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Factors constructing Consumer's Emotional Attachment towards Brands

Sarah Zubair, Syed Sayem Mustafa, Ehsan Ali Khan

Purpose

Previous studies have talked about how a consumer attaches himself emotionally with a particular brand. There were a number of factors identified by the various studies conducted in west. In this study we examined the effect of Affection, Passion, Connection, Irreplaceability, Indispensability and Self- Extension as the factors that lead to the emotional attachment of the consumer towards brands. The main purpose of the study was to replicate the similar model here to find out a) Does a consumer attaches himself emotionally with a brand in Pakistan and b) Are the factors identified in the research have any correlation between them?

Design Methodology

The research was done in two different stages which are discussed below: i) Desk Research, and ii) Surveys.

To better understand the topic various studies were skimmed among which Consumer-Product Attachment: Measurement and Design Implications by Hendrik N. J. Schifferstein and Elly P. H. Zwartkruis-Pelgrim and Measuring the love feeling to a brand with interpersonal love items by Noel Albert were of most significance. This also helped us in designing the questionnaire for focus group and as well as for the survey. The conceptual model was also developed in accordance with these studies.

After focus groups a proper questionnaire was formulated keeping in view the insights gained from the respondents. Then a survey was conducted in Karachi including people from different fields of interest. We distributed One hundred and Twenty five questionnaires throughout, however due to non-response error and missing responses, the total number of questionnaires used in the research was cut down to One hundred and two.

Findings

From the research the findings were somewhat different and unique as compared to the previous studies. It was found out that a) A mean of 3.28 indicates that a consumer does attach himself emotionally with a brand. However the number is not significant enough to come to a definite conclusion, b) The factor that most influences the consumer in emotionally attaching himself towards a brand is connection, however, its significance level

is not enough to conclude anything from it, but in comparison to the other factors, this one stands at a higher level than the others, c) Each of the factors were correlated showing their significance intrinsically, which means that affection has a good correlation with passion, connection, irreplaceability, indispensability and self-extension, vice versa. Amongst all the interrelations we found out that the factors that were highly correlated were self-extension and connection.

The findings in the research show that overall the consumers are not emotionally attached with a particular brand; neither do they have anything negative with the brands. It's just that the usage of a particular brand or loyalty with it does not result in an intense emotional attachment with that brand. Therefore, they could not relate to the factors like affection, passion, connection, irreplaceability, indispensability and self-extension effecting their attachment being emotional with a brand.

Limitations

The biggest limitation of this study was that it was done in Karachi only because of the convenience of the researchers. Also, the research was conducted by the university students only because of the ease of availability of the researchers.

Keywords: Affection; Passion, Emotion; Self-extension; Indispensability