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Research Article



## The Role of Consumer's Identification in Consumer Behavior and Branding

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### Abstract

The purpose of this paper is to investigate relationships between congruity of consumer and brand values, brand identification, brand commitment, and word of mouth. In order to test the relationships between variables 600 questionnaire were distributed in Dubai Malls (Sun and Sand Sports) and 334 of questionnaires were received and analyzed. To verify the validity of the questionnaire and to test the significance of observer variables (questionnaire) and latent variables (factors), confirmatory factor analysis was used, and Cronbach's alpha was employed to test the reliability. To evaluate the association between variables, the Pearson correlation test is used, and then to verify the conceptual model test the structural equation modeling (SEM) and LISREL software are deployed. The result shows that Value congruity positively influences consumers' identification with a brand and Value congruity positively influences consumers' commitment to brand. The result also shows that Consumer identification has a positive influence on brand commitment and mediating variable between value congruity and brand commitment and Consumers commitment to a brand has a positive influence on positive WOM and mediating variable between consumers' identification and WOM. The results also demonstrate that Consumer identification positively influences positive WOM.

**Keywords:** Value congruity, Brand commitment, Positive WOM, Consumer Identification.



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## 1 Introduction

In this paper we are going to investigate the relation between Value Congruity, Consumer’s Identification, Brand Commitment in two approaches in affective brand commitment and social compliance commitment and Positive WOM. The main study is based on the research carried on by Urška Tuškej and Klement Podnar from Brand Business School and University of Ljubljana in 2011.

This paper employs a pragmatist position and searches for methods and approaches that can best address useful research questions. This approach supports the importance of theories as mechanisms to help explain and predict the respective phenomena and create valuable practical implications (Wicks and Freeman, 1998). As Ravasi and van Rekom (2003) report, Consumer Identification clearly has multidisciplinary foundations. Thus, on the theoretical side, the study advances the relations among studied concepts by integrating diverse literatures. On the practical side, this study uses the approach similar to consumer psychology approaches such as self-brand connection and consumer– brand relationships (Van Doorn et al. (2010), which should provide compelling answers about the relationships among the researched phenomena.

Table 1 contains a review of the researches related to the main objectives of this paper.

Table 1: Review of the researches related to the main objectives of the paper

Year	Researcher	Consumers Identification			Value			Self Concept			Self congruity			Brand					WOM
		Identity	Social Identity	Organizational Identity	Consumer Identification with Brand	Value	Consumer Value	Value Congruity	Brand Image	Brand personality	Brand personality Congruity	Brand Commitment	Brand Loyalty	Brand Commitment					
1947	Simon[1]				✓														
1967	Byrne et al[2]						✓												
1968	Birdwell[3]								✓										
1969	Day[4]				✓														
1969	Dolich[5]								✓	✓									
1970	Jacoby and Olson[6]																✓		
1974	Landon[7]								✓										
1976	Cialdini et al.[8]		✓																
1979	Rosenberg[9]								✓										
1980	Rusbult[10]																✓		
1981	Tajfel[11]				✓														
1982	Turner[12]				✓														
1982	Stryker and Serpe[13]	✓																	
1982	Sirgy[14]				✓				✓	✓									
1983	Cheney[15]			✓															
1985	Tajfel and Turner[16]		✓																
1985	Albert and Whetten[17]		✓																
1985	Reichers[18]																	✓	
1985	Whetten[17]			✓															
1985	Plummer[19]																		
1986	O’Reilly and Chatman[20]			✓															
1986	Sirgy[21]									✓			✓						
1987	Cheney and Tompkins[22]			✓															
1987	Turner et al.[23]		✓		✓														

1988	Belk[24]		✓			✓				✓								
1988	Beatty and Kahle,[25]																	✓
1988	Hogg & Abrams[26]			✓														
1988	Malhotra[27]									✓								
1989	Ashforth & Mael[28]			✓	✓													
1989	Chatman[29]									✓								
1989	Lau[30]			✓														
1990	Eisman[31]																✓	
1990	Allen and Meyer[32]																	✓
1990	Reichheld and Sasser,[33]																✓	
1991	Aaker[34]										✓							✓
1991	Murray[35]																	✓
1991	Aaron et al.[36]							✓										
1991	Johar and Sirgy[37]									✓								
1991	Hamilton and Xiaolan									✓								
1992	Biel[38]										✓							
1992	Mael & Ashforth[39]			✓														
1993	Keller[40]										✓							
1993	Groth and McDaniel																✓	
1993	Assael[41]																✓	
1993	Brown and Peterson[42]																	✓
1994	Dutton, Dukerich, and Harquail[43]			✓														
1994	Dick and Basu[44]																✓	
1994	Morgan and Hunt[45]																	✓
1994	Dutton et al.[43]							✓										
1995	Kleine et al.[46]		✓					✓										
1996	Baldinger and Rubinson[47]																✓	
1996	Day[48]																✓	
1997	Hatch & Schultz[49]		✓															
1997	Aaker[34]							✓				✓						
1997	Bendapudi and Berry[50]																	✓
1997	Cable and Judge[51]									✓								
1997	Cableand[52]									✓								
1997	Dowling and Uncles[53]																✓	✓
1997	Meyer and Allen[54]																	✓
1997	Sirgy et al.[55]									✓			✓					
1998	Fournier[56]	✓						✓										
1998	Anderson[57]																	✓
1998	Assael[58]																✓	
1998	De Chernatony and Riley[59]												✓					
1998	Keller's[60]										✓							
1998	Pratt[61]							✓										
1998	Scott, Corman and Cheney[62]							✓										
1998	Strang and Soule[63]																	✓
1999	Aaker[64]											✓		✓				
1999	Aaker[64]											✓						
1999	Aaker,[65]													✓				
1999	Garbarino and Johnson[66]																	✓
1999	Mangold et al.[67]																	✓
1999	Oliver[68]																✓	
1999	Pritchard et al.[69]																	✓
1999	Veblen[70]																✓	
2000	Albert, Ashforth & Dutton[71]		✓					✓										
2000	Bennett and Rundle-Thiele[72]																	✓
2000	Bergami and Bagozzi[73]																	✓

2000	Gruen et al.[74]																		✓
2000	Reed					✓													
2000	Scott and Lane[75]	✓																	
2000	Warrington and Shim[76]													✓					
2001	Harrison-Walker[77]																		✓
2001	Chaudhuri and Holbrook[78]				✓														✓
2001	Harrison-Walker[79]																		✓
2001	Kim et al.[80]													✓					
2001	Muniz and O'Guinn[81]			✓															
2002	Dukerich, Golden, and Shortell[82]							✓											
2002	McAlexander, Schouten, and Koenig[83]				✓	✓													
2002	Reed[84]		✓																
2002	Richardson and Domingos[85]																		✓
2002	Turney[86]																		✓
2002	Verhoef et al.[87]																		✓
2002	Wade-Benzoni et al.[88]									✓									
2003	Arnett et al.[89]		✓																
2003	Bhattacharya and Sen[90]							✓											
2003	Fullerton[91]																		✓
2003	Uncles et al.[92]																		✓
2004	Aust[93]				✓														
2004	Bansal et al.[94]																		✓
2004	Chernatony et al.[95]									✓									
2004	Godes and Mayzlin[96]																		✓
2004	Hawkins et al.[97]																		✓
2004	Helgeson and Supphellen[98]									✓									
2004	Kreiner and Ashforth[99]							✓											
2004	Wee,[100]													✓					
2005	Freling and Forbes[101]													✓					
2005	Ahearne, Bhattacharya, and Gruen[102]							✓											
2005	Brown et al.[103]																		✓
2005	Chaplin and John[104]							✓											
2005	Dobele et al.[105]																		✓
2005	Fullerton[106]																		✓
2005	Harris and Fleming[107]													✓					
2005	Kotler and Keller[108]																	✓	
2005	Kristof-Brown et al.[109]									✓									
2005	Riketta[110]			✓		✓													
2005	Thomson et al.,[111]																		✓
2005	Thomson, MacInnis, and Park[111]							✓											
2005	Tompkins[112]				✓														
2006	Bagozzi and Dholakia[113]			✓															
2006	Donavan, Janda, and Suh[114]							✓											
2006	Einwiller et al.[115]							✓											
2006	Evanschitzky et al.[116]																		✓
2006	Gaunt[117]									✓									
2006	Park and MacInnis[118]							✓											
2006	Whetten[119]				✓														
2006	Zeithaml et al.[120]									✓									
2008	Kuenzel and Halliday[121]	✓																	
2008	Ashforth, et al.,[122]			✓										✓					

2008	Ashforth, Harrison & Corley[122]		✓	✓	✓													
2008	Duan et al.[123]																	✓
2008	Duan et al.[123]																	✓
2008	Kiss and Bichler[124]																	✓
2008	Yu et al.[125]																	✓
2008	Zhang and Bloemer[126]							✓										
2009	Christodoulides and Veloutsou[127]									✓								
2009	Sweeney and Bao[128]												✓					
2009	Edwards and Cable[129]							✓										
2010	Shimp[130]											✓						
	consumer behavior book							✓										

This paper is divided into four parts. Second part is problem definitions. Third part deals with data analysis and the last part presents conclusion and suggestions for further studies.

**2 Model definitions**

**2.1. Conceptual model**

In the analytical model of the present research; value congruity is exogenous latent variables and consumer’s identification, Brand commitment and positive WOM are endogenous latent variables.

On the other hand we can consider Value Congruity as an independent variable. Consumers’ Identification is an intermediate variable, Affective and Social Brand Commitment is an intermediate variable that influence on Positive WOM and Positive WOM is a dependent variable. The conceptual model of this paper is presented in figure 1.

This model was presented by Ursa Golob, Klement Ponar in 2011 in Slovenia. We applied the same model within another population (in Dubai) about their favorite sport brands.

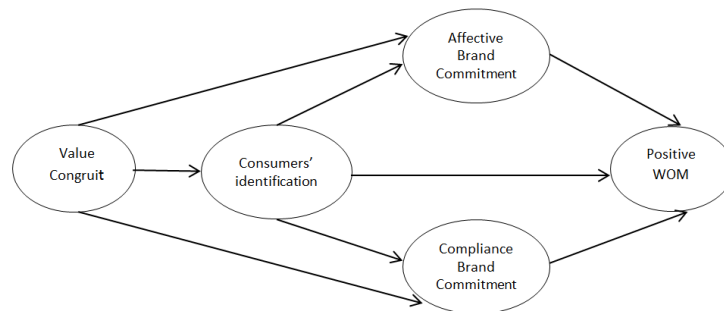


Figure 1: Conceptual Model

**2.2. Research Hypothesis**

- H1. Value Congruity positively influences consumers' identification with a brand
- H2. Value Congruity positively influences consumers' commitment to a brand.
- H3. Consumers' Identification with a brand has a positive influence on brand commitment and is a mediating variable between value congruity and brand commitment.
- H4. Consumers' Identification positively influences positive WOM.
- H5. Consumers' Commitment to a brand has a positive influence on positive WOM and is a mediating variable between consumers' identification and positive WOM.

### **2.3. Research Type**

In terms of application, this research is an applied research because it can be carried on in different areas. In terms of objectives it is a causal research because it is investigating the relationship between the variables and in terms of inquiry mode it is a quantitative research.

### **2.4. Research Method**

In this paper the Structural Equation Modeling (SEM) approach is employed that is a very general statistical modeling technique which is widely used in the behavioral sciences. The structural equation modeling implies a structure for the covariance between the observed variables which provides the alternative names Covariance structure modeling. SEM provides a very general and convenient framework for statistical analysis that includes several traditional multivariate procedures for example factor analysis, regression analysis, and discriminate analysis as special cases.

### **2.5. Research Population**

Statistical population is referred to a group of people, objects, numbers or things that at least have one characteristic in common.

The population of this study was selected among people (consumers) who do shopping from sport brands in Dubai Malls such as Sun and Sport.

### **2.6. Research Sample Characteristics**

Gender, age and educational status:

We distributed 600 questionnaires randomly, out of the 334 people who responded to the questionnaires, 138 (41%) were men and 196 (59%) women.

About 18% were less than 25 years, about 51% between 25 to 35 years, 22% between 35 and 45 years and 9% over 45 years.

26 percent have a high school diploma and associate degree, about 52 percent have a bachelor's degree and 22% have post-graduate degrees.

### **2.7. Sampling Method**

This study has been conducted by distributing questionnaires to survey consumer's attitudes about their favorite sport brand in Dubai Malls such as Sun & Sand Sport.

To achieve the targets of this research, 600 questionnaires were prepared and distributed out of which 334 was completed and used in data analysis. In the end, by using appropriate tools, the obtained data were analyzed.

The sample size depends on model complexity but also on many other factors (e.g. normality of the data, missing patterns). Most researchers would recommend using simple sizes of at least 200/5 or 10 cases per parameters. As a rule of thumb, the minimum sample size should be equal to the number of parameters to estimate in the model multiplied with 5. (KR, Cristian).

### **2.8. Setting of the Study**

In general setting of study is defined based on the three aspects of subject, timing and place. For the subject, this study has been done in branding and marketing field with the subject of The Roll of Consumer Identification in Consumer behavior and Branding.

The time setting of the study was started on April 2015 when the research proposal was approved and data gathered in September 2015 and collection of the statistical data was completed on Dec 2015.

For the location, it has been done in Sport shops such as Sun and Sands in Dubai Malls.

## 2.9. Data Collection

Each phenomenon has quantitative and qualitative characteristics, and the method of gathering data on them depends on their character. Therefore, collection of required data is an important stage of the research process as methods of analysis and research methods are changed accordingly. Usually there are various tools for data collection that are used in a research; the collected data are either primary or secondary. Secondary data are obtained from other sources in the form of existing data in documents, past researches, unofficial statistics, official statistics, and organizational documents. The primary data gathered by researcher as first-hand data mainly through observations, interview and questionnaire

### 2.9.1. Source of Data Collection

Primary data were collected through a questionnaire that was distributed among the sample population and secondary data were obtained through journals, books, and a few official websites.

### 2.9.2. Tool (Inurement) for Data Gathering

In this research, based on the research carried on by Urska Tuskej from (Brand business school) and Klement Podner from (University of Ljubljana) in 2011, a questionnaire including 15 questions using five-point Likert scale ranging from strongly disagrees to strongly agree was distributed to survey consumer's attitudes about their favorite sport brand in Dubai Malls such as Sun & Sand Sport.

You can find questionnaire classification in table 2.

Table 2: Dimensions and Indices of Questionnaire

Variables	Indices
Consumer's Identification	Similarity of consumer's personality and personality of brand
	Common with people using the brand
	Similarity of personal values and values of brand
Affective Brand Commitment	Feeling rewarded of buy the brand
	Excitement of buying the brand
	Satisfaction of buying the brand
Social Compliance Brand Commitment	Being talked about buying the brand
	Being able to talk about the brand with friends and family
	Influence of friends/family to buy the brand
Positive WOM	Transmission of personal experiences with the brand to other people
	Giving advice about the brand to people
	Talking about the brand because it is offers really good products
Value Congruity	Independent
	Freedom
	Security

### 2.9.3. Validity and Reliability of Instrument

In this study, the load factor standard is considered 0.5, i.e. if the factor question loads is less than 0.5, the question is eliminated.

There are several methods for calculating the reliability coefficient of a measurement tool. For calculating the reliability of the questionnaire we used Cronbach's alpha. For each dimension of the model the results of the Cronbach's alpha generated by SPSS software is shown in table 3.

Table 3: Reliability Analysis (Cronbach's Alpha)

Variable	Cronbach's $\alpha$
Value Congruity	0.8054
Consumers Identification	0.7977
Affective Brand Commitment	0.7987
Compliance Brand Commitment	0.8211
Positive WOM	0.7938
Whole Questionnaire	0.8138

### 3 Data Analysis

To evaluate the association between variables, the Pearson correlation test is used, and then to verify the conceptual model test the structural equation modeling (SEM) and LISREL software are used.

#### 3.1. Descriptive Statistics of Variables and Questionnaire

The following descriptive parameters such as mean and standard deviation used for all variables and the questionnaire will be discussed with regard to statistical sample.

For example, as Table 4 and 5 shows among the components of brand commitment, emotional commitment to Brand components has an average of more than the 3 (middle range) and social commitment to Brand components has the mean less than 3 (middle range). In the identity of the consumer, the average is less than the 3 and for word of mouth advertising is more than 3.

Table 4: Review the descriptive statistics of research variables

Variable	N	Mean	Std. Deviation
Affective brand commitment	334	3.1417	0.95923
Social compliance brand commitment	334	2.7076	0.87565
Consumer`s identification	334	2.9651	0.77268
Positive word of mouth	334	3.2395	0.85161
Value congruity	334	3.0828	1.10786
Brand commitment	334	2.9247	0.73944

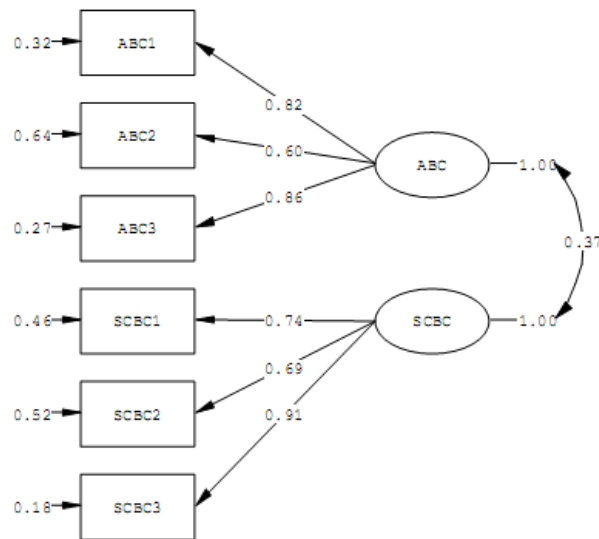


Table 5: Review the descriptive statistics of research variables

Questions	N	Mean	Std. Deviation
CI1	334	2.9581	0.89947
CI2	334	2.8263	0.95849
CI3	334	3.1108	0.97553
ABC1	334	2.8802	1.19711
ABC2	334	3.5269	1.05303
ABC3	334	3.0180	1.14411
SCBC1	334	2.5719	1.03072
SCBC2	334	2.8653	1.06110
SCBC3	334	2.6856	0.97720
PWM1	334	3.3174	1.00503
PWM2	334	3.2216	0.93899
PWM3	334	3.1796	0.99733
VC1	334	3.1198	1.20710
VC2	334	3.0868	1.21858
VC3	334	3.0419	1.25611
ABC	334	3.1417	0.95923
SCBC	334	2.7076	0.87565

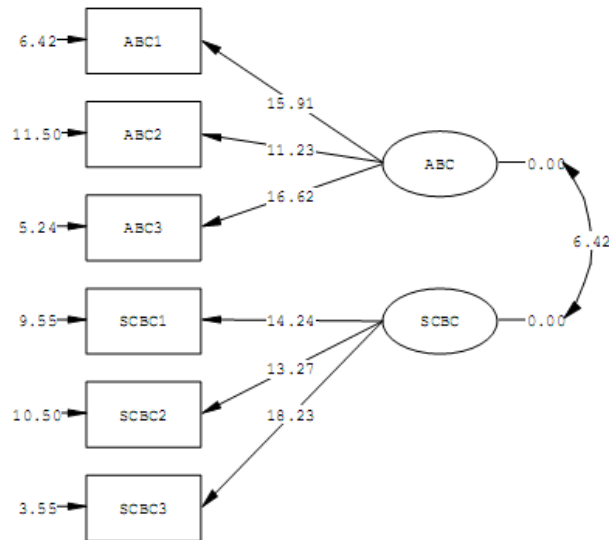
### 3.2. Confirmatory Factor Variables Analysis

In this section, the results of confirmatory factor analysis of each of the variables, is given separately for each variable by LISREL software. The results are shown in figures 2 to 5 and tables 6 to 8.



Chi-Square=7.39, df=8, P-value=0.49477, RMSEA=0.002

Figure 2: Measurement model of brand commitment variable in the standard estimate

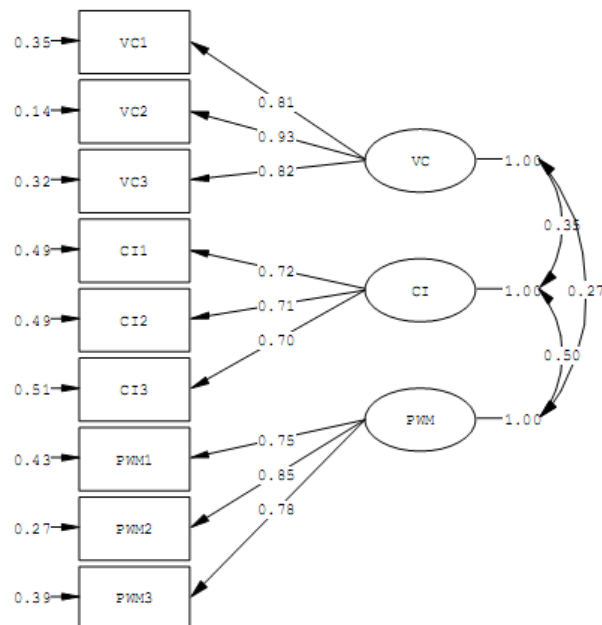


Chi-Square=7.39, df=8, P-value=0.49477, RMSEA=0.002

Figure 3: Measurement model of variable commitment in significant coefficients situation

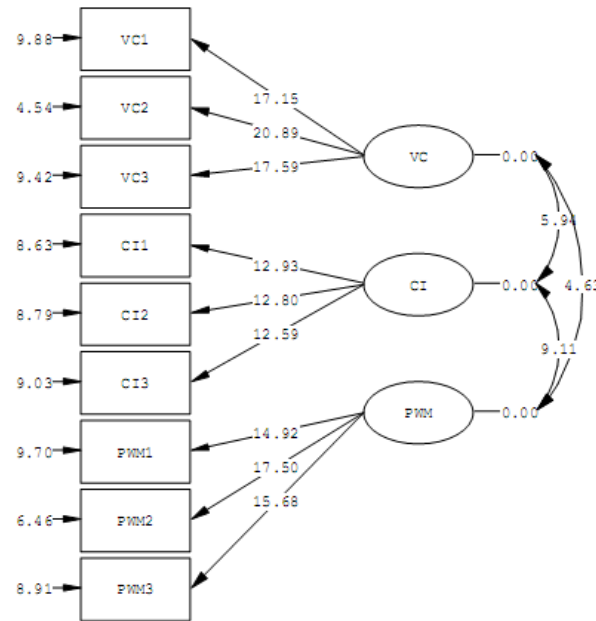
Table 6: Fitness indexes of brand commitment variable

index	standard value	Result
$\chi^2/d.f$	Less than 3	0.923
RMSEA	Less than 0.1	0.002
AGFI	More than 0.8	0.980
GFI	More than 0.9	0.990
NFI	More than 0.9	0.990



Chi-Square=37.49, df=24, P-value=0.03908, RMSEA=0.041

Figure 4: Measurement model of variable commitment in significant coefficients situation



Chi-Square=37.49, df=24, P-value=0.03908, RMSEA=0.041

Figure 5: Measure model of other variables of the study, in the case of significant coefficients.

Table 7: Fitness indexes of other research variable

Index	Standard	Result
$\chi^2/d.f$	less than 3	1.56
RMSEA	less than 0.1	0.041
AGFI	more than 0.8	0.950
GFI	more than 0.9	0.980
NFI	more than 0.9	0.980

Table 8: Pearson correlation coefficient, to examine the relationship between variables

		Consumer's identification	Positive word of mouth	Value congruity	Brand commitment
Consumer's identification	Pearson Correlation	1	-	-	-
	Sig. (2-tailed)		-	-	-
	N		-	-	-
Positive word of mouth	Pearson Correlation	.396**	1	-	-
	Sig. (2-tailed)	.000		-	-
	N	334		-	-
Value congruity	Pearson Correlation	.310**	.248**	1	-
	Sig. (2-tailed)	.000	.000		-
	N	334	334		-
Brand commitment	Pearson Correlation	.346**	.359**	.008	1
	Sig. (2-tailed)	.000	.000	.889	
	N	334	334	334	

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

### 3.3. The main research hypothesis testing, through structural equations modeling

In this study to confirm or reject hypotheses, multivariate analysis was used. In multivariate analysis, advanced statistical methods such as path analysis and structural equation modeling can be used.

In this paper, to evaluate the effects of independent variables (Scaling value) on intermediate and dependent variables (Consumer identification, the commitment to brand and word of mouth advertising) a hypothetical model based on the literature is designed which is presented in the first chapter.

In the regression equations the null hypothesis and one hypothesis are as follows:

H0: There is no significant influence between the two variables.

H1: There is a significant influence between the two variables.

It should be noted that the standard level common error to investigate the relationship is 0.05 and reliability is 0.95. At the 5% error level, the critical points in the normal curve are 1.96 and -1.96.

If significant coefficient of regression test (T-VALUE) is more than 1.96, the null hypothesis is rejected and the one hypothesis is confirmed and vice versa. In other words, in the normal curve, if the level of error is found to be in the range of 1.96 and -1.96, null hypothesis and lack of significant relationship between the variables are accepted. If the observed error level, is the more critical point 1.96 and less from critical point -1.96 one hypothesis a significant correlation are accepted.

### 3.4. Research Structural Model

As previously mentioned, to test hypotheses, structural model in two standard estimation and significant coefficients will be discussed. Figure 6 and Figure 7 show the impact of exogenous latent variable (congruence value) on endogenous latent variable (consumer identification, commitment to brand and word of mouth advertising). Table 9, shows briefly the conformance or rejection of the relationship between the variables.

As the results showed:

H1: congruence value has positive impact on consumer identification.

H2: congruence value has positive impact on commitment to brand.

H3: consumer identification has positive impact on commitment to brand.

H4: consumer identification has positive impact on word of mouth advertising.

H5: commitment to brand has positive impact on word of mouth advertising.

Table 9: Investigating the research hypotheses

Hypothesis	The effect (Standard estimate)	Significance (T-VALUE)	Approve or reject of relations
Value congruity positively influences consumers' identification with a brand	0.37	5.55	Approved
Value congruity positively influences consumers' commitment to brand	0.18	2.07	Approved
Consumer identification has a positive influence on brand commitment and mediating variable between value congruity and brand commitment	0.67	4.98	Approved
Consumer identification positively influences positive WOM	0.36	3.63	Approved
Consumers commitment to a brand has a positive influence on positive WOM and mediating variable between consumers' identification and WOM	0.28	2.39	Approved

The estimation results (the underside of the figure) in the measurement model indicates the relative favorable indexes. According to LISREL output,  $\chi^2$  calculated value is equal to 71.54 that in proportion to degree of freedom (39) are equal to 1.83. The RMSEA value is 0.050. The allowance value of RMSEA is 0.1. GFI, AGFI and NFI indexes are 0.94, 0.96 and 0.96 respectively that show a very good fitness.

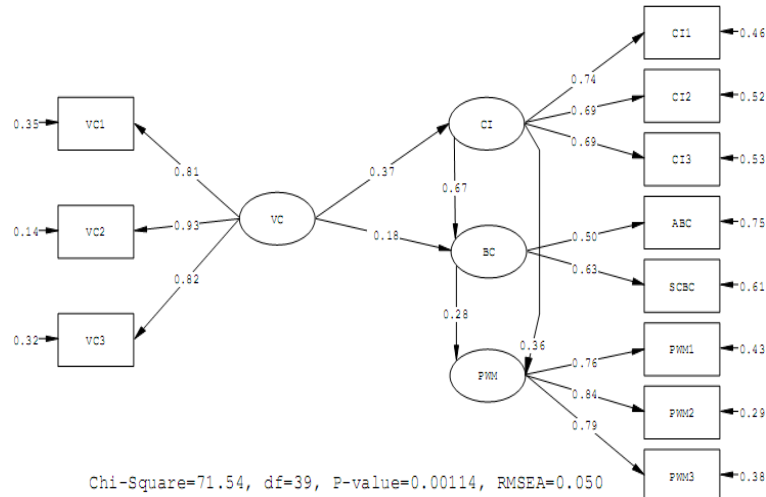


Figure 6: Structural model in the standard estimation

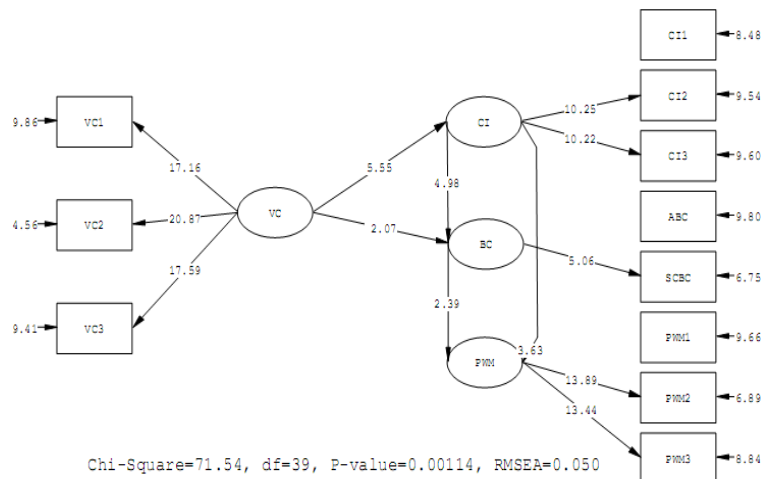


Figure 7: Structural model in the significant coefficients

#### 4 Conclusion and Further studies Summary of Findings

This paper contributes to growing research on consumers' relationships with a brand (Aaker, 1997; Fournier, 1998; Thomson et al., 2005) by addressing the relationships across identification and consumers' values, commitment, and positive WOM. The study highlights the significance of consumers' identification as a basic psychological process that enables formation of committed and meaningful relationships with brands.

Additionally, this paper focuses the attention to the attitudinal loyalty, named commitment to a brand. Results of the present study emphasize the importance of differentiating between behavioral loyalty (loyalty) and attitudinal loyalty (commitment). Finally, this study stresses the importance of using the consumer commitment concept when studying high involvement processes of consumers toward brands because attitudes toward brands, not behavior habits, such as repeated purchasing, enable consumers' emotional attachment to the brand. The results of the analyses support the hypothesized relationships and illustrate that

consumers do identify with their favorite brands. The findings demonstrate that the stronger a consumer identifies with a brand, the stronger he or she tends to commit to this brand and more likely to generate positive WOM. This study shows that value congruity as well positively affects consumers' identification and that, through identification, value congruity affects consumers' commitment to a brand. Consumers' identification with a brand mediates the impact of value congruity on consumers' commitment to a brand. The results indicate that consumers' commitment mediate the impact of consumers' identification on generating positive WOM. This study operationalizes consumers' commitment as a two-dimensional concept composed of affective and social compliance commitment. The results show a great importance of identification that strongly influences commitment and show that consumers are willing to become great supporters of a brand if they identify with the brand. It also shows that social compliance commitment and affective commitment influences Positive WOM.

Future research would be, to study how brand awareness, personal income, brand prestige, brand image, perceived originality of brand associations, reference groups, and other factors influence consumer– brand identification. In addition, an interesting future study would be to test how consumers' identification and commitment influence purchase behavior, also replicate these findings in the context of different types of brands, such as product, service, and retail brands.

**Questionnaire:**

1. I feel that my personality and the personality of this brand are very similar.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
2. I have a lot common with other people using this brand.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
3. I feel that my values and the values of this brand are very similar.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
4. I feel rewarded when I buy this brand.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
5. I get excited when I think of buying this brand.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
6. I feel personally satisfied when I buy this brand.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
7. I would like it if people talked about me buying this brand.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
8. The good thing about buying this brand is that I can talk to my friends/family about it.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
9. My family and/or friends influence my decision to buy this brand.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
10. I transmit my personal experiences with this brand also to other people I know.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
11. I give advice about this brand to people I know.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
12. I talk about this brand because it is offers really good products.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
13. This brand makes me feel Independent.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
14. This brand makes me feel Freedom.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree
15. This brand makes me feel Security.  
Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree

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