. First, it is interesting to note that brand personality congruence, sense of community, perception of brand symbolism and self-brand connection, show high correlations to most of the brand relationship variables. This was expected since these constructs have been shown as antecedents of at least one of the dependent variables in previous studies. The avoidance factor of the customer attachment style construct shows high negative correlations with the dependent variables, which is also in line with literature. Finally, and perhaps most interestingly, brand relationship quality seems to stand out as a clearly separate construct from the four other relationship measures. Although it is significantly correlated to the others, the correlation statistics are much lower in general and some of the patterns of correlation with independent constructs are widely different. For example, brand relationship quality seems to be the only dependent variable significantly correlated with the neuroticism factor of the big five indicators. It also exhibits lower correlations with the previously mentioned brand-related independent variables, and even seems to be negatively related to the anxiety factor of the customer attachment style construct, whereas all the other dependent variables show moderate positive correlations.

F.   Main Analysis

The main analysis for this study was a Structural Equation Model performed on a Smart-PLS platform, which uses a Partial Least Squared algorithm for path estimation and a bootstrapping method for significance testing. A simplified path model of the study follows and a full path model can be found in appendix (Appendix F). The path model tested included the individual-level constructs with hypothesized relationships to brand-relationship constructs such as brand love and related outcome variables, but also brand-related constructs to control for their influence on these outcomes.

```
┌──────────────┐
│ Individual-  │
│    Level     │──────────┐
│  Constructs  │          ↓
└──────────────┘   ┌──────────────────┐
                   │ Brand Relationship│
                   │    Constructs     │
┌──────────────┐   └──────────────────┘
│    Brand-    │          ↑
│   Related    │──────────┘
│  Constructs  │
└──────────────┘
```
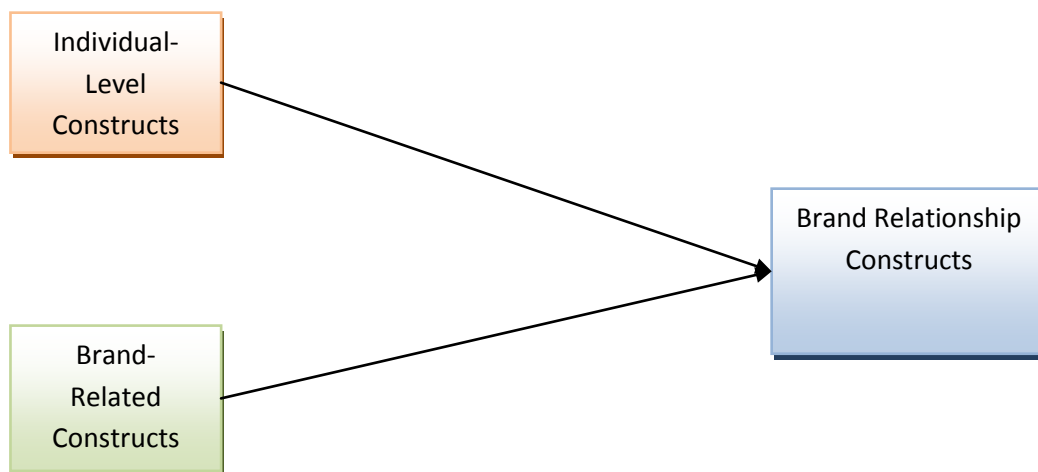
Figure 2 - Simplified path model tested

1.   Model Comparison

A path was drawn from each of the independent factors discussed previously, as well as the control variables included in the study, leading to each of the brand relationship constructs. In the first round of analysis, two separate models were assessed, one containing only the

individual-level constructs and one containing only the brand related constructs (see Table 8). An interesting first result is that the brand related constructs performed significantly better in terms of variance explained, measured by the R-square for each of the dependent constructs. In fact, if the model with only the brand-related constructs is compared to the full model, we can see that the variance explained after the addition of the individual-level constructs increases only slightly, by a total of one to two percent for each dependent variable; this suggests that individual level variables relate to brand relationships to a lesser degree than brand-related variables.

Table 8 - Comparison of R-Square of different models tested

Individual-Level Constructs Model		Brand-Related Constructs Model		Full Model	
Brand Relationship Construct	R Square	Brand Relationship Construct	R Square	Brand Relationship Construct	R Square
Brand Attachment	0.17	Brand Attachment	0.65	Brand Attachment	0.67
Brand Love	0.16	Brand Love	0.64	Brand Love	0.66
Romantic Brand Love	0.17	Romantic Brand Love	0.76	Romantic Brand Love	0.77
Brand Relationship Quality	0.14	Brand Relationship Quality	0.46	Brand Relationship Quality	0.48

Another noteworthy result of this first model comparison is that the variance of brand relationship quality explained by the examined constructs is significantly lower than that of all the other brand relationship constructs. This may be due to the fact that the quality of the brand relationship may be attributed to highly personal experiences with the brand or other brand initiated actions which are not examined herein.

2. Analysis of Resulting Path Coefficients

The results of the full path analysis are presented in the table 9.

Table 9 - Path Coefficients - Full Model

	Brand Attachment	Brand Love	Romantic Brand Love	Brand Relationship Quality
Age	-0.06*	-0.09***	-0.05**	-0.02
BFI - Agreeableness	0.03	0	0.02	0.04
BFI - Conscientiousness	-0.05	-0.01	-0.03	0.04
BFI - Extraversion	0	0.03	0.03	0
BFI - Neuroticism	0.03	0.07*	0.04	0.07
Brand Anthropomorphization	0.07**	0.02	0.07**	0.02
Brand Personality Congruence	-0.03	-0.11***	-0.07*	-0.14***
Brand Purchased	0	0.04*	-0.01	0.01
Brand Relationship Status	0.02	0.08***	0.01	0.19***
Brand Used	-0.01	0.03	0.03	-0.08***
Customer AS - Anxiety	-0.01	-0.13***	-0.04	-0.28***
Customer AS - Avoidance	-0.2***	-0.36***	-0.22***	-0.32***
Customer-Brand Identification	0.08***	0.02	0.04*	-0.03
Education	0.03	0.01	0	-0.01
Attachment Style - Avoidance	-0.01	0.04	0.03	0.05
Attachment Style - Anxiety	0.03	0.04	0.02	0.09*
Gender	-0.04	-0.01	0	0.01
Income	-0.04*	0	0.02	-0.01
Length of Relationship	-0.03	0.02	-0.01	0.07*
Need for Affect - Approach	0.03	0.02	0.03	-0.06
Need for Affect - Avoid	0.10**	0.04	0.06	-0.02
Perception of Brand Symbolism	0.15***	0.15***	0.16***	0.12**
Preference for Closeness	0.07	0.11**	0.15***	0.08
Self-Brand Connection	0.34***	0.28***	0.39***	0.14*
Self Esteem	0.01	-0.06	-0.02	0
Sense of Community	0.05	0.04	0.04	0.09
Sex-Role Identity - Femininity	0.06	0.13**	0.04	0.12*
Sex-Role Identity - Masculinity	-0.1***	-0.04	-0.06	0.01
Social Connectedness Scale	0	-0.05	-0.02	0.02

Two-tailed test significant at the *$p<=0.1$ level, **$p<=0.05$ level, ***$p<=0.01$ level

The results show that the age of the consumer as well as their income have marginally significant negative effects and the masculinity factor of the sex-role identity has a significant negative effect on the emotional attachment to brands felt by consumers. Additionally, the

motivation to avoid emotions factor of the need for affect construct also shows a positive effect. In the brand-related group, brand anthropomorphization, customer-brand identification and perception of brand symbolism all seem to drive higher levels of brand attachment. Finally, the main driver of brand attachment, is the self-brand connection construct.

In the case of brand love, a customer's age shows a highly significant negative effect, whereas a consumer's feminine identity as well as a higher score on the neuroticism factor of the big five both show significant positive effects. In the brand related group of constructs, perception of brand symbolism and self-brand connection once again show strongly positive effects. However, interestingly brand-personality congruence seems to have a negative effect on consumer's feelings of love for the brand. Consumers exhibiting high anxiety and avoidance in their attachment styles in a consumer setting also report lower levels of love towards their brand. Finally, a customer with a higher preference for closeness with their brand also tends to feel higher level of love for it. Two of the control variables exhibited the expected pattern: if the brand had been purchased previously the higher the level of love and similarly if the relationship with the brand was ongoing.

For romantic brand love, age seems to be the only individual level factor to have a significant effect. Once again, consumers' perception of brand symbolism, preference for closeness and high self-brand connection drive higher levels of romantic feelings for the brand. Customer-brand identification and brand anthropomorphization both show a small positive effect, however brand personality congruence once again results in a marginally significant negative effect on romantic brand love. Finally, the avoidance factor of a customer's attachment style also results in lower levels of romantic involvement with the brand.

Finally, the quality of the brand relationship seems to be marginally positively linked to a customer's feminine sex-role identity. Additionally, and most interestingly, the anxiety factor of a consumer's relationship attachment style seems to increase a consumer's relationship quality with their brands. Similarly to the previous dependent variables, perception of brand symbolism and self-brand connections also positively affect the quality of the brand relationship. Moreover, once again, brand personality congruence exhibits a negative effect on the quality of the relationship. Finally, both factors of customer attachment style have a highly significant negative effect on brand relationship quality. Additionally, a few of the control variables show significant effects, both the current status of the brand relationship as well as its length have a positive effect on the perceived quality of the relationship; whereas the setting in which the brand is used results in a slight negative effect, lower when the brand is used in private.

3.   Hypothesis Tests

The results of this model do not support Hypothesis 1 in that self-esteem shows no significant relationship with any of the dependent brand relationship variables.

Hypothesis 2 is partially supported. Although the individual difference variable attachment anxiety is not significantly related to brand love, it does present a marginally significant positive effect on brand relationship quality. Furthermore, the customer attachment anxiety construct, specifically designed to capture individual preferences in a consumer setting shows highly significant negative effect on both brand love and brand relationship quality.

Similarly, hypothesis 3 is partially supported. Once more, the individual attachment avoidance trait had no significant effect on any of the dependent variables, whereas the customer

specific version of the construct shows an important, highly significant negative effect on each one of the brand relationship constructs.

Hypothesis 4 is not supported in the model. Extroversion does not seem to have any significant effect on any of the dependent constructs.

Finally, hypothesis 5 is not supported, as need for affect does not show any significant effect on brand love. The avoidance factor does however show a weak, but significant, positive effect on brand attachment.

In the next section, we will discuss potential explanations to the observed effects, as well as possible implications in more depth.

V.   DISCUSSION

A.   Overall Results

Contrary to the hypotheses advanced in this research, individual-level variables do not seem to affect brand relationships significantly. In fact, the average R-Square explained by individual difference variables after accounting for brand related variables is only between one and two percent. This is in line with previous findings in consumer behavior research (See Kassarjian 1971 for a review). However, it is important to note that, as suggested by Kassarjian (1971), these results may be due to a number of potential issues in measurement and reliability including but not limited to using measures which are not developped for the purpose of studying consumer behavior. According to Kassarjian (1971) finding even limited support in this line of questioning is remarkable.Nonetheless, these result suggests that what is essential in order to foster successful emotional relationships with customers, is not who marketers are targeting, but more importantly a clearly symbolic brand, as well as a high level of connection with the target customer's self concepts. This result is informative for marketers, as it suggests that the initiative to foster an emotional relationship with consumers is largely within their control.

B.   Individual-Level Variables

Despite this, a number of individual factors show significant effects on the dependent variables, which lead to a number of interesting implications. Firstly, the older a customer, the less likely they are to engage in a relationship with a brand. This may be due to the fact that older customers are less interested in investing emotionally with brands. They may simply buy the brands they have always bought or are accustomed to, without necessarily being emotionally devoted to that brand. This may be due to a tendency of older customers to be more skeptical

(Obermiller and Spangenberg, 2000), and perhaps less inclined to believe in a brand's projected image (Eisend, and Stokburger-Sauer, 2013).

A higher income bracket shows a similar pattern: as a whole, the higher the income of the customer, the lower his attachment to the brand. In this case, it is possible that the customer's choices are more strongly based in more functional features of the products they purchase such as quality and less so on the brand that creates them. This is in line with findings from Eisend and Stokburger-Sauer's (2013) meta-analysis which suggests that higher education level, which may be correlated with higher incomes, may render consumers more skeptical to the brand's projected personality (Aaker 1997).

Secondly, although the biological gender of the customer does not seem to affect the level of emotional closeness with their brand, their perception of their sex-role identity certainly does. Specifically, a feminine identity seems to positively impact both the level of brand love felt towards the brand as well as the perceived relationship quality with the brand. On the other hand, a masculine identity reduces the strength of the attachment felt towards a brand. These results seem to suggest that a more caring, loyal and compassionate personality will extend to higher levels of involvement with brands, and higher investment into the brand relationship. This is in line with findings in interpersonal relationships suggesting that individuals with high levels of agreeableness will experience higher levels of satisfaction in relationships (Ozer and Benet-Martinez, 2006). As seen previously, a feminine identity seems to be closely related with high levels of agreeableness.

Additionally, a few of the psychographic variables studied show some interesting effects as well. A higher score on the neuroticism factor of the big five indicators of personality seems

to be linked to higher levels of brand love. This result is more complex to interpret however, a potential explanation is that a person who is more neurotic, finds solace in a brand that delivers successfully on its promises and thus suggests that the customer can rely on it time and again. As brand love's main focus is on how the brand makes the customer feel, we find this a plausible explanation.

The motivation to avoid emotions factor of the need for affect scale shows a positive effect on brand attachment. This was surprising due to the fact that attachment is an emotional response and the expected direction of the effect of avoidance was opposite to the one found. It is possible however that, as suggested by Proksch et al. (2013), people who are less comfortable in interpersonal relationships may compensate by relating more strongly to brands. A similar effect can be seen in the link between higher attachment anxiety and brand relationship quality: the positive effect witnessed herein supports this hypothesis.

C.   Brand Related Variables

One of the secondary goals of this study was to confirm previously established antecedents of brand relationships as well as compare their effects when studied all at once. To do so, we introduced several brand-related variables previously shown to affect one or the other brand relationship constructs into a large model containing several of these dependent constructs. Overall, it seems that some of the antecedents previously suggested are not as important when accounting for others, and only a few show very strong effects on the dependent constructs.

Firstly, in the case of consumer-brand identification, previously shown to have a positive effect on brand attachment (Porksch et al., 2013) and brand love (Bergkvist et al., 2010); only the effect on brand attachment was replicated herein as well as a marginally significant effect on

romantic brand love. The reasoning for this result is that other covariates included in the model are accounting for the aforementioned effect and thus the consumer-brand identification is superfluous.

It is highly likely that the inclusion of the self-brand connection construct is partly responsible for this result. This construct is a much richer concept which encompasses different facets of the connection between the consumers' actual self and the perceived brand concept. It is likely that self-brand connection accounts for much of the variation of consumer-brand identification as can be witnessed from the moderately high correlation between the two variables. Interestingly, this correlation is higher than any of the correlations observed between consumer brand identification and the dependent constructs. In turn, self-brand connection shows by far the largest positive effect on each of the dependent variables, implying that it is in fact one of the most important antecedents to a successful brand relationship. Conversely, it is remarkable to note that the effect of self-brand connection on the quality of the brand relationship is only marginally significant, suggesting that there may be other more important variables to consider in that case.

Next, brand personality congruence, previously shown to increase emotional brand attachment (Malär et al., 2011; Swaminathan et al., 2008) was not found to have an effect on brand attachment in this study. Additionally, and perhaps more importantly, brand personality congruence showed a highly significant negative effect on both brand love and brand relationship quality and a marginally significant negative effect on romantic brand love. This result was highly unexpected and quite difficult to interpret. It is possible that consumers are not necessarily interested in entering emotional brand relationship with brands that mirror their own personality too closely. This may point to the importance of brand congruence with an ideal self

(Malär et al. 2011); although an exploration of this reasoning is beyond the scope of this study, it may be worth pursuing in future research. A final potential explanation is that similarly to customer-brand identification, the effect of brand personality congruence was altered by the inclusion of more powerful antecedents. It is possible that, after accounting for the effect of other related variables, such as self-brand connections, increasing levels of congruency between the brand personality and that of the consumer is detrimental.

Brand anthropomorphization, which was suggested by Fournier and Alvarez (2012) as an important antecedent to any brand relationship in the "brands as intentional agents" framework, only shows a significant positive effect on brand attachment and romantic brand love. This suggests that feelings of deep love and commitment as well as the quality of the brand relationship do not hinge on an anthropomorphization of the brand in the consumer's minds.

As suggested previously by Carroll and Ahuvia (2006) and Malär et al. (2011), a brand's symbolic feature, or in this case the perception thereof, is also a crucial element of a meaningful brand relationship. This result was expected, and can be explained by the contention that if a brand is purely utilitarian in nature, then it is less likely that the relationship will evolve beyond a merely practical satisfaction based on the quality of the product purchased. Customer's preference for closeness with their brand performed as expected, as it had previously been linked to higher levels of loyalty (Mende et al. 2013), it stands to reason that it could have a positive effect on loyal customer's feelings for their preferred brands. More specifically, higher preference for closeness was significantly and positively linked to both brand love and romantic brand love. This makes sense since closeness with the partner is an integral part of a loving relationship.

As mentioned previously, the effects of both factors of the customer-specific attachment style construct presented expected patterns of effects since a low score on both factors was previously linked to higher levels of closeness with the brand as well as improved loyalty (Mende et al. 2013). In this case, the higher the customer's rating on avoidance and anxiety, the lower the love felt for the brand and most importantly, the lower the perceived quality of the relationship with the brand. Conversely, the avoidance factor also seems to affect the attachment felt towards the brand as well as the level of romantic brand love, whereas the anxiety factor does not. It is important to note that although a consumer's preferred attachment style in an interpersonal setting had no notable effects, the domain-specific measure of a customer's attachment style seems to be important in understanding brand relationships.

Interestingly, a sense of community, previously shown to be an important antecedent to a brand love relationship (Bergkvist and Bech-Larsen 2010) does not seem to relate significantly to any of the dependent variables. Once more, this may be partly due to the fact that some of the variation accounted for by this construct was accounted for by one of the more prominent variables entered in the model.

Last but not least, some of the relationship-related control variables also showed some interesting effects. Specifically, the likelihood of falling in love with a brand increased slightly if the brand was ever purchased before, and the quality of the relationship was rated higher with a longer relationship. The setting in which the brand is used, specifically when the brand is used publicly rather than privately, results in a slightly lower quality of brand relationship. This suggests a closer bond with brands that are used in a private setting, where a more personal connection can be created. And finally, the current status of the relationship also seems to affect the level of love felt towards the brand as well as the quality of the relationship. This is also in

line with expectations since a continuous relationship is likely one that boasts a certain level of attachment as well as satisfaction.

One addendum to all the aforementioned effects however is that causality cannot be established and should not be implied. For example, it cannot be said that a customer with low attachment avoidance in a consumer setting is more likely to fall in love with a brand. It is just as likely that the customer in question exhibits lower levels of avoidance towards the brand in question due to their positive emotional bond with their brand. In fact, this is one of the main limitations of this study which will be discussed in further detail in the next section.

VI.   LIMITATIONS AND FUTURE RESEARCH

First and foremost, this research is correlational in nature. One of the main limitations is therefore that causality cannot be inferred. This is mainly due to the nature of the measurement materials, notably the survey method. Since all the measurements were taken within a single time period, it is not possible to isolate the causal factors from their consequences. Future research can be undertaken in order to solve this issue by undertaking, for example, a longitudinal study with repeated measures over time in order to answer these questions.

Another significant limitation of the study, is that the customer attachment style construct was by design specifically aimed at the brand chosen by the customer. Although this construct performed exceedingly well, the results may have been biased by this fact. Future research should aim to measure this construct separately from the focal brand of the study in order to measure its impact as an individual difference variable, in terms of a general preference.

In addition, due to financial and time constraints, the final sample size was somewhat limited for the extent of the structural model tested. In fact, considering that the total number of paths tested amounted to 108 paths, the number of observations per path (i.e., five) is well under the recommended threshold (Muthén & Muthén, 2002).

The quality of some of the data points was also of concern. The data screening procedure reported earlier led to the elimination of 43 cases, accounting for almost 8% of the final sample. This raises concerns about the data quality obtained through the use of online panel data. This may have been due in part to the length of the survey administered. Future replications in a controlled lab environment involving a more stringent control of data quality (e.g., attention check questions), ideally with a shorter more focused measurement tool may yield better results.

Further, related to the previous issue, some of the measurements performed poorly compared to expectations. As most of the scales used had previously been well validated, the expectation was that the majority of scale items would follow the expected patterns. Unfortunately, a number of items had to be eliminated due to poor fit or unexpected loadings. Interestingly, the bulk of those items were reverse-coded items. This may have been due to poor comprehension or inattention or lack of interest. It is possible that an in-lab study could have helped avoid some of these issues.

On a related note, the worst performing scale in the study was the measurement scale for the big five personality indicators. This was unfortunate since the central variable in the study was this multi-dimensional measure of consumer personality. Future studies could make use of more complete versions of the big five measures in order to get a more reliable test of the potential effect that these may have on consumer's willingness to engage in an emotional relationship with a brand.

Finally, due to decisions made in the design stage, there was a wide variation in brands mentioned by respondents. Although this was a decision based on the necessity of measuring the highest level of emotional involvement with a brand, it may have resulted in unaccounted variance from brand-level variables such as brand type (symbolic vs. utilitarian), actions or positioning. Future research can also compare the effects between different types of brands, for example commercial vs. non-commercial brands, products vs. services, profit vs. non-profit, religions, sports teams, celebrities as brands, and so forth.

Further, the actual type of the brand was not entered as a variable since that would have required coding of this variable by raters blind to the hypotheses. Unfortunately, the costs

associated with this procedure was beyond the budget awarded for this study. Future studies could involve multiple data collections with the same respondents. For example: at time one, a large sample of respondents could be asked to state their most beloved brands; later these responses could be grouped by brands and the larger groups re-contacted to do a follow-up study in order to measure the relevant variables while keeping the brand(s) unchanged.

VII. THEORETICAL IMPLICATIONS

The main implication arising from this study is that individual difference variables such as personality do not seem to affect the level of emotional attachment that consumers can feel for their favorite brands. In fact, it seems that high levels of attachment or love are much more heavily reliant on the strength of the connection between a consumer and that brand and the extent to which consumers have accepted the brand as part of their self-image and everyday reality.

Additionally, some previously established antecedents of brand love were replicated and thus supported by this research. These include brand symbolism (Carroll and Ahuvia, 2006) and self-brand connection, which was previously linked to brand attachment (Malär et al, 2010). This further highlights the importance of those variables in predicting strong emotional relationships with brands. On the other hand, consumer brand identification and sense of community, previously believed to be important antecedents to brand love (Bergkvist and Bech-Larsen, 2010) .

Finally, the overall results of the research also point to the conclusion that although they are correlated, the different brand relationship constructs are definitely distinct from each other and measure different facets of that relationship. This is especially true for the brand relationship quality construct which seems to be a much richer construct with a large portion of the variation that is yet unaccounted. As interesting as it is to compare how these constructs are related to the hypothesized antecedents, it would also be educational to compare them in terms of how strongly they are related to managerially relevant outcomes which may be desirable; and most importantly which among them is the highest predictor of those positive outcomes.

VIII. MANAGERIAL IMPLICATIONS

The main implication for managers, is that building a relationship with their customers is for the most part all up to the managers of these brands. The reality uncovered in this study is that anyone can fall in love with a brand and as such, the only obstacle to developing that relationship lies in the image the brand portrays and the experiences that the consumers have with it.

More specifically, it is clear that the perception of a symbolic brand is a crucial aspect of developing a brand relationship. In order to fulfill this condition, a brand should be distinctive, easily recognizable and self-expressive (Carroll and Ahuvia, 2006, Keller 1993). Additionally, the brand managers can work towards building a certain amount of prestige attached to their brand and work towards making it a strong status symbol.

Additionally, it is important for brands to encourage their customers to integrate the brand within their self image, in order to encourage strong self-brand connections. Through various marketing messages and actions, managers can build a persona with which their customers can identify easily, or present the brand as a symbol of what the customers want to be. It is important however that the goal put forth is attainable by the customer within the target market, so that it is encouraging instead of distancing.

Finally, brand managers can take steps to reduce customer avoidance behavior. This can be achieved by making sure that each touch point with their customers or potential customers is as friendly and positive as possible. The goal is to put forth an image of a brand that is not only approachable, but also dependable, no matter the situation. A brand that genuinely cares for its customers will in turn be cared for by its customers.

IX. CONCLUSION

Although the results of the study were not completely in line with the hypothesized relationships, some important antecedents of strong brand relationships were supported and an important implication for brand managers was brought forth. Every single customer has the potential to develop a strong emotional connection to a brand, and it is a manager's duty to use the knowledge contained herein to increase the rate at which these relationships develop.

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XI. APPENDICES

A. Full Questionnaire

Variable Type	Item Code	Construct	Items
Independent Variables	BAnthro	Brand Anthropomorphization	I can easily imagine (brand) as a person.
			I have no difficulties in imagining (brand) as a person.
	BPC	Brand Personality Congruence	The personality of (brand) is consistent with how I see myself
			The personality of (brand) is a mirror image of me
			Based on (brand), other people can tell who I am
	CBI	Consumer Brand Identification	Imagine that one of the circles at the left in each row represents your own personal identity and the other circle at the right represents (brand)'s identity. Please indicate which one case (A, B, C, D, E, F, G or H) best describes the level of overlap between your and (brand)'s identities. Circle only one letter on the following scale:
	PBS	Perception of brand symbolism	People use (brand) as a way of expressing their personality
			(brand) is for people who want the best things in life
			A (brand) user stands out in a crowd
			Using (brand) says something about the kind of person you are
			Brand is: Symbolic
			Prestigious
			Exciting
			Status symbol
			Distinctive vs. Conventional
	SoC	Sense of Community	Do you feel like you belong to a ' club ' with other users of (brand)?
			Do you identify with people who use (brand) ?
			To what extent is (brand) used by people like yourself?

SBC	Self-Brand Connection	(brand) reflects who I am.	
		I can identify with (brand).	
		I feel a personal connection to (brand).	
		I (can) use (brand) to communicate who I am to other people.	
		I think (brand) (could) help(s) me become the type of person I want to be.	
		I consider (brand) to be "me" (it reflects who I consider myself to be or the way that I want to present myself to others).	
		(brand) suits me well.	
SE	Self-Esteem	On the whole, I am satisfied with myself.	
		I feel that I am a person of worth.	
		All in all, I am inclined to think that I am a failure. (R)	
		I take a positive attitude toward myself.	
PfC	Preference for Closeness	(brand) should contact me from time to time just to "stay in touch."	
		In a typical month, I spend a lot of time reading (brand) material, visiting its website, interacting with its employees, or thinking about (brand).	
		(brand) should actively offer me additional products/services that fit my needs.	
		I do not like it when (brand) asks me to recommend it to other people. (R)	
		If (brand) asked me, I would discuss my views about its service quality.	
		I would like to have a closer relationship with (brand) than I do right now.	
NFA	Need for Affect	It is important for me to be in touch with my feelings.	
		I think that it is important to explore my feelings.	
		I am a very emotional person.	
		It is important for me to know how others are feeling.	
		Emotions help people get along in life.	
		Strong emotions are generally beneficial.	

			I do not know how to handle my emotions, so I avoid them. (R)
			I find strong emotions overwhelming and therefore try to avoid them. (R)
			Emotions are dangerous—they tend to get me into situations that I would rather avoid. (R)
			I would prefer not to experience either the lows or highs of emotion. (R)
			If I reflect on my past, I see that I tend to be afraid of feeling emotions.(R)
			I would love to be like "Mr. Spock," who is totally logical and experiences little emotion (R)
	BFI	Big Five Personality Scale	Extraverted
			Enthusiastic
			Reserved
			Quiet
			Sympathetic
			Warmarm
			Critical
			Quarrelsome
			Dependable
			Self-disciplined
			Disorganized
			Careless
			Calm
			Emotionally stable
			Anxious
			Easily upset
			Open to new experiences
			Complex
			Conventional
			Uncreative
	ECR	Attachment Style (ECR)	It helps to turn to my romantic partner in times of need. (R)
			I need a lot of reassurance that I am loved by my partner.
			I want to get close to my partner, but I keep pulling back.
			I find that my partner(s) don't want to get as close as I would like.

		I turn to my partner for many things, including comfort and reassurance. (R)
		My desire to be very close sometimes scares people away.
		I try to avoid getting too close to my partner.
		I do not often worry about being abandoned. (R)
		I usually discuss my problems and concerns with my partner. (R)
		I get frustrated if romantic partners are not available when I need them.
		I am nervous when partners get too close to me.
		I worry that romantic partners won't care about me as much as I care about them.
Cust_AS	Customer Attachment Style	I worry about being abandoned by (brand) as a customer.
		(brand) changes how it treats me for no apparent reason.
		I worry that (brand) doesn't really like me as a customer.
		I worry that (brand) doesn't care about me as much as I care about it.
		It is a comfortable feeling to depend on (brand). ®
		I am comfortable having a close relationship with (brand). (R)
		It's easy for me to feel warm and friendly toward (brand). (R)
		It helps to turn to (brand) in times of need. (R)
Masc_Fem	Masculinity / Femininity	Affectionate
		Assertive
		Strong Personality
		Loyal.
		Forceful
		Sympathetic
		Has leadership abilities
		Sensitive To Other's Needs
		Understanding
		Compassionate
		Eager To Soothe Other's Feelings

			Dominant
			Warm
			Willing To Take A Stand
			Tender
			Aggressive
			Acts as a Leader
			Competitive
			Ambitious
			Gentle
	SCS	Social Connectedness Scale	I feel distant from people.
			I don't feel related to most people.
			I feel like an outsider.
			I see myself as a loner.
			I feel disconnected from the world around me.
			I don't feel I participate with anyone or any group.
			I feel close to people. (R)
			Even around people I know, I don't feel that I really belong.
			I am able to relate to my peers. (R)
			I catch myself losing a sense of connectedness with society.
			I am able to connect with other people. (R)
			I feel understood by the people I know. (R)
			I see people as friendly and approachable. (R)
			I fit in well in new situations. (R)
Dependent Variables	BL	Brand Love	(brand) is a wonderful brand.
			(brand) makes me feel good.
			(brand) is totally awesome.
			I have neutral feelings about (brand). (R)
			(brand) makes me very happy.
			I love (brand)!
			I have no particular feelings about (brand). (R)
			(brand) is a pure delight.

R_BL	Romantic Brand Love	I am passionate about (brand).
		I'm very attached to (brand).
		I find (brand) very attractive.
		(brand) delights me.
		(brand) captivates me.
		(brand) really fascinates me.
		I feel emotionally close to (brand).
		I receive considerable emotional support from (brand).
		There is something special about my relationship with (brand).
		(brand) is warm.
BL_O	Simple 2-item	Overall how much do you love [Brand]? (1 Not at all-10 Very much)
		Describe the extent to which you feel love toward [Brand] (1-7)
BR	Brand Romance	I love (brand).
		Using (brand) gives me great pleasure.
		I am really happy that (brand) is available.
		(brand) rarely disappoints me.
		I am attracted to (brand).
		I desire (brand).
		I want (brand).
		I look forward to using (brand).
		My day-dreams often include (brand).
		(brand) often dominates my thoughts
		Sometimes I feel I can't control my thoughts as they are obsessively on (brand).
		(brand) always seems to be on my mind

	BA_1	Brand Attachment	To what extent is (brand) part of you and who you are?
			To what extent do you feel personally connected to (brand)?
			To what extent are your thoughts and feelings toward (brand) often automatic, coming to mind seemingly on their own?
			To what extent do your thoughts and feelings toward (brand) come to your mind naturally and instantly?
	BA_2	Brand Attachment	Affectionate
			Friendly
			Loved
			Peaceful
			Passionate
			Delighted
			Captivated
			Connected
			Bonded
			Attached
	BRQ	Relationship Quality	I am satisfied with (brand).
			I am content with (brand).
			I am happy with (brand).
			(brand) is trustworthy.
			(brand) keeps its promises.
			(brand) is truly concerned about my welfare.
			I enjoy being a customer of (brand).
			I have positive feelings about (brand).
			I feel attached to (brand).
Control Variables	Gender	Demographics	Gender
	Age		Age
	B_RelStat		Relationship Status
	Language		Language Skill
	Culture		Cultural Background
	Education		Education Level
	B_Use		Brand Use (Public / Private)

B_Purch		Brand Purchased previously
Income		Income
Rel_Char	Relationship Characteristics	How long have you used (brand)?

B.   Univariate Statistics

Variable	N	min	max	mean	std	Skewness	Kurtosis
Age	540	17	88	46.46667	15.95997	0.0057785	-1.01865
B_Purch	540	0	1	0.922222	0.26807	-3.161801	8.0267
B_RelStat	540	0	1	0.92963	0.256007	-3.368863	9.383978
B_Use	540	0	1	0.372222	0.483845	0.5301395	-1.72536
BA_1_1	540	1	7	4.166204	1.633008	-0.433424	-0.65423
BA_1_2	540	1	7	4.302778	1.604435	-0.476968	-0.43749
BA_1_3	540	1	7	3.717333	1.664434	-0.089238	-0.92065
BA_1_4	540	1	7	3.973926	1.594321	-0.227887	-0.70539
BA_2_1	540	1	7	3.896296	1.746554	-0.123686	-0.72946
BA_2_10	540	1	7	4.438889	1.605292	-0.36439	-0.37455
BA_2_2	540	1	7	4.668519	1.643374	-0.655279	-0.02224
BA_2_3	540	1	7	4.240741	1.750009	-0.327899	-0.60468
BA_2_4	540	1	7	4.207407	1.670863	-0.347759	-0.45151
BA_2_5	540	1	7	4.2	1.728512	-0.313188	-0.6143
BA_2_6	540	1	7	4.67963	1.599847	-0.627266	-0.03386
BA_2_7	540	1	7	4.146296	1.756748	-0.273666	-0.732
BA_2_8	540	1	7	4.581481	1.656726	-0.512275	-0.30127
BA_2_9	540	1	7	4.185185	1.715087	-0.29391	-0.56172
BAnthro_1	540	1	7	3.806759	1.915564	0.0067422	-1.26073
BAnthro_2	540	1	7	3.810278	1.954871	0.0218127	-1.33451
BFI_1	540	1	7	3.544444	1.632198	0.1608083	-0.62798
BFI_10	540	1	7	5.092593	1.3671	-0.469547	-0.27829
BFI_11	540	1	7	3.042593	1.644703	0.4565077	-0.6669
BFI_11R	540	1	7	4.957407	1.644703	-0.456508	-0.6669
BFI_12	540	1	7	2.594444	1.442904	0.8742486	0.151756
BFI_12R	540	1	7	5.405556	1.442904	-0.874249	0.151756
BFI_13	540	1	7	5.005556	1.268268	-0.355501	-0.07611
BFI_14	540	1	7	5.146296	1.394026	-0.712424	0.181853
BFI_15	540	1	7	3.831481	1.680216	0.0717911	-0.8087
BFI_15R	540	1	7	4.168519	1.680216	-0.071791	-0.8087
BFI_16	540	1	7	3.612963	1.594348	0.1778934	-0.75824
BFI_16R	540	1	7	4.387037	1.594348	-0.177893	-0.75824
BFI_17	540	1	7	5.175926	1.257473	-0.632876	0.403038
BFI_18	540	1	7	4.437037	1.547551	-0.353487	-0.43118
BFI_19	540	1	7	4.488889	1.382996	-0.204953	-0.2701
BFI_19R	540	1	7	3.511111	1.382996	0.2049529	-0.2701
BFI_2	540	1	7	4.888889	1.269986	-0.434093	0.20213
BFI_20	540	1	7	2.988889	1.613908	0.5150989	-0.54061
BFI_20R	540	1	7	5.011111	1.613908	-0.515099	-0.54061

BFI_3	540	1	7	4.605556	1.491462	-0.432789	-0.34078
BFI_3R	540	1	7	3.394444	1.491462	0.4327889	-0.34078
BFI_4	540	1	7	4.812963	1.556666	-0.527533	-0.28358
BFI_4R	540	1	7	3.187037	1.556666	0.5275328	-0.28358
BFI_5	540	1	7	5.35	1.269632	-0.711938	0.321524
BFI_6	540	1	7	5.218519	1.213877	-0.462554	0.090037
BFI_7	540	1	7	4.201852	1.45495	-0.216681	-0.45607
BFI_7R	540	1	7	3.798148	1.45495	0.216681	-0.45607
BFI_8	540	1	7	2.911111	1.526351	0.4834761	-0.48089
BFI_8R	540	1	7	5.088889	1.526351	-0.483476	-0.48089
BFI_9	540	1	7	5.792593	1.281212	-1.286244	1.779987
BL_1	540	1	7	5.609259	1.198758	-1.079749	1.857936
BL_10	540	1	7	4.712963	1.675154	-0.624248	-0.21394
BL_2	540	1	7	5.066667	1.451504	-0.788736	0.549107
BL_3	540	1	7	5.038889	1.487227	-0.78015	0.528286
BL_4R	540	1	7	4.444444	1.717169	-0.234096	-0.67633
BL_5	540	1	7	5.003704	1.475837	-0.760654	0.515933
BL_6	540	1	7	5.22963	1.501716	-0.910529	0.640722
BL_7R	540	1	7	4.735185	1.761857	-0.39966	-0.7199
BL_8	540	1	7	4.716667	1.601049	-0.595452	-0.0495
BL_9	540	1	7	4.568519	1.712372	-0.533244	-0.37322
R_BL_1	540	1	7	4.577778	1.637758	-0.628273	-0.14854
R_BL_2	540	1	7	4.818519	1.566234	-0.674138	0.162062
R_BL_3	540	1	7	4.261111	1.791644	-0.372985	-0.74383
R_BL_4	540	1	7	4.287037	1.769935	-0.34182	-0.69308
R_BL_5	540	1	7	3.792593	1.824778	-0.139272	-0.97133
R_BL_6	540	1	7	3.275926	1.886328	0.2386195	-1.11442
R_BL_7	540	1	7	3.944444	1.864786	-0.172162	-0.92172
R_BL_8	540	1	7	4.485185	1.69627	-0.523879	-0.33326
BL_O1_1	540	1	10	8.207111	1.509954	-1.416679	3.794885
BL_O2_1	540	1	7	5.462185	1.161108	-1.288787	2.459162
BPC_1	540	1	7	4.241741	1.651318	-0.477556	-0.63262
BPC_2	540	1	7	3.826222	1.665314	-0.176909	-0.93648
BPC_3	540	1	7	3.977093	1.715273	-0.261839	-0.99663
BR_1	540	1	7	4.925926	1.612243	-0.671173	0.011554
BR_10	540	1	7	2.631481	1.733477	0.7717051	-0.4801
BR_11	540	1	7	2.324074	1.748727	1.0488872	-0.10713
BR_12	540	1	7	2.803704	1.7797	0.5898278	-0.82011
BR_2	540	1	7	4.996296	1.495815	-0.771507	0.390906
BR_3	540	1	7	5.483333	1.386959	-1.0563	1.206443
BR_4	540	1	7	4.998148	1.546435	-0.885129	0.472182

BR_5	540	1	7	4.090741	1.885672	-0.341368	-0.89544
BR_6	540	1	7	3.953704	1.882367	-0.219362	-0.97965
BR_7	540	1	7	4.590741	1.735023	-0.606776	-0.30778
BR_8	540	1	7	5.244444	1.41535	-0.90355	0.96832
BR_9	540	1	7	2.574074	1.847647	0.8918668	-0.40696
BRQ_1	540	1	7	5.722222	1.133348	-1.089201	1.818306
BRQ_2	540	1	7	5.575926	1.177941	-0.920969	1.350006
BRQ_3	540	1	7	5.675926	1.144712	-0.921108	1.281722
BRQ_4	540	1	7	5.425926	1.293653	-0.90687	1.136702
BRQ_5	540	1	7	5.131481	1.350919	-0.698095	0.753238
BRQ_6	540	1	7	3.718519	1.829066	0.0154468	-0.95126
BRQ_7	540	1	7	5.566667	1.206507	-0.86954	1.074989
BRQ_8	540	1	7	5.52037	1.172328	-0.981864	1.877989
BRQ_9	540	1	7	4.722222	1.595642	-0.551335	-0.14386
CBI	529	1	8	3.833648	2.011972	0.3438556	-0.91656
Culture	540	1	9	2.477778	2.589666	1.5450947	0.921428
Cust_AS_1	540	1	7	2.45	1.634309	0.9275407	-0.14722
Cust_AS_2	540	1	7	2.67963	1.683476	0.5756679	-0.76453
Cust_AS_3	540	1	7	2.394444	1.594857	0.8940086	-0.20364
Cust_AS_4	540	1	7	2.646296	1.677883	0.6564023	-0.63716
Cust_AS_5	540	1	7	4.577778	1.683563	-0.577647	-0.28344
Cust_AS_5R	540	1	7	3.422222	1.683563	0.5776467	-0.28344
Cust_AS_6R	540	1	7	3.481481	1.680851	0.5051103	-0.29884
Cust_AS_7R	540	1	7	3.218519	1.57921	0.731539	0.180386
Cust_AS_8R	540	1	7	4.12963	1.898601	0.1510787	-1.06357
ECR_10	540	1	7	3.42963	1.757215	0.1976994	-0.94515
ECR_11	540	1	7	2.825926	1.614887	0.6106036	-0.51328
ECR_12	540	1	7	3.4	1.850437	0.2417974	-1.03807
ECR_1R	540	1	7	2.624074	1.456026	1.0016679	0.835154
ECR_2	540	1	7	3.607407	1.778437	0.0690314	-1.03222
ECR_3	540	1	7	3.142593	1.704529	0.3337265	-0.90912
ECR_4	540	1	7	3.207407	1.742607	0.3106423	-0.90985
ECR_5R	540	1	7	2.898148	1.538256	0.8130858	0.300742
ECR_6	540	1	7	2.894444	1.6362	0.5069923	-0.62116
ECR_7	540	1	7	2.861111	1.624593	0.5355737	-0.61949
ECR_8R	540	1	7	3.087037	1.780595	0.4936094	-0.77527
ECR_9R	540	1	7	2.92037	1.596364	0.7293785	-0.11634
Education	540	1	7	3.966667	1.417751	-0.089943	-0.66418
Gender	540	0	1	0.522222	0.499969	-0.089225	-1.99946
Income	540	1	7	3.881481	1.888553	0.1765	-1.16996
Masc_Fem_1	540	1	7	5.283333	1.27895	-0.541819	-0.04747

Masc_Fem_10	540	1	7	5.433333	1.223305	-0.6719	0.107221
Masc_Fem_11	540	1	7	5.072222	1.382493	-0.370986	-0.27392
Masc_Fem_12	540	1	7	3.853704	1.552688	-0.136804	-0.73956
Masc_Fem_13	540	1	7	5.305556	1.229344	-0.484223	-0.12017
Masc_Fem_14	540	1	7	5.292593	1.264449	-0.624494	0.026632
Masc_Fem_15	540	1	7	5.05	1.28474	-0.409678	-0.10046
Masc_Fem_16	540	1	7	3.342593	1.581209	0.2214966	-0.80488
Masc_Fem_17	540	1	7	4.707407	1.491951	-0.54691	-0.05874
Masc_Fem_18	540	1	7	4.425926	1.495843	-0.30866	-0.36579
Masc_Fem_19	540	1	7	4.714815	1.382424	-0.315903	-0.20163
Masc_Fem_2	540	1	7	4.614815	1.383632	-0.27329	-0.2329
Masc_Fem_20	540	1	7	5.27037	1.215642	-0.461016	-0.11595
Masc_Fem_3	540	1	7	4.816667	1.477632	-0.377721	-0.44418
Masc_Fem_4	540	2	7	5.961111	1.088124	-0.937361	0.345314
Masc_Fem_5	540	1	7	3.707407	1.551689	-0.057479	-0.67948
Masc_Fem_6	540	2	7	5.385185	1.213622	-0.533631	-0.16588
Masc_Fem_7	540	1	7	4.962963	1.471598	-0.616041	-0.0813
Masc_Fem_8	540	1	7	5.353704	1.233005	-0.590497	0.139401
Masc_Fem_9	540	1	7	5.566667	1.128645	-0.66767	0.120906
NFA_1	540	1	7	4.961111	1.427391	-0.411624	-0.29748
NFA_10R	540	1	7	4.459259	1.634566	-0.133228	-0.66584
NFA_11R	540	1	7	4.635185	1.720299	-0.284205	-0.84348
NFA_12R	540	1	7	4.885185	1.78058	-0.467278	-0.75581
NFA_2	540	1	7	5.022222	1.341318	-0.35084	-0.32543
NFA_3	540	1	7	4.394444	1.565504	-0.126825	-0.57082
NFA_4	540	1	7	4.92963	1.358902	-0.482128	0.076001
NFA_5	540	1	7	4.97963	1.299904	-0.496243	0.300714
NFA_6	540	1	7	4.540741	1.302277	-0.170539	-0.03221
NFA_7R	540	1	7	4.968519	1.6325	-0.470529	-0.63158
NFA_8R	540	1	7	4.501852	1.706149	-0.276512	-0.82752
NFA_9R	540	1	7	4.677778	1.712084	-0.292645	-0.87055
PBS_1_1	540	1	7	4.327296	1.631996	-0.524955	-0.47687
PBS_1_2	540	1	7	4.938278	1.400113	-0.760165	0.604019
PBS_1_3	540	1	7	4.166574	1.58121	-0.330976	-0.54469
PBS_1_4	540	1	7	4.649648	1.485139	-0.749548	0.211353
PBS_2_1	540	1	7	4.713722	1.488709	-0.635351	0.031749
PBS_2_2	540	1	7	4.5385	1.551011	-0.466898	-0.38391
PBS_2_3	540	1	7	4.817574	1.469302	-0.700677	0.096492
PBS_2_4	540	1	7	4.252778	1.629256	-0.311225	-0.67439
PBS_2_5	540	1	7	4.960037	1.354046	-0.734455	0.586871
PfC_1	540	1	7	3.437037	1.851069	0.1519336	-1.04731

PfC_2	540	1	7	3.205556	1.877601	0.3653126	-0.93538
PfC_3	540	1	7	4.259259	1.706532	-0.361316	-0.55557
PfC_4R	540	1	7	4.842593	1.65796	-0.27999	-0.70103
PfC_5	540	1	7	4.975926	1.628074	-0.761118	0.083418
PfC_6	540	1	7	3.355556	1.714141	0.1339939	-0.84233
Rel_Char1	540	1	5	4.451852	1.020884	-2.200552	4.219785
SBC_1	540	1	7	4.25	1.707372	-0.440694	-0.54341
SBC_2	540	1	7	4.72037	1.634948	-0.638528	-0.08879
SBC_3	540	1	7	4.274074	1.721541	-0.387816	-0.62718
SBC_4	540	1	7	4.05	1.773674	-0.316185	-0.7987
SBC_5	540	1	7	3.72037	1.832897	-0.099845	-1.04288
SBC_6	540	1	7	4.044444	1.743758	-0.367564	-0.70714
SBC_7	540	1	7	5.368519	1.299111	-0.881373	1.004654
SCS_1	540	1	7	3.427778	1.755026	0.226038	-0.9366
SCS_10	540	1	7	3.32963	1.747156	0.249866	-0.99347
SCS_11R	540	1	7	2.857407	1.347037	0.6361211	0.129524
SCS_12R	540	1	7	3.125926	1.486761	0.6294253	-0.04535
SCS_13R	540	1	7	3.159259	1.382574	0.4351499	-0.14485
SCS_14R	540	1	7	3.364815	1.425407	0.376936	-0.20666
SCS_2	540	1	7	3.464815	1.744502	0.224282	-0.96753
SCS_3	540	1	7	3.377778	1.755423	0.2136071	-0.99384
SCS_4	540	1	7	3.768519	1.853675	0.0309478	-1.10208
SCS_5	540	1	7	3.146296	1.764125	0.4379189	-0.81135
SCS_6	540	1	7	3.27037	1.712405	0.3112749	-0.86895
SCS_7R	540	1	7	3.411111	1.512308	0.3177121	-0.41285
SCS_8	540	1	7	3.316667	1.761709	0.2570177	-1.01865
SCS_9R	540	1	7	2.92037	1.368596	0.6628359	0.220138
SE_1	540	1	7	5.156852	1.405641	-0.866822	0.279103
SE_2	540	1	7	5.461741	1.375821	-1.19682	1.255634
SE_3R	540	1	7	5.486222	1.476561	-0.981465	0.11088
SE_4	540	1	7	5.226111	1.371701	-0.92467	0.575039
SoC_1	540	1	7	4.462463	1.713282	-0.523997	-0.62509
SoC_2	540	1	7	4.772981	1.547286	-0.811087	0.156057
SoC_3	540	1	7	5.206704	1.296934	-1.034856	1.417264

C.   Correlation Analysis

Construct	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
																Pearson Correlation Coefficients, N = 540										
1 - BFI_Extraversion	1																									
2 - BFI_Agreeableness	0.013	1																								
3 - BFI_Conscientiousness	0.01	-0.208***	1																							
4 - BFI_Neuroticism	0.180***	0.339***	-0.268***	1																						
5 - Attachment Style - Avoidance	0.142***	-0.201***	0.358***	-0.306***	1																					
6 - Attachment Style - Anxiety	0.136**	-0.129**	0.377***	-0.317***	0.613***	1																				
7 - Self Esteem	-0.095*	0.266***	-0.215***	0.429***	-0.292***	-0.267***	1																			
8 - Social Connectedness	0.367***	-0.285***	0.335***	-0.383***	0.570***	0.518***	-0.471***	1																		
9 - NFA Motivation to Approach	-0.063	0.588***	-0.138**	0.354***	-0.262***	-0.054	0.364***	-0.343***	1																	
10 - NFA Motivation to Avoid	0.277***	-0.289***	0.362***	-0.374***	0.584***	0.541***	-0.361***	0.702***	-0.401***	1																
11 - Sex-Role Identity - Masculinity	-0.226***	0.323***	-0.200***	0.258***	-0.169***	-0.123**	0.309***	-0.253***	0.368***	-0.221***	1															
12 - Sex-Role Identity - Femininity	0.062	0.850***	-0.260***	0.388***	-0.274***	-0.124**	0.280***	-0.285***	0.625***	-0.300***	0.365***	1														
13 - Brand Anthropomorphization	0.028	0.116**	0.093*	-0.086*	0.106*	0.191***	0.005	0.097*	0.123**	0.101*	0.062	0.109*	1													
14 - Brand Personality Congruence	-0.012	0.100*	0.061	-0.037	0.077	0.139***	0.086*	0.025	0.135**	0.094*	0.188***	0.141***	0.633***	1												
15 - Sense of Community	-0.001	0.180***	0.061	-0.017	0.082	0.161***	0.127**	0.026	0.186***	0.057	0.169***	0.188***	0.461***	0.642***	1											
16 - Perception of Brand Symbolism	0.011	0.177***	0.088*	0.022	0.092*	0.169***	0.132**	0.030	0.201***	0.098*	0.179***	0.208***	0.479***	0.669***	0.776***	1										
17 - Customer Attachment Style - Anxiety	0.050	-0.174***	0.432***	-0.188***	0.415***	0.403***	-0.087*	0.335***	-0.083	0.433***	-0.086*	-0.176***	0.250***	0.275***	0.178***	0.237***	1									
18 - Customer Attachment Style - Avoidance	-0.082	-0.223***	-0.073	0.018	-0.074	-0.173***	-0.060	-0.077	-0.214***	-0.081	-0.142**	-0.253***	-0.437***	-0.565***	-0.629***	-0.641***	-0.238***	1								
19 - Preference for Closeness	0.062	0.070	0.229***	-0.067	0.201***	0.273***	0.029	0.169***	0.106*	0.257***	0.098*	0.432***	0.515***	0.583***	0.609***	0.505	0.726***	-0.620***	1							
20 - Self-Brand Connection	0.055	0.138***	0.119**	-0.017	0.119**	0.210***	0.098*	0.092*	0.195***	0.137***	0.187***	0.189***	0.518***	0.710***	0.727***	0.775***	0.302***	-0.751***	0.726***	1						
21 - Customer-Brand Identification	-0.005	0.073	0.017	-0.024	0.057	0.132**	0.060	0.064	0.092*	0.063	0.162***	0.117**	0.340***	0.521***	0.408***	0.409***	0.128**	-0.399***	0.386***	0.512***	1					
22 - Brand Love	0.055	0.280***	0.053	0.051	0.050	0.157***	0.075	0.019	0.260***	0.046	0.139**	0.323***	0.406***	0.501***	0.615***	0.659***	0.105*	-0.734***	0.570***	0.721***	0.397***	1				
23 - Romantic Brand Love	0.051	0.187***	0.135**	0.051	0.147***	0.242***	0.058	0.112**	0.203***	0.106*	0.135**	0.220***	0.514***	0.612***	0.694***	0.742***	0.289***	-0.765***	0.702***	0.833***	0.467***	0.870***	1			
24 - Brand Romance	0.052	0.088*	0.272***	-0.057	0.205***	0.269***	0.038	0.153***	0.089*	0.264***	0.036	0.101*	0.433***	0.516***	0.578***	0.611***	0.409***	-0.645***	0.668***	0.685***	0.372***	0.724***	0.786***	1		
25 - Brand Attachment	0.100*	0.169***	0.152***	-0.050	0.154***	0.260***	0.040	0.156***	0.165***	0.208***	0.045	0.203***	0.493***	0.590***	0.646***	0.686***	0.294***	-0.709***	0.639***	0.766***	0.463***	0.756***	0.857***	0.796***	1	
26 - Brand Relationship Quality	0.091*	0.322***	-0.053	0.140**	-0.039	0.060	0.119**	-0.040	0.240***	-0.064	0.159***	0.348***	0.218***	0.268***	0.425***	0.445***	-0.154***	-0.523***	0.315***	0.453***	0.230***	0.675***	0.505***	0.424***	0.481***	1

Two-tailed correlation is significant at the *p<0.05 level, **p<0.01 level, ***p<0.001 level.

Individual-level Independent Constructs · Brand-Related Independent Constructs · Dependent Constructs

D. Discriminant Analysis - Fornell-Lacker Criterion

Discriminant Validity - Fornell-Lacker Criterion

	Age	BFI - Agreeableness	BFI - Conscientiousness	BFI - Extraversion	BFI - Neuroticism	Brand Anthropomorphization	Brand Attachment	Brand Love	Brand Personality Congruence	Brand Purchased	Brand Relationship Status	Brand Romance	Brand Used	Customer AS - Anxiety	Customer AS - Avoidance	Customer-Brand Identification	Attachment Style - Avoidance	Attachment Style -Anxiety	Sex-Role Identity - Femininity	Length of Relationship	Sex-Role Identity - Masculinity	Need for Affect - Approach	Need for Affect - Avoid	Perception of Brand Symbolism	Preference for Closeness	Romantic Brand Love	Self-Brand Connection	Self_Esteem	Sense of Community	Social Connectedness Scale
Age	1																													
BFI - Agreeableness	0.16	0.89																												
BFI - Conscientiousness	0.27	0.46	0.83																											
BFI - Extraversion	-0.01	-0.01	-0.21	0.9																										
BFI - Neuroticism	0.27	0.35	0.52	-0.1	0.84																									
Brand Anthropomorphization	-0.15	0.11	0.02	-0.02	-0.09	0.96																								
Brand Attachment	-0.15	0.17	0.01	-0.1	-0.07	0.49	0.83																							
Brand Love	-0.08	0.28	0.14	-0.05	0.04	0.4	0.76	0.84																						
Brand Personality Congruence	-0.09	0.1	0.01	0.02	-0.04	0.63	0.59	0.5	0.92																					
Brand Purchased	0.02	0.04	0.04	-0.04	0	0.05	0.07	0.14	0.09	1																				
Brand Relationship Status	0.09	0.08	0.08	0.04	0.07	0.01	0.07	0.04	0.04	0.36	1																			
Brand Romance	-0.12	0.08	-0.04	-0.05	-0.08	0.43	0.79	0.71	0.52	0.03	0.06	0.72																		
Brand Used	-0.12	0.02	0.03	0.06	-0.05	0.14	0.05	0.08	0.12	0.11	0	0.05	1																	
Customer AS - Anxiety	-0.22	-0.17	-0.23	-0.05	-0.19	0.26	0.3	0.11	0.29	0	-0.08	0.42	0.07	0.86																
Customer AS - Avoidance	-0.01	-0.24	-0.12	0.09	0.01	-0.43	-0.69	-0.73	-0.56	-0.08	-0.12	-0.6	-0.03	-0.19	0.89															
Customer-Brand Identification	-0.14	0.08	0	0.01	-0.03	0.34	0.47	0.4	0.52	0.06	0.09	0.37	0.05	0.13	-0.4	1														
ECR-Avo	-0.23	-0.21	-0.23	-0.14	-0.35	0.12	0.16	0.06	0.09	-0.02	-0.07	0.22	0.04	0.41	-0.04	0.06	0.87													
ECR_Anx	-0.23	-0.12	-0.2	-0.14	-0.34	0.2	0.27	0.17	0.16	0.01	-0.01	0.28	0.03	0.4	-0.15	0.14	0.6	0.78												
Femininity	0.17	0.85	0.48	-0.05	0.38	0.11	0.2	0.33	0.14	0.06	0.07	0.09	0.01	-0.17	-0.27	0.12	-0.27	-0.11	0.81											
Length of Relationship	0.24	0.09	0.17	-0.01	0.02	-0.04	0	0.12	-0.01	0.24	0.21	-0.05	0.02	-0.17	-0.12	0.07	-0.09	-0.11	0.08	1										
Masculinity	0.17	0.33	0.32	0.23	0.28	0.06	0.06	0.16	0.19	0.02	0.04	0.05	0.09	-0.07	-0.17	0.16	-0.17	-0.12	0.38	0.02	0.81									
Need for Affect - Approach	0.07	0.59	0.4	0.07	0.38	0.13	0.17	0.27	0.15	0.05	0.08	0.09	0.01	-0.08	-0.23	0.11	-0.26	-0.04	0.62	0.08	0.38	0.8								
Need for Affect - Avoid	0.21	0.3	0.23	0.28	0.43	-0.1	-0.21	-0.04	-0.09	-0.03	0.08	-0.27	0.02	-0.42	0.04	-0.07	-0.59	-0.53	0.31	0.11	0.21	0.4	0.79							
Perception of Brand Symbolism	-0.06	0.18	0.07	0	0.01	0.47	0.69	0.66	0.67	0.12	0.07	0.61	0.07	0.25	-0.65	0.41	0.1	0.18	0.21	0.04	0.19	0.21	-0.1	0.82						
Preference for Closeness	-0.11	0.06	-0.02	-0.06	-0.09	0.43	0.64	0.56	0.52	0.01	0.02	0.67	0.04	0.51	-0.58	0.39	0.21	0.28	0.11	0.12	-0.25	0.61			0.79					
Romantic Brand Love	-0.14	0.19	0.04	-0.05	-0.05	0.51	0.86	0.87	0.61	0.06	0.08	0.79	0.09	0.29	-0.74	0.47	0.15	0.25	0.23	0.02	0.12	0.22	-0.16	0.74	0.7	0.85				
Self-Brand Connection	-0.09	0.15	0.06	-0.05	-0.04	0.52	0.77	0.72	0.71	0.05	0.07	0.69	0.09	0.3	-0.75	0.51	0.12	0.22	0.2	0.03	0.19	0.21	-0.13	0.78	0.73	0.84	0.87			
Self_Esteem	0.12	0.28	0.29	0.1	0.47	-0.01	0.04	0.08	0.08	0.07	0.09	0.03	0.06	-0.09	-0.09	0.06	-0.3	-0.27	0.29	0.02	0.29	0.37	0.36	0.13	0.02	0.06	0.09	0.94		
Sense of Community	-0.04	0.22	0.14	-0.01	0	0.45	0.64	0.64	0.63	0.1	0.14	0.57	0.04	0.16	-0.65	0.41	0.06	0.15	0.24	0.11	0.19	0.22	-0.04	0.78	0.58	0.69	0.72	0.12	0.89	
Social Connectedness Scale	-0.28	-0.29	-0.26	-0.35	-0.46	0.1	0.16	0.02	0.03	0	-0.1	0.16	-0.03	0.34	-0.06	0.07	0.57	0.52	-0.28	-0.08	-0.25	-0.34	-0.7	0.03	0.17	0.11	0.09	-0.48	0.02	0.85

E.   Discriminant Analysis - Hetero-Trait Mono-Trait Ratio

Hetero-Trait Mono-Trait Ratio	Age	BFI - Agreeableness	BFI - Conscientiousness	BFI - Extraversion	BFI - Neuroticism	Brand Anthropomorphization	Brand Attachment	Brand Love	Brand Personality Congruence	Brand Purchased	Brand Relationship Status	Brand Romance	Brand Used	Customer AS - Anxiety	Customer AS - Avoidance	Customer-Brand Identification	Attachment Style - Avoidance	Attachment Style - Anxiety	Sex-Role Identity - Femininity	Length of Relationship	Sex-Role Identity - Masculinity	Need for Affect - Approach	Need for Affect - Avoid	Perception of Brand Symbolism	Preference for Closeness	Romantic Brand Love	Self-Brand Connection	Self_Esteem	Sense of Community	Social Connectedness Scale
Age																														
BFI - Agreeableness	0.19																													
BFI - Conscientiousness	0.36	0.71																												
BFI - Extraversion	0.02	0.06	0.34																											
BFI - Neuroticism	0.26	0.49	0.85	0.25																										
Brand Anthropomorphization	0.16	0.13	0.08	0.02	0.11																									
Brand Attachment	0.15	0.19	0.06	0.11	0.08	0.52																								
Brand Love	0.11	0.34	0.2	0.06	0.08	0.42	0.78																							
Brand Personality Congruence	0.09	0.12	0.1	0.04	0.05	0.68	0.63	0.53																						
Brand Purchased	0.02	0.05	0.05	0.04	0.02	0.05	0.07	0.14	0.1																					
Brand Relationship Status	0.09	0.09	0.11	0.04	0.07	0.01	0.07	0.19	0.05	0.36																				
Brand Romance	0.17	0.24	0.27	0.07	0.15	0.47	0.86	0.8	0.57	0.07	0.12																			
Brand Used	0.12	0.03	0.03	0.07	0.07	0.15	0.06	0.08	0.13	0.11	0	0.06																		
Customer AS - Anxiety	0.25	0.22	0.32	0.07	0.25	0.29	0.31	0.15	0.31	0.02	0.09	0.49	0.07																	
Customer AS - Avoidance	0.03	0.29	0.18	0.11	0.04	0.48	0.75	0.81	0.63	0.09	0.13	0.7	0.04	0.21																
Customer-Brand Identification	0.14	0.09	0.07	0.03	0.03	0.35	0.47	0.4	0.55	0.06	0.09	0.4	0.05	0.14	0.42															
ECR-Avo	0.25	0.26	0.33	0.18	0.42	0.13	0.18	0.09	0.1	0.04	0.07	0.25	0.04	0.48	0.05	0.06														
ECR_Anx	0.25	0.18	0.29	0.16	0.43	0.22	0.28	0.17	0.16	0.04	0.02	0.3	0.03	0.46	0.15	0.14	0.73													
Femininity	0.18	1.02	0.67	0.1	0.5	0.11	0.21	0.35	0.15	0.07	0.07	0.25	0.04	0.2	0.3	0.12	0.31	0.17												
Length of Relationship	0.24	0.1	0.22	0.02	0.02	0.05	0.04	0.12	0.01	0.24	0.21	0.16	0.02	0.18	0.13	0.07	0.1	0.12	0.09											
Masculinity	0.18	0.41	0.46	0.29	0.33	0.06	0.07	0.16	0.2	0.03	0.06	0.1	0.1	0.11	0.18	0.17	0.21	0.15	0.41	0.02										
Need for Affect - Approach	0.09	0.74	0.57	0.09	0.45	0.13	0.17	0.29	0.15	0.05	0.09	0.21	0.03	0.13	0.25	0.11	0.32	0.11	0.69	0.09	0.42									
Need for Affect - Avoid	0.22	0.37	0.33	0.34	0.49	0.11	0.22	0.08	0.11	0.03	0.08	0.3	0.03	0.48	0.06	0.08	0.68	0.63	0.34	0.11	0.26	0.48								
Perception of Brand Symbolism	0.08	0.22	0.11	0.03	0.06	0.51	0.72	0.7	0.72	0.12	0.07	0.68	0.07	0.26	0.72	0.42	0.11	0.19	0.23	0.05	0.19	0.22	0.11							
Preference for Closeness	0.13	0.12	0.16	0.09	0.1	0.5	0.72	0.65	0.6	0.05	0.08	0.78	0.06	0.59	0.69	0.43	0.25	0.33	0.15	0.07	0.13	0.16	0.29	0.7						
Romantic Brand Love	0.14	0.22	0.08	0.06	0.06	0.55	0.9	0.92	0.66	0.06	0.08	0.87	0.1	0.31	0.82	0.48	0.17	0.27	0.23	0.04	0.12	0.22	0.17	0.79	0.81					
Self-Brand Connection	0.1	0.18	0.11	0.07	0.05	0.56	0.81	0.76	0.77	0.05	0.07	0.76	0.09	0.33	0.83	0.53	0.13	0.23	0.21	0.04	0.2	0.22	0.14	0.83	0.84	0.89				
Self_Esteem	0.13	0.32	0.4	0.12	0.53	0.02	0.04	0.08	0.09	0.08	0.09	0.08	0.06	0.09	0.1	0.06	0.33	0.3	0.3	0.02	0.34	0.4	0.4	0.13	0.05	0.06	0.1			
Sense of Community	0.05	0.28	0.21	0.04	0.06	0.5	0.69	0.7	0.7	0.11	0.15	0.65	0.04	0.17	0.74	0.44	0.07	0.16	0.27	0.13	0.21	0.25	0.06	0.85	0.69	0.76	0.79	0.13		
Social Connectedness Scale	0.28	0.35	0.35	0.43	0.49	0.1	0.16	0.05	0.07	0.03	0.1	0.18	0.04	0.36	0.06	0.07	0.64	0.58	0.3	0.08	0.29	0.39	0.77	0.05	0.19	0.11	0.09	0.51	0.04	

F.   Full Path Model