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**Abstract:** The consumer feels more loyal to product he or she feels associated with, linked to, and loves. The emotional attachment has significant influence on attitudinal loyalty. Measuring attitudinal brand loyalty can recognize potential users who are susceptible in varying scenarios. The economic conditions of India are experiencing a positive change. The number of high net worth individuals (individuals with investable assets of \$1 million or more) in India has shown a noticeable growth in past few years, according to the Asia-Pacific Wealth Report by Merrill Lynch Global Wealth Management and Capgemini. Asia-Pacific's high net worth individuals' population in 2010 has exceeded that of Europe, making it the second largest market after North America. The media has played a vital role in positioning luxury in the public eye. India is likely to become a US\$4 billion luxury market industry by 2020, according to new estimates (2015) by Luxury Society. This study aims to examine the empirical relationship of emotional attachment and attitudinal brand loyalty in the perspective of female consumer towards luxury fashion brands. A cross sectional survey of 240 female customers of five global brands, namely, Zara, Armani, Guess, Versace, and Calvin-Klein from four major cities of Punjab (India) was conducted. Regression and

connect with brand, pleasure, and tenderness. Further, they need to strengthen brand reputation, performance and feature upgradation, purchase intention, and brand synchronization to win attitudinal loyalty in luxury fashion.

**Keywords:** Attitudinal Loyalty, Emotional Attachment, and Consumer Brand Relationships

**JEL Classification:** M31

The scientific approach to marketing, along with increased focus on market research, as well as insights on consumer behavior aspects, is the roadmap to sustainable success in present scenario. Consumer purchase behavior needs thorough examination of what

they buy, why they buy it, how they buy it, when they buy it, from where they buy it, how often do they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it (Schiffman &

Kanuk, 2004, p. 8). Four forces (psychological, social, cultural, and personal) act as drivers of consumer

Brand passion is analyzed through empirical research by developing a model which states that uniqueness or prestige constructs influence brand passion which further influences important factors of purchase intentions (Bauer et al., 2007).

#### *Attitudinal Brand Loyalty*

Brand loyalty gets generated when a consumer purchases the same brand over a period of time rather than consuming different brands. The consumer may purchase the same brand due to its product quality, features, or the brand is providing excellent after

pattern must be followed to create brand attachment through which a firm can take reasonable advantages (Park et al., 2006). An outcome of previous research on emotional attachment is a scale differentiated from the measures of satisfaction, involvement, and brand attitudes. The 10-item scale to measure emotional attachment is categorized as affection, passion and connection (Thomson, Macinnis, & Park, 2005).

#### *Relationship*

The consumer-brand relationship is an important aspect in brand management. For every marketer, making loyal customers is the first goal, which helps them in attaining stronger position in the market. A good experience with the brand will satisfy the customer who helps in making deep relationships with the brand. When relationship becomes strong, the consumer can sacrifice a premium price for a brand without any promotional strategies adopted by the company. Commitment may arise when relationship becomes strong which further leads to love and attachment towards brands (Sandra, 2013). The connection and association between brands and consumers helps in identifying strong and deeper relationships. Consumer acts as partners to their loved brands. The brands act as a social and cultural concept for consumers. Close relationship towards a brand leads to emotional connections. Past experiences with the brands had a great impact on future purchases of the consumers. When consumers are satisfied with their past experiences, they build strong relationships with the brands and can sacrifice more prices for a loved brand (Loureiro, 2013). The classification of brands, brand identities, and symbols do influence consumer brand relationships. All the factors seem to be dependent on consumer psychology as to how one perceives about a brand and represents him/her suitably (Schmitt, 2012). The emotional aspects had impacted positively on consumer brand relationship. One significant observation: the self-concept improves attitudinal loyalty which further leads to emotional attachment towards a brand and love for a brand. The brand, which expresses part of an individual, builds deeper relationships. The consumers will ultimately stay loyal to only those brands, which represent their identity, whom they feel emotionally attached and for which they feel passionate love (Hwang &

Kandampully, 2012). The brand relationships are not only limited to emotional aspects but it also talks about behavioral aspects as well. Emotions and behavior of consumers are two different feelings for the consumer (Fournier, 2008). In some context, brand knowledge and brand relationships are combined and studied together, as brand awareness lead to strengthen consumer purchase pattern. But brand knowledge do not influence future purchases directly. A positive image for the brand may

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constituting constructs of attitudinal brand loyalty

**Table 1.** *Ujqykipi"Nkuv"qh"Tgurqpfpgpvu"Ugngevgf"Ceeqtfkpi"vq"Dtcpf"Cxckncdknkv{*

Store Name	Chandigarh	Ludhiana	Jalandhar	Amritsar
<b>ARMANI</b>	10	15	15	20
<b>VERSACE</b>	10	15	15	Brand Not available
<b>GUESS</b>	10	15	15	20
<b>ZARA</b>	20	Brand Not available	Brand Not available	Brand Not available
<b>CALVIN-KLEIN</b>	10	15	15	20
<b>TOTAL</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>

*Hypotheses:*

The respondents were asked to rate 20 dimensions of emotional attachment (viz. proximity, mood similarity, resemblance, magical relationship, tenderness, happiness, dependence, involvement, impulsiveness, departure effect, association, brand curiosity, connection, bond, emotional feeling, deep nexus, referral influence, future orientation, brand

comparison, and loyalty effect) and 14 dimensions of attitudinal brand loyalty (viz. brand stickiness, deep connect, endless affinity, brand passion, brand reputation, performance and features, brand superiority, preference, willingness to pay, brand endorsement, brand synchronization, brand faith, brand intensity, and satisfaction) on five point Likert scale. Z test was applied here and hypotheses framed were as follows:

**Table 2.** *Study Hypotheses*

<i>Sr. No</i>	<i>HYPOTHESIS</i>	<i>STATEMENTS</i>
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1.  $H_01$

## Findings

The focus of analysis is exploring the relationship of emotional attachment and attitudinal brand loyalty.

### Measures of Association

#### Correlation.

**Table 3.** *Ogcp"cpf"Eqttgncvkqp"EqghLekgpvu*

Variables	Mean	Std. Deviation	Correlation
EA	3.6445	.71203	0.852
AL	3.6999	.65734	

*Interpretation.* The correlation matrix states that the paired correlation among the emotional attachment and attitudinal brand loyalty is more than .70, which shows

**Table 6.** *"Hkpfp iu"qh"Qpg"Ucoring"Uvcvkuke"Crnkcvkqp*

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## Implications

The study offers some useful implications. The marketers need to further strengthen their relationship with the customers through proximity, which will enable the marketers to directly target the customers' emotions and get close to it. Emotional closeness can only be raised when customer is satisfied from the brand, so marketers need to use relevant satisfaction measures and take customer feedback after every purchase. By associating the brand image with the personality of the customer, significant traits of consumer personality theories can be aligned with relevant product design, as the perceived significance for resemblance is high. Thoughtful after sales services to the customers can directly make magical relationship with the customers who would further help in long term connections of the customers with the company. Referral influence on brand selection decision is significant; marketers should include referral influence through advertising, online campaigns and by providing better quality products. Referral influence through e-word of mouth should be generated. Brand choice behavior varies from customer to customer; hence, marketers should segment the market according to product choice and preference. To retain product exclusivity, marketers need to add a magnificent product, and an extraordinary service experience, as it generates emotional attachment. The store design and layout

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**Annex 1**

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*Sr.No**EMOTIONAL ATTACHMENT*

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1. I feel emotionally close to this brand (Thomson et al., 2005).
  2. When I am with this brand, we are almost always in the same mood (Thomson et al., 2005).
  3. I think that this brand and I are quite similar to each other (Thomson et al., 2005).
  4. There is something almost 'magical' about my Relationship with this brand (Thomson et al., 2005).
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