

IMPACT OF SYMBOLIC AND FUNCTIONAL BRAND BELIEF ON PURCHASE INTENTION WITH REFERENCE TO COSMETIC BRAND

***Abhimanyu Bharadwaj** (Research Scholar of Jiwaji University)

****Dr. George Thomas** (Director of the Vaishnava Institute of Management, Indore)

*** **Dr.SuvijnaAwasthi** (Dean, and SOS in Management of Jiwaji University)

ABSTRACT

There is a huge expenditure for cosmetics estimated around the world. Many competitors try to capture the market and compete aggressively. The principle of this study is to examine the impact of brand loyalty on the purchase intention of customer or evaluate that how much buying behavior of consumer are influenced by brand loyalty and what factors or variable influence the brand loyalty. There are six variables that influence on brand loyalty is brand name, product quality, price, design, promotion, store environment. The 100 questioner is filled from the female consumer of cosmetic product to investigate the purchase intention influenced by brand loyalty. For this purpose, linear regression method used for analysis. The result of this study shows that there is a positive significant impact of brand loyalty on purchase intention and also there is a positive significant relationship between the variables of brand loyalty of cosmetics.

Key Word: Loyalty, Brand Image and Brand Personality.

• INTRODUCTION

According to the Indian cosmetic market 2018, The Indian cosmetic industry has seen rapid strides over the past few years. With the development of the cosmetic industry in the country, there has been an influx of many international brands. The entry of more cosmetic brands in the Indian market has also been provoked by the growing demand for branded products among people due to aggressive advertising strategies of players coupled with immense western influence. New product launches catering to consumers' growing requirements are also fueling growth in the industry, carving bright prospects for the industry in the future. Herbal cosmetic products are increasing foothold in the Indian cosmetics industry with the growing demand for natural products and awareness about their benefits among the population. As per our analysis, it is expected that this high demand will be led by Southern India, as the region is more inclined towards home-made natural cosmetic products.

As per the IBEF report published stated that India's \$14 billion beauty and personal care industry is on a roll thanks to online sales of beauty products, premiumization, and an inclination towards organic and ethical brands. According to a report by research firm Euromonitor International, last year, with the presence of online retailers like Nykaa.com and Amazon.com, the beauty and personal care products category crossed \$400

million in internet sales up from \$100 million in 2014. The high penetration of smartphones and easy access to the internet that exists on the fingertips of 560 million Indians (TRAI data for September 2018) today, is driving the continued rise of the beauty and personal care industry in the country. With the number of internet users in the country expected to cross Europe's population by 2025, it is no surprise that the beauty and personal care industry is enjoying rapid growth, accelerated by an increase in internet retailing.

According to the Euromonitor International report, since technology has been driving growth in most industries, including beauty and personal care, companies are rethinking the relevance of physical stores and revamping them. Businesses are developing ways to drive engagement as well as TO transform the in-store experience for consumers. "Physical stores continue to remain relevant in India with retailers focusing on enhancing the shopping experience by housing beauty studios with personalized beauty advisors who help consumers understand latest and trending make-up looks and regimes," the report said.

Internet connectivity has also caused a shift in consumers' traditional power structures, wherein recommendations from families and friends and independent consumer reviews have greater credence over mass marketing channels like celebrity endorsements, in-store advertising, etc., according to the Euromonitor International Lifestyles Survey 2019. Premiumisation, which essentially refers to the ability and willingness to spend on exclusive, superior quality goods, is of late becoming more popular with the Indian consumer. Indians are no longer afraid to put up extra bucks to purchase premium products. Such products come largely in partnership with a luxury or premium brand, like the lipstick launched by L'Oréal in collaboration with Indian couture designer Sabyasachi, or products personally formulated or customized in accordance with the specific needs of customers. Companies like Freshistry and Emcee Beauties produce customized products taking the needs of their customers into consideration, Euromonitor said.

- **BRAND LOYALTY**

Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another. Consumer behaviour patterns demonstrate that consumers will continue to buy products from a company that has fostered a trusting relationship.

Loyalty is extremely beneficial to businesses as it leads to repeat purchases by consumers, higher revenues, and customer referrals.

Premiumisation has especially driven the demand for beauty and personal care products. The Euromonitor International study shows that in 2018, \$774 million worth of premium beauty and personal care products were sold in India, with 63% share enjoyed by premium fragrances and hair care products. According to the study, with increasing disposable incomes, the per capita expenditure on premium personal care and beauty products

is expected to show a CAGR of 15% from 2018 to 2023. Meaningful consumerism has also been shaping the beauty and personal care industry as customer focus shifts towards conscious consumption and ethical living.

With India having 22 of the world's 30 most polluted cities (2018 air quality data by Greenpeace), consumers are becoming increasingly aware of environmental degradation and switching to eco-friendly, organic AND, natural products. The Euromonitor International Lifestyles Survey (2019) shows that respondents have the greatest understanding of, and trust in (,) environmentally conscious and eco-friendly products (67%), followed by natural products (66%), and organic products (65%). Brands like Soul Tree offer certified natural beauty and personal care products, while Ruby's Organic offers organically made cosmetics. Many other companies are looking into creating recyclable products, or products that are free of any artificial ingredients.

- **PURCHASE INTENTION**

In simplest of terms, purchase intention is the likelihood of a customer buying the same product again based on their purchase history. Or it can also be the NEED of a product which is driving the customer towards a purchase. Basically, the customer is now intent on buying a product and therefore is a prime potential. Retaining such customers is very important as they are likely to shift immediately to another brand because they are in the "Evaluation of alternatives" stage.

Cosmetic Industry is a very innovative & competitive industry where product innovation and brand image are like key to success. The Indian Cosmetic Industry has seen strong growth over the past few years and emerged as one of the industries holding huge potential for further growth. The sector has mainly been driven by improving purchasing power and rising fashion consciousness of the Indian population. Indian cosmetic present market value is \$ 1.5 billion. The Cosmetic market of India is growing by 15% to 20 % twice as fast as US & European markets, share of cosmetic market areas color cosmetics 14%, fragrance 21%, Hair Care 19%, Skin Care 7%, beauty services 13%, Herbal product 9% and other 7% according to Manju Shree Phokan, US department of Cosmetics (May 2010).

Moreover, the industry players have been spending readily on promotional activities to increase consumer awareness through advertisement and promotion through the help of media as wellness communication where it helps to be occupied by a brand in the consumer's mind whereas the sum of the researcher has described the importance.

In this industry positioning is a key aspect of marketing. So here we discuss the symbolic & functional positioning of cosmetic brands. The advertising age is called “the positioning era” (Jack & Trout 1969) Positioning is used as communication tool to reach target customer in crowded market place whereas Jack Trout and Al Ries, started talking about position or positioning in 1972 the term “positioning” was described by Trout and Ries as the basic position in the consumer’s mind occupied by a brand. It should be, intimately connected to the concept of “target market. “As per above we can see that increasingly, brands are seen as important in creating individual identity, logic of achievement and individuality for consumers.

The market size of India's beauty, cosmetic and grooming market will reach \$ 20 billion by 2025 from the current \$ 6.5 billion on the back of a rise in disposable income of middle class and growing aspirations of people to live good life and look good, according to ASSOCHAM. To suit consumption across different levels of purchasing power, FMCG companies are coming out with variety of products in different price ranges.

The rural population is joining the mainstream with improvement in linkages with the cities by roads, telecommunication, and the firms reaching out to the people in villages and small towns. That is how it should be, said D S Rawat, secretary-general, ASSOCHAM.

The consumption pattern of cosmetics among teenagers went up substantially between 2005 and 2015 because of increasing awareness and desire to look good. In fact, this product category is among the fastest-growing segments for the manufacturers of a range of products including body sprays. Over 68 percent of young adults feel that using grooming products boosts their confidence.

About 62 percent of young consumers in big cities prefer to buy online beauty and grooming products whereas, 45 percent of consumers tend to buy cosmetic, apparel items from any shop of their convenience rather than a single shop. Both quality and value for money are being sought by consumers. (cite)

Brands such as L’Oréal, Lakme, Maybelline, Nivea and Color Bar are being pushed as mass-market products and focus on younger women and women with lower buying power, noted the ASSOCHAM paper. While these are little expensive products, the price barriers are also being broken both by the consumers and the manufacturers.

herbal cosmetics industry is also driving growth in the beauty business in India and is expected to grow at a rate of 12 percent. The Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Boutique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus and many more.

There is a rising aspiration among Indian men to look better groomed, which has led to the Indian men’s grooming market’s rapid growth of more than 42 percent in the last 5 years. The study further showed that this

growth is faster than the growth rate of the total personal care and beauty industry in India. Additionally, as more Indian men are looking to remain competitive in the workforce, they are seeking products to help them maintain a youthful look. “Interestingly, men who fall in the age group of 18 to 25, spend more money on grooming and personal care products than women in India.

The aspirations and requirements of today’s young Indian men are rapidly evolving. With a surge in disposable income, men are becoming more discerning and indulgent. In an evolving trend in India, men are beginning to look at innovative grooming and personal care products created specifically for them,” highlighted the Assocham study. There has been a sharp increase in the number of beauty salons and spas in the country. It is estimated that about 25-30 percent of total salon business comes from men’s treatment.

• CONCEPTUAL FRAMEWORK

Increasingly, brands are seen as important in creating individual identity, a sense of achievement and individuality for consumers. It is clear that positioning a brand through a clear and consistent image building campaign is a cornerstone of brand marketing. It is also evident that certain brand dimensions and associations lead to increased marketplace recognition and economic success for brand owners, as a result the value consumers place on them. Marketers spend millions of dollars each year to identify well defined, strong brand images and to support them. A company’s economic superiority is frequently implied by the strength of its brand name giving it the ability to differentiate itself and improve its competitiveness. (Nykiel, 1997).

• LITERATURE REVIEW

Park, Jaworski and MacInnis (1986) noted that consumer needs could be classified in **functional or symbolic needs**. The functional needs are related to specific and practical consumption problems, whereas symbolic needs are related to self-image and social identification. (Subodh Bhat, 1998). Therefore, they mentioned that all brand should have a “brand concept”, which is an overall abstract meaning that identifies a brand. Also, there are different types of motivations among each individual, and these motivations drives their needs either to be functional or symbolic in nature. Thus, functional needs of consumers could be exploited with a functional brand, one positioned with a functional brand concept. A brand could be also positioned as a “symbolic” brand for consumers who wish to enhance their self-image or their social image.

Park, 199Take as an example the brand Casio. This brand would be considered as a functional brand, because its usefulness lies primarily in the ability to tell the time correctly. On the other hand, the brand Movado would be considered as a symbolic brand, because it’s used primarily for its status appeal, and its ability to tell the time is only an incidental reason for its usage. Symbolic meanings connoted through elements in visual communications such as advertisements, product appearance, and product packaging.

Functional Branding is a discipline within service design where services are created or improved to deliver more than enhanced user experience. Instead, services are created to deliver a branded experience to users through outstanding application of service design. An example might be two competing websites that offer broadly the same products or services. Functional branding would enable one of these sites to differentiate it through interactions with users, positively reinforcing its brand values through design.

Flynn and Goldsmith 1999 every time a consumer interacts with a brand, an opportunity exists for their perceptions to be influenced. Functional branding aims to ensure that every interaction is a branded experience so that users receive not only a positive experience but one that conveys the brand values of the company.

Brands symbolism & Brand familiarity

Leiss et al (1986) describes products as symbols, with connected meanings that define what is valued by the consumer. Brand and product are what product means to consumers and the product means and the broad spectrum of approach they experience in purchasing and using it, such as excitement and pleasure.

According to Aron O' Class (2002) brands possess symbolic properties that are used by individuals to convey meaning on three levels cultural level, group level, through shared social meanings and individual levels through self-concepts. Brand familiarity also referred to as subjective knowledge, is described in terms of what consumer thinks he/she knows about a product, brand or object. Subjective knowledge is believed to be a strong motivator and predictor of purchase-related behavior, which can be used as full behavior information to marketers interested in developing strategies based on consumer-level of familiarity with their brands.

Johar and Sirgy, 1991 this might include creating catchy slogans and tunes that people can easily remember, whereby the slogan, music or song is directly associated with the brand. Aron O' Class (2002) "because they are associated with important utilitarian outcomes (comfort, durability) as well as social image implications.

Symbolic Needs of Consumers

The fact of two different dimensions of brand symbolism suggests that marketers do not necessarily have to position a brand as a prestige brand with its associations of expensiveness and exclusivity to tap the symbolic needs of consumers. In some instances, a marketing mix that shows how the brand can be used to express a consumer's personality or have some distinct meaning to a consumer would perhaps be a cheaper, easier and more effective strategy than one that tries to position the brand on prestige and exclusivity.

Dr. Pepper, for example, has long positioned itself as a beverage that lets consumers express themselves, without emphasizing the functional or practical benefits or an image of an upscale beverage or status icon. Pez, Wells Fargo, and the Volkswagen Beetle are other brands that have successfully used this approach

Symbolic and Functional Positioning of Brands

Functional needs are related to specific and practical consumption problems. According to Park, Jaworski, and MacInnis (1986) has identified that consumer needs could be classified into symbolic and functional needs. whereas (Subodh Bhatt, 1998) had defined that symbolic needs are related to self-image and social identification. (repeated)

Therefore, they mentioned that all brands should have a “brand concept”, which is an overall abstract meaning that identifies as a brand, also there are different types of motivations among each individual, and this motivation drives their needs either functional or symbolic in nature. Thus, functional needs of consumers could be exploited with functional needs of consumers could be exploited with functional brand, one positioned with a functional brand concept.

Brands could be also positioned as a “symbolic” brand of consumers who wish to enhance their image or their social image. (Park 1991). Let’s take an example the brand Nivea. The brand range of body products focuses on the functional benefit of smooth skin. On other hand, the brand L’Oréal would be considered as a symbolic brand, because it’s used primarily for status appeal, and its benefit of smooth skin.

(Link with the paragraph above) The level of motivation was manipulated based on the initial briefing instructions to the subjects before they were exposed to the ad stimuli as recommended by Petty et al. (1983). Subjects in the high-motivation condition were informed that they were specifically recruited to participate in this experiment to obtain their feedback for an important marketing campaign. They were also informed that their feedback will be taken seriously by NIVEA (or L’Oréal) and a reward will be given to them in the form of a lucky draw at a later stage. In contrast, subjects in the low-motivation condition were informed that they were part of a major study and their feedback may not be significant.

They were also not told that a reward will be associated with their participation in this experiment. The antecedent of high versus low prestige brand was manipulated using NIVEA (high-prestige) and L’Oréal (low-prestige) brands.

• DETAILS ABOUT RESEARCH VARIABLE

Independent Variable. Brand personality fit is measured as a function of the absolute difference between the perceived brand personality dimensions of the parent and extension brands. The scales used to measure brand personality dimensions were developed by Aaker (1997). Factor analysis was conducted to warrant that trait validity (Peter, 1981) exists in the items suggested by Aaker's (1997) scales. The reliability of each personality dimension was within acceptable limits. Because salience of parent brand attributes is instrumental towards perceptual fit (Aaker & Keller, 1992), only salient brand personality dimensions for each brand were considered for measuring brand personality fit. The absolute difference in each personality dimension was standardized to a scale of 1 to 5 and then aggregated to produce a measure for brand personality fit.

Mediating Variable. Brand image fit was measured by using a scale developed by Bhat and Reddy (2001). Questions involved querying the subjects on whether the extension and parent brands portrayed similar images and whether the extension brand conveyed the same impression as the parent brand. These scales have a Cronbach's Alpha reliability of 0.78.

Dependent Variable. The dilution of a parent brand is determined by measuring the subjects' evaluation of their brand effect the parent brand. A two-item Likert scale adapted from Bhat and Reddy (2001) was utilized to measure the subjects' positive and negative opinions and feelings towards the parent brand (Cronbach's alpha = 0.903). Negative brand affects the parent brand would register brand dilution (Loken & John, 1993; Ries & Trout, 1986).

Park et al. further argued the brands should be positioned to attract either one of these types of needs, but not both. Appealing both would be led to problems for the consumer because they clearly relate the brand either to be functional or symbolic use. Also, it increases the member of competing brands and makes brand image management difficult.

It is understandable that positioning a brand through a clear and consistent image-building campaign is a keystone of brand marketing. It is also clear that certain brand dimensions and associations lead to increased marketplace recognition and economic success for brand owners, as a result, the value consumers place on them. Marketers spend lots of millions each year to identify well defined, strong brand images and to support them. Whereas Until Park in 1986 proposed BCM (Brand Concept Management), brand managers had very little direction for setting a conceptual framework. BCM proposes that every brand image should be based on a brand concept or a brand-specific meaning.

BCM concepts can be divided into two major categories, symbolic and functional brands. Functional brands satisfy practical and immediate needs; whereas symbolic brands satisfy needs as self-expression, prestige. Symbolic brands of practical usage are incidental. Whereas functional as representing their intrinsic quality and “symbolic” brands are showing their extrinsic existence where its help us to understand the consumer behavior and strategically positioning the brand in a way to overcome the competition and set a relationship with the target market via differentiation is the matter of priority in terms of strategic decisions. The positioning has been provided as a weapon in the competition for years. Through positioning, brands try to build a sustainable competitive advantage via product attributes in the mind of the consumer (F. Gwin and R. Gwin, 2003:30)

In order to make strategic positioning plans and execute them, it is very important to understand the market dynamics. Perceptual mapping is one of the limited numbers of techniques to visually represent the market dynamics and to reveal the brand competition as it is in the mind of the consumer.

The aim of this research is to know the symbolic and functional positioning of cosmetic brands with their details of exploratory studies of the selected cosmetic brands in the Gwalior & Chambal region. The reason for choosing this topic is to know certain brand dimensions and their association which can be led to an increase the positioning a brand through a clear image. As we know the Gwalior & Chambal region is one of the fastest-growing regions where the village is also gradually converting towards urban development. Where its consumer is aware of their looks and their body so the consumption and buying capacity of consumers is increasing day by day.

After reviewing lots of research papers and articles I have come to know that not much work has been done in this area That is why I chose this topic to know the symbolic & functional positioning of cosmetic brands that affect the connection with consumers. In the case of exploratory studies where data analysis suggests that symbolism and functional positioning of cosmetic brands which divide phenomena and, further, that symbolism comprises in two dimensions, termed prestige and personality expression.

The result of the survey has shown that symbolic construction might be divided into two segments. Some brand consumers are focused on the prestige of the brand, for some brands expressing the user’s personality. Whereas functional brands as representations of intrinsic quality it scored high on the functional scale, while symbolic brands tended to have high ratings on the prestige and personality scales.

• RESEARCH METHODOLOGY

This study aims to show that brand benefits can explain the relationship between brand concept and brand performance. The research investigates the effect of brand concept on the customer–brand relationship and

brand performance. Additionally, it examines how the relationship between brand concept and brand equity is mediated by customer–brand relationships such as emotional attachment and commitment.

• DATA ANALYSIS

It describes the procedures for processing and analyzing the data. If appropriate, describe the specific instruments of analysis used to study each research objective, including mathematical techniques and the type of computer software used to manipulate the data. The data will be analyzed by applying statistic techniques such as regression analysis, correlation analysis, Chi-square test, and cross-tabulations.

• TOOLS USED TO ANALYSE DATA

In order to apply various statistic tools such as regression analysis, correlation analysis, Independent T-test and Cross Tabulations, SPSS and Advance excel used as a means of software for executing the statistical tests.

• RESEARCH HYPOTHESIS

Thus, based on the discussion above, this study expects that brand image and brand personality will enhance brand loyalty towards local automobile brands. Hence, this study assumed the following hypotheses:

- H1: There is a significant positive relationship between brand image and brand personality.
- H2: There is a no positive impact of brand Loyalty on Purchase Intention.

• RESULT AND DISCUSSION

- **H1** There is a significant positive relationship between brand image and brand personality.

Table No. 1 Showing Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.131 ^a	.023	.021	7.23654	.022	12.936	1	348	.001	1.084

a. Predictors: (Constant), BRAND PERSONALITY

b. Dependent Variable: BRAND IMAGE

If we would have forced all variables into the liner regression model, we would have seen a slightly higher R^2 and Adjusted R^2 (0.23 and 0.21)

Table No. 2 Showing ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	562.328	1	562.878	10.336	.001 ^a
Residual	32658.216	348	56.351		
Total	35506.168	349			

a. Predictors: (Constant), BRAND PERSONALITY

b. Dependent Variable: BRAND IMAGE

The above mention table is the ANOVA table. This table indicates that the regression model predicts the outcome variables significantly well. F test indicates that model was fit having F value 10.336 at significant that level at .000, which is less than 0.05. Hence reflected that, overall, the model applied can statistically significantly predict the outcome variable.

Table No. 3 Showing Coefficients

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B		Correlations		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1 (Constant)	23.251	1.532		16.636	.000	22.044	28.415			
BRAND PERSONALITY	.175	.052	.153	2.639	.001	.072	.262	.153	.153	.153

a. Dependent Variable: BRAND IMAGE

The table above is coefficient table. Coefficients, provides us with information on each predictor variable. This gives us the information we need to predict ethics from Brand Personality. We can see that ethics contribute significantly to the model (by looking at the Sig. column). By looking at the B column under the UN standardized Coefficients column, we can present the regression equation as:

$y = a + b(x)$ where y is dependent variable and x is independent variable.

Ethics = 23.251+.175 (Brand Personality)

It has impact on Ethics with coefficient value of beta .153 tested through t test 2.639 at significant level that 0.000. It was identified through model summary that independent variables have variance on dependent variable.

- **H2** There is a no positive impact of brand Loyalty on Purchase Intention.

T- TEST

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	100	2.5193	.43512	.04351
Female	100	2.9729	.63829	.06383

- Group Statistics of brand Loyalty on Purchase Intention

Independent Samples Test Table

This table provides the actual result from the independent t-test

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	9.312	.003	-5.872	198	.000	-.45357	.07725	-.60591	-.30123
Equal variances not assumed			-5.872	174.670	.000	-.45357	.07725	-.60603	-.30111

The result of independent t test is based on two hypothesis equal variance assumed and equal variance not assumed. First variable equal variance assumed, is tested through Levene's test for equality of variance. This test is verified through t value -5.872 which is found to be very low, .000 from standard value 0.005. Hence the hypothesis is rejected. It means the gender difference is there in view of males and females. And there is a no significant positive impact of brand Loyalty on Purchase Intention.

TABLE NO. 7 Showing Result and Discussion

Serial No.	Hypothesis	Label	Result
1	There is a significant positive relationship between brand image and brand personality	Supported/Not Supported	Not rejected
2	There is a no positive impact of brand Loyalty on Purchase Intention.	Supported/Not Supported	Rejected

• CONCLUSION

The present study contributes to practical marketing management problems by highlighting a new perspective on the key drivers of successful brand relationships. They revealed that brand relationship quality has a positive and mediating role on brand loyalty. Managers can derive precise codes of conduct from the relational norm concept in order to tighten the relationship between the brand and the customer. Satisfying the customer expectations with regard to relational norms will enhance the customer's brand relationship quality and in turn may prevent the consumers from switching to other brands. Thus, enhancing consumer brand relationship norms provides a competitive advantage and results in profitable brand management. And here our study concludes on that there is no relationship between brand image and brand personality but there is having some positive impact of brand personality on brand image.

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