

Consumer-Brand Relationship Mapping

A new methodology to measure consumer-brand relationships
in their competitive context

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Abstract.

Earlier marketing research has been measuring consumer-brand relationships as if they exist in a vacuum, and cannot be influenced by third parties. Based on socio-psychologist assumptions, this article argues that such relationships cannot be considered independently from the competitive context they are embedded in. Therefore, a new measurement method was developed that enables to measure consumer-brand relationships in their full complexity, called Consumer-Brand Relationship Modelling (CBRM). In order to test this measurement method two independent studies were conducted, measuring consumer-brand relationships through one of its components, brand attachment. After the comparison of CBRM with the results of a Likert-scale-based survey, this article demonstrated to measure overall stronger levels of attachment, when using CBRM. Besides, through the use of CBRM, bigger contrasts in the levels of brand attachment between brands were measured. These findings indicate that it is indeed of critical importance to take all relationships, existent in the competitive context, into consideration when measuring consumer-brand relationships. Additionally, CBRM was evaluated as more involving, easier to use and more satisfying, by respondents. Lastly, using a grounded theory approach, additional insights were created regarding the drivers of brand attachment. Based on these findings, the author concludes with some important managerial implications.

1. Introduction

In recent years a paradigmatic transformation took place in the marketing discipline, from a transactional orientation towards a relationship focused approach (Veloutsou, 2007). This increased focus on building and maintaining relationships has not only led to a huge increase of interest in relationship management (Payne & Frow, 2005), but also in building relationships with consumers through the brand itself (Veloutsou, 2007). These consumer-brand relationships are formed through consumer experiences and brand knowledge, and occupy a critical position in the consumers' mind. (Chang & Chieng, 2006). The relationship between the consumer and a brand is created by the mental perceptions of the brand (Chang et al., 2006), and therefore such relationships can be defined as the attitudinal bond or connection between a consumer and a brand (Fournier, 1998; Veloutsou, 2007).

The paradigmatic shift within the marketing field has been recognized to be of great importance by practitioners, since building and maintaining consumer-brand relationships is found to be essential for the long-term success of an organization (Hess, Story, & Danes, 2011). This underscores the importance of organizational outcomes of such relationships like increased levels of brand loyalty (Giovanis & Athanasopoulou, 2017), favorable brand evaluations and consumers' willingness to pay more for certain brands (Cheng, White, & Chaplin, 2011). Such consequences eventually lead to more profitable customers and positive performance outcomes like higher sales revenues and higher profit margins (Hess et al., 2011). Furthermore, a brand relationship perspective can strengthen the understanding of a brands' role in the life of a consumer, and thus assist organizations to develop better marketing activities and products (Breivik & Thorbjornsen, 2008). Therefore, it is no surprise that marketers not only put emphasis on creating and maintaining long-term bonds (Hess et al., 2011), but also see the critical importance of being able to measure these consumer-brand relationships (Papista & Dimitriadis, 2012).

The increasing managerial focus on relationship marketing induced a rise in attention from the academic field to this subject. A large amount of academics has tried to quantify, describe, and measure the nature and strength of consumer-brand relationships (Blackston, 1993; Hess & Story, 2005; Veloutsou, 2007). Although there is a far-reaching number of articles investigating such relationships, there seems to be little consensus about the defining set of aspects to describe them (Hess et al., 2005), and what aspects can be seen as antecedents, components and outcomes (Blackston, 1993). Early marketing research developed a conceptualization of consumer-brand relationship components, in order to capture a wide range

of aspects of the relationship strength (Fournier, 1998). This conceptualization exists of a number of six components, based on human relationships. The following components were found to mediate the influence of the relationship quality: Love/passion, self-connection, commitment, interdependence, intimacy and brand partner quality. However, these components were found to have high levels of correlation (Chang et al., 2006). Therefore, later studies tried to create more distinct constructs, and narrowed down to three components of consumer-brand relationships, being commitment, trust and relationship quality (Hess et al., 2005; Wulf, Odekerken-Schöder, & Lacobucc, 2001). These relationship aspects were found to positively influence behavioral loyalty (Wulf et al., 2001), and consumers' willingness to pay premium prices (Hess et al., 2005). Later, also Fournier's (1998) concepts of love and intimacy were revitalized, as they were found to be components of the consumer-brand relationship as well (Papista et al., 2012). Although there seems to be little consensus about the components of the consumer-brand relationship, the most commonly used component to measure such relationships is brand attachment (Belaid & Behi, 2011; Thomson, MacInnis, & Park, 2005). Brand attachment can be seen as a consumer-brand relationship component since it represents the emotional connection between a consumers' self and the brand (Park, MacInnis, Priester, Eisingerich, & Lacobucci, 2010). Furthermore, attachment was proven to influence consumers' trust, commitment (Belaid et al., 2011), and willingness to pay (Thomson et al., 2005).

In addition, many different ways are used to measure consumer-brand relationships, within the academic and managerial field. Early marketing research used phenomenological interviewing to measure such relationships, in which was tried to understand the consumers' lived experiences with brands (Fournier, 1998). Later, academics conducted focus groups additionally to personal interviews (Veloutsou et al., 2007; Papista et al., 2012), in order to stimulate more honest and unfiltered input by the participants. Nevertheless, the most common technique to measure the components of consumer-brand relationships in previous research has been the Likert-type scaling technique (Belaid et al., 2011; Thomson et al., 2005; Breivik et al., 2008; Park et al., 2010). This technique enables academics to measure scores for different items, by asking respondents to score themselves on for example a five-point Likert-scale, and provides them with quantitative data.

However, these studies seem to focus on dual relationships between the consumer and only one brand, while consumer-brand relationships are formed in a competitive environment (Rajagopal & Sanchez, 2004). Within this competitive environment, relationships are often influenced by third parties and thus must be seen as complex and dynamic relationships between the consumer and the brand (Fetscherin, Boulanger, Filho, & Souki, 2014). Thus, although there

is a widespread interest among both practitioners and academics in measuring consumer-brand relationships, there does not seem to be a measurement technique that can capture the full complexity of these relationships within their competitive environment.

Therefore, the aim of this research will be to create a new measurement method that is able to capture the full complexity of consumer-brand relationships within their product category.

2. Theoretical Background

2.1 Components of the consumer-brand relationship

First of all, in order to create a measurement model that is able to capture consumer-brand relationships in their full complexity, it is important to get a better view of the different components being assigned to such relationships. Although the importance of the consumer-brand relationships has widely been acknowledged, there is little agreement on what concepts of the consumer-brand relationship best capture the key aspects of the relationship (Papista et al., 2012). In early marketing research, six components of consumer-brand relationship quality were conceptualized, based on human-relationships (Fournier, 1998). This framework argues the brand to be an active, contributing member of the relationships that are formed with the consumer, and that these relationships have qualities that are comparable to human relationships. The model of brand relationship quality was developed to specifically estimate the strength and depth of such relationships. This wide range of relationship quality components was found to consist out of love and passion, self-connection, interdependence, commitment, intimacy and brand partner quality. This conceptualization was later used by multiple marketing academics, doing research in relationship quality (Kressman, Sirgy, Herrmann, Huber, & Lee, 2006; Smit, Bronner, & Tolboom, 2007). Fournier (1998) underscores the holistic character of consumer-brand relationships, and states that a wide scope of components is necessary to understand the whole concept of relationship quality.

However, Fournier's (1998) study was rather exploratory, and needed to be tested on a larger sample. Later research mentioned that although the components of this six-faced conceptualization are conceptually distinct, consumers tend to combine these components into more abstract aspects (Papista et al., 2012). Moreover, later research discovered high levels of correlation between the components of this model, which makes the interpretation of the model questionable (Chang et al., 2006). Since the relevance of some components in a consumer-brand context are being questioned (Bengtsson, 2003) and there is confusion within the marketing literature over the distinction between the antecedents, components and outcomes of consumer-brand relationships (Papista, et al., 2012), this study will describe the three components of consumer-brand relationships and substantiate their distinctiveness.

2.2.1 Commitment

Fournier's six-faced conceptualization got narrowed down by later marketing research to a more abstract relationship construct, consisting of just three key aspects, being commitment,

trust and satisfaction (Wulf et al., 2001; Papista et al., 2012). Although trust and satisfaction are here described as components of the relationship between the consumer and brand, Hess et al. (2005) actually prove that trust and satisfaction play a different role in consumer-brand relationships. A structural model was confirmed in which trust and satisfaction are antecedents of relationship commitment. Hence, committed consumer-brand relationships are built through the creation of trust and satisfaction among consumers. Later research confirmed trust and satisfaction to be predictors for the level of commitment in consumer-brand relationships (Sung & Campbell, 2009). Therefore, in this study, trust and satisfaction are not seen as components of consumer-brand relationships.

A simple definition of commitment was given in early marketing research, namely '*the intention to behave in a manner supportive of relationship longevity*' (Fournier, 1998, p. 365). High levels of commitment were found in the form of emotional commitments and investment-related commitments. Later, commitment got referred to as a far more extensive construct, namely '*the consumers' ultimate relationship disposition, encompassing beliefs, attitudes, and behaviors toward the brand and their relationship with that brand*' (Hess et al., 2005, p. 314). The authors conceptualized commitment into both functional connections with the brand as personal connections with the brand, which acknowledges the earlier distinction between emotional commitment and investment-related commitment. Although this definition is very broad, most marketing academics are more specific, and describe commitment as an attitudinal construct that represents customer feelings of maintaining a relationship (Fullerton, 2005; Moorman, Zaltman, & Deshpande, 1992; Sung et al., 2009). In this study we will simply refer to commitment as '*Consumers' willingness to make efforts to continue the relationship with a brand*' (Papista et al., 2012, p. 35).

In recent years, relationship commitment has received a great deal of interest in marketing literature (Sung et al., 2009). Evidence was found that relationship commitment fully mediated the influence of brand satisfaction on repurchase intentions (Fullerton, 2005). Therefore, commitment was seen as a key psychological aspect of the consumer-brand relationships, since the absence of commitment in such relationships might explain the absence of repurchase intentions. In line with these results, commitment was found to be a relational mediator for the effect of brand trust and brand affect, on performance outcomes like market share and advertising-to-sales ratio (Chaudhuri & Holbroek, 2002).

2.1.2 Love

Secondly, there is a growing interest for the affective aspects of Fournier's (1998) six-faced conceptualization of consumer-brand relationships, being brand love and brand passion. However, since recent literature demonstrated that brand passion is a dimension of brand love (Sarkar, 2011; Batra, Ahuvia, & Bagozzi, 2012), this study will refer to the affective component of relationships as brand love. Early marketing literature described brand love as the affective basis of relationships between a consumer and a brand, that is comparable to an interpersonal affective relationship (Fournier, 1998). Later literature builds on this assumption, by using interpersonal relationship literature, as it describes a love relationship between a brand and a consumer as a human friendship relationship (Batra et al., 2012). Such relationships are argued to endure for a very long time, and involves affective, cognitive and behavioral experiences (Batra et al., 2012). Brand love can be divided into two dimensions, being brand intimacy and brand passion (Sarkar, 2011). Brand intimacy is described as the emotional liking of a brand, while brand passion is described as feelings of arousal when somebody is brought in to contact with the brand. Hence, in this study, brand love will be defined as '*romantic and internal feelings of passion and intimacy, of an individual for a brand*' (Sarkar, 2011, p89).

Since love can be seen as attitudes that makes you think, feel and behave in certain ways (Rubin, 1970), it is no surprise that this relationship component has been proven to influence different performance outcomes (Batra et al., 2012). Hence, brand love was demonstrated to have positive effects on loyalty, intention to pay premium prices and positive word-of-mouth (Sarkar, 2011; Batra et al., 2012; Carroll & Ahuvia, 2006). Additionally, brand love is proven to be a mediating relationship component, for the effect of perceived quality on resistance to negative information (Batra et al., 2012). Furthermore, levels of brand love were demonstrated to be stronger in product categories that are perceived as hedonic than in more utilitarian product categories, and for brands that were perceived to be more self-expressive (Carroll et al., 2006). Overall, brand love is seen as an important component of emotional consumer-brand relationships, as it has substantial influence on desirable outcomes for marketers (Carroll et al., 2006).

2.1.3 Attachment

Lastly, this study will elaborate on the component that is most commonly used to measure consumer-brand relationships, being brand attachment (Belaid et al., 2011; Park, MacInnis, & Priester, 2006). The concept of attachment originally stems from psychology literature and is described as "*an emotion-laden-target specific bond between a person and a specific object,*

typically a caregiver” (Bowlby, 1979, p423). These bonds vary in strength and are formed when people get closer and start sharing emotions (Thomson et al., 2005). Later, this concept got integrated within the marketing literature, highlighting the emotional attachment between brands and consumers (Belaid et al., 2011). Here, brand attachment can be seen as an affective reaction towards the brand, expressing psychological proximity with it (Lacoeuilhe, 2000). Therefore, brand attachment can be defined as *‘the strength of the bond connecting the brand with the self’* (Park et al., 2010, p2). This relationship to the self is determined by the mental representation of thoughts and feelings somebody has about the brand that establish cognitive links to connect the brand with the self (Park et al., 2010). This assumption matches the self-connection aspect of consumer-brand relationships, which is argued to reflect the degree to which brands provide consumers with identity or themes that express aspects of the self (Fournier, 1998). This connection can be established through congruence of the values of brands and consumers, in which way a brand can reflect the identity of consumers. Thus, brand attachment can be seen as the connection between the self-representation of the consumer and the representation of the brand (Park et al, 2006).

Since brand attachment describes an emotional or affectional bond between the consumer and the brand, this aspect does in some ways seem similar to the aspect of brand love. However, love is not the attachment bond itself, it only characterizes the bond (Park et al, 2006). Since brand attachment reflects the connection between the brand and the self, this is independent of the level of love the consumer feels.

Furthermore, brand attachment was found to be a key predictor for brand loyalty and trust (Belaid et al., 2011). Besides, consumers with high levels of attachment for a brand perceived differences between brands to be more obvious, meaning that they perceive their brand to be superior over other brands in the category. Moreover, consumers’ feelings of security and perceptions as the brand as a partner were reinforced through high levels of attachment. Also, attachment affects consumers’ willingness to pay higher prices (Thomson et al., 2005), and the probability that they will forgive mistakes that were made by the organization (Van Lange, Rusbult, Drigotas, Arriaga, & Witcher, 1997). Later, academics have demonstrated that attachment can be divided into two dimensions, being the brand-self connection and the brand prominence (Park et al., 2010). The brand-self connection describes attachment as strength of the bond connecting the self with the brand, while brand prominence describes the prominence of the thoughts and feelings a consumer has about the brand. Besides, these two dimensions together were found to positively influence the consumers’ willingness to maintain a relationship with a brand. summarizing, brand attachment has an overall positive influence on

performance outcomes and can be seen as valuable aspect of the consumer-brand relationship (Park et al., 2006).

Concluding, since brand attachment is a distinctive relational construct that (1) represents the emotional bond between the brand and the consumer (Park et al., 2010), (2) can demonstrate the connection between the brand and the self through their proximity to each other (Lacoeuilhe, 2000), (3) and is proven to influence multiple performance outcomes (Park et al., 2006), this is considered to be a fitting component to measure consumer-brand relationships with this study's new methodology.

2.2 Measurements of consumer-brand relationships

As was mentioned before, earlier research has used a number of measurement methods to measure consumer-brand relationships (Hess et al., 2005). In this section three of the most commonly used techniques to measure such relationships will be described. Their advantages and disadvantages will be discussed after which the importance of developing a new technique will be argued.

2.2.1 Personal interviewing

One of the most common techniques to measure such relationships, especially in exploratory-oriented research, has been personal interviewing (Breivik et al., 2008). Early brand relationship research used phenomenological interviewing to discover more about the nature of consumer-brand relationships, instead of more structured techniques (Fournier, 1998). In order to uncover more insights on brand relationship phenomena, respondents were consciously selected for these interviews. These interviews first contained a section to gain more insight in the respondents' brand usage history, and a second section to gain contextual information of the respondents' life. These kind of interviews are argued to permit the researcher to understand the subjective meaning of consumers' relationship bonds with brands and the experiences they have had with them (Fournier, 1998). Furthermore, later marketing research, focusing on relationships between brands and children, used story-telling techniques by conducting personal interviews (Ji, 2002). The authors argued storytelling to be the best possible technique to study relationships, since the children were able to elaborate on all their experiences with brands. Additionally, personal interviewing provides the interviewer a high level of control and very close communication with the interviewee (Morgan, 1997). This qualitative technique is considered to be most effective to gather data when doing exploratory research (Papista et al., 2012). One of the main advantages of this measurement methods is its ability to generate rich

data with useful insights (Brown, 2010). Due to the permitted flexibility to expand on topics with follow up questions, the interviewer is able to understand complex consumer perceptions (Papista et al., 2012).

However, it is hard to gain explicit and summarize able data from personal interviewing (Brown, 2010). This means that it is difficult to translate the essence of the information into formal measuring scales (Blackston, 1993) Besides, qualitative measurement methods are often costly and time-consuming, which makes it difficult to establish generalizable results (Brown, 2010).

2.2.2 Focus groups

In addition to personal interviewing, later exploratory research, implemented focus groups with consumers in order to gain information about their usage behavior and formed relationships with brands (Veloutsou et al., 2007; Papista et al., 2012). Predetermined, open-ended questions were used by a moderator, designed to guide discussion between participants and leave room to refine their own ideas with each other (Papista et al., 2012). A detailed discussion guide was developed to effectively pilot the focus groups, in which more general questions at the start were followed up by more specific questions towards the end. Focus groups are argued to be a better method to gain more honest information from your respondents than personal interviewing (Papista et al., 2012). This can be explained by the allowed group interaction among participants. Hence, participants hearing about experiences of other participants in the focus group, stimulates them to expand on their own perceptions and emotions about the topic (Morgan, 1997). In this way participants are stimulated to give fewer desirable answers. Actually, the variety and eccentricity of consumers' language can inform us in a great deal (Blackston, 1993). Therefore, like personal interviewing, focus groups can be seen as a useful, exploratory approach to measure consumer-brand relationships since it is crucial to asses detailed consumer perceptions in order to understand such relationships (Papista et al., 2012).

Nonetheless, as focus groups are a qualitative measurement approach, they comprise the same difficulties as personal interviewing (Brown, 2010). Gathered information is difficult to translate into measurable scales, and due to small samples, it lacks the ability of standardization (Blackston, 1993). Therefore, focus groups are primarily allowable at the exploratory stages of research (Blackston, 1993).

2.2.3 Likert-scales

To overcome these problems, more confirmatory-orientated studies, started to use quantitative measurement techniques (Park & Kim, 2001; Monga, 2002; Belaid et al., 2011). The Likert-scaling technique has by far been the most commonly used measurement method to gather confirmatory data about consumer-brand relationships. Early brand relationship literature has used this technique to measure and score the four key aspects of the consumer-brand relationship (Verhoef, Franses & Hoekstra, 2002). Items were generated by studying the literature, after which marketing academics and practitioners were consulted about the reliability and validity of these items. Using a quantitative approach to measure consumer-brand relationships enabled the authors to use a big sample of almost 2000 respondents. Measurable data enabled them to perform statistical analyzations which helped them to confirm and disprove their hypothesis. Also, hypothesis about the effect of brand attachment on the consumer-brand relationship were able to be tested for a big sample, due to using a Likert-scale (Belaid et al., 2011)

Furthermore, later research narrowed down to creating a reliable and valid scale that reflects consumers' emotional attachment to brands (Thomson et al., 2005). Here, two studies were conducted to develop a representative scale for the strength of the consumers' attachment to the brand. To identify the set of items that represents emotional attachment, respondents had to use a 7-point scale describing "the extent to which the following words describe your typical feelings towards the brand" (Thomson et al., 2005). This scale ranged from 1 "not at all" to 7 "very well". A second study reduced the number of items by again using a 7-point scale to indicate which items of the first study described their feelings with a brand they were strongly attached too. This resulted in a ten-item, 7-point scale that represents the consumers' emotional attachment to a brand through the constructs of affection, connection and passion.

Later, another multiple item Likert scale was developed to map the conceptual properties of the brand attachment construct (Park et al., 2006). This scale measured both the aspect of brand-self connections and the prominence of brand thoughts and feelings. The authors started with 5 indicators per aspect, but after conducting a factor analysis they decided to use only 2 items for each aspect. For the aspect of brand-self connection, they used the following items: *'To what extent is [Brand name] part of you and who you are?'* and *'To what extent do you feel that you are personally connected to [Brand name]?'* (Park et al., 2010, p 6). For the aspect of Brand prominence they used the items: *'To what extent are your thoughts and feelings toward [Brand name] often automatic, coming to mind seemingly on their own?'*

and ‘*To what extent do your thoughts and feelings toward [Brand name] come to you naturally and instantly?*’ (Park et al., 2010, p 6). Respondents were able to score these items on a 11-point scale ranging from ‘not at all’ (0) to ‘completely’ (10). Using this technique, the authors were able to measure both of their constructs of attachment for three separate brands.

In this manner, Likert-scales are enabling the researcher to gain more summarize able data and work with bigger respondent samples (Kelle, 2008). The large, quantitative scale allows more generalizable results (Blackston, 1993). Besides, respondents are less likely to provide socially desirable answers when using Likert-scales instead of a qualitative approach. On the other hand, this approach is less flexible than structured approaches, by which is meant that respondents can not elaborate on their answers. Therefore, Likert-scales do not have the ability to provide in-depth information about consumer-brand perceptions and will deliver fewer complex insights. Lastly, inadequate operationalization’s can lead to distorted results (Kelle, 2008).

2.2.4 Measuring in the competitive environment

Nevertheless, although these different measurement techniques all have their advantages and disadvantages, they share one essential problem. So far, none of the measurement techniques has taken third parties into account, when measuring consumer-brand relationships. Current techniques measure such relationships as if the brand has no competitors, as if the brands are not operating in a competitive environment. Without taking the competitive environment into account, it is impossible to understand the full complexity of the consumer-brand relationship.

This assumption finds support within the socio-psychology literature. Psychologists imply that relationships exist in a social context, and that no relationship can be considered independently from their social situation in which it is embedded (Hinde, 1995). For instance, the relationship between A and B is being influenced by the relationship A has with C. Meaning that interpersonal relationships that exist in a group cannot be seen separately from each other since the component relationships will always affect each other (Hinde, 1995). This implies that the understanding of relationships requires a broad scope that takes all possible relationships within a group into account. These assumptions get support from the relationship systems perspective, acknowledging that each relationship is nested in a social and physical environmental system that influences the relationships and behaviors formed in these systems (Reis, Collins, & Berscheid, 2000). Later, social psychologists started to put more emphasis on this social context that surrounds a dyadic relationship, affirming that dyads rarely operate in isolation from their social context (Ferrin, Dirks, & Shah, 2006). Moreover, an individual

engages in multiple dyadic relationships, and these relationships together form a complex social structure. However, although this view seems to be fairly expected within the social psychology literature, marketing academics hardly include the contextual structure within relationship literature.

2.2.5 Consumer-Brand Relationship Mapping

Thus, although social psychology literature shows us the importance of measuring relationships within their context, marketing academics have yet to come up with a measurement model that is able to measure consumer-brand relationships in their full complexity. To overcome this problem, the aim of this article will be to create such a comprehensive measurement method. This new measurement method is inspired by a process called ‘brand sculpting’ created by Dialego, a company that provides help and guidance to other organizations to digitalize and become more innovative (Dialego.com, 2020). They based their new method on a technique called “family sculpting”, which finds its roots in social psychology, analyzing dyadic family relationships within their family context (Ferrin et al., 2006). Dialego gave their participants a square surface in which they could place themselves, after which they could place the brand anywhere in the square surface. This new technique enabled them to analyze the distance between a consumer and brands. The methodology that was developed in this study used a playful and intuitive approach of interviewing, to analyze consumer-brand relationships within their context, inspired by this process. Since participants will create their own map of relationships within a specific product category, this new methodology will be referred to as Consumer-Brand Relationship Mapping (CBRM). CBRM consist of 4 sequential stages, being the preparation stage, mapping stage, insight creation stage and analysis stage. These stages will be elaborately discussed throughout the methodology chapter.

Finally, as was mentioned earlier, the aim of this study is to create a new measurement method that is able to capture the full complexity of consumer-brand relationships within their product category. To find out if this new measurement method will truly provide new insights in measuring consumer-brand relations, this study also made use of an already existing measurement method, being the Likert-scaling technique. Outcomes of both measurement methods will be compared to find out if there are significant differences. Therefore, this study will answer the question if a new method of measuring consumer-brand relationships, that takes the competitive context into account, will lead to different outcomes regarding such relationships, than when measured by the Likert-scaling method.

3. Methodology

3.1 Study 1: CBRM

In this study, our new measurement method will be referred to as Consumer-brand relationship mapping (CBRM). The CBRM is a method that provides a map of all existing relationships between a consumer and brands, formed within a specific product category. In order to establish such a map, only a brief interview is needed. In this study, we chose to examine the beer brand category. Beer can be seen as a hedonic product and is often branded in an emotional way (Rossiter & Bellman, 2012). The emotional appeal makes it possible for consumers to create personal attachment with the brand (Fournier & Yao, 1997). Therefore, the beer product category can be seen as a suitable and interesting environment to examine consumer-brand relationships. The CBRM methodology consists of four sequential stages, being the preparation stage, the mapping stage, the insight creation stage and lastly the analysis stage. Therefore, this section will start with a description of these four stages. An overview of all sequential steps in every stage is provided in table 1.

3.1.1 Preparation stage

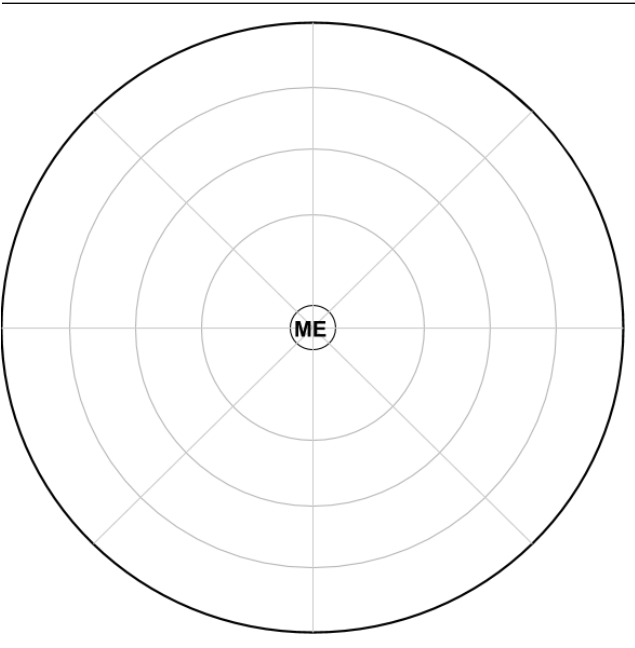
To begin, since the exercise requires some concentration to perform, the respondent was asked to be interviewed in a quiet place, where they were not likely to be distracted. Before the interview started, participants were asked permission for the conversation to be recorded. All interviews were recorded to use later in the analysis stage. Participants were informed about the general objectives of the interview in this stage and not on earlier notice to make sure that participants did not already think about their relationships with brands in the beer category.

Then, the participants were given instructions on how to map their relationships with the brands in a specific category. A standard document was used for this stage in order to make sure that all the participants were provided with the exact same information before starting the exercise. Participants were given a A4 paper on which the category environment was represented by a round surface, while the respondent was represented by a dot marked with 'me', in the middle (See figure 1). This layout ensured a standardization of the maximum distance for each possible brand that was mentioned. The respondents were instructed to position the brands that came up in their mind, one by one. Placement of the brands required the participants to write down the brand on a small bookmark, to then position the brand in the circle with a pushpin. Additionally, respondents were told that brands placed closer to the 'me' indicate a higher level of attachment between the respondent and the brand, and brands that

were placed close to each other would indicate that the brands were perceived as similar. Logically this means that the farther away from the ‘me’ respondents place the brands, a weaker attachment with the brand exists. Furthermore, as the interviewer explained that the distance between the brand and the ‘me’ was of big importance in this exercise, respondents were told that the placement of the pushpin would represent the true positioning of the brand instead of the bookmark. This enabled more precise and error free measurements during the analysis stage.

Furthermore, participants were asked to think out loud during the exercise and to elaborate on their reasoning behind the positioning of the brands. In this way the process of creating insight in the positioning of the brands, was made as smooth as possible. To make sure that the respondent truly understood the given instructions, the interviewer gave a standardized example in a different product category. The example clarified how brands might be positioned on the map, how they can be linked to other brands and what could be the reasoning behind this. Again, this example was the same for all respondents to ensure standardization of information.

Figure 1. Consumer-brand relationship environment.



3.1.2 Mapping stage

Hereafter, respondents were ready to start with the mapping stage. In this stage respondents were asked which brands came to mind in the category of ‘beers’, and to place them in the circle one by one. This study has chosen to position the brands one by one instead of listing all

brands that can be recalled by the respondent first. The reasoning behind the decision for this method is the assumption that when a consumer goes shopping for beers, they do not start by making a list of all beers in their head either. By positioning the brands one by one, the mapping stage is perceived to be smoother and is closer to the reality in which consumers act. Hence, the interviewer keeps track of the order in which the brands are being positioned and the time it takes to come up with these brands. The order will be of importance in the analysis stage.

As was explained to the respondents, during the mapping stage they are expected to think out loud and elaborate on the decisions they make during the process. A high variety of explanations regarding the positioning of the brand were given which will be discussed in the results. The role of the interviewer during this stage is to create an environment where the participants feel motivated to elaborate on their decisions and to think about the relationships they have with certain brands. Additionally, when there was a lack of reasoning behind decisions or explanations were not clear to the interviewer, the interviewer could ask follow-up questions during the CBRM process itself. Questions like ‘Why did you position this brand close to/ far from yourself?’, ‘Why did you position this brand close to /far from this other brand?’ will generate deeper insight in the drivers of brand attachment and the relative positioning of brands. Since the respondents are completely free to make changes in their positioning of the brands during the process, the interviewer could also ask the participant to clarify these changes.

There was no time limit to the mapping stage, meaning that the respondents can take as much time as they want to finish their map. Due to the complexity of the interpretation of the CBRM, a cut-off point was set to be at twelve brands. Respondents were not informed about this cut-off point during the preparation stage, in order to prevent the respondents to make different decisions because of this limitation. Therefore, all respondents who wanted to position more than twelve brands in their map were kindly told that they were moving on to the next stage.

Lastly, the interviewer asked the participant to take a look at their model to see if there is anything they would like to change about the map they just made. If so, the participant is free to re-position as many brands as they want. When the participant is entirely satisfied with the map they made, they will continue to the next stage.

3.1.3 Insight creation stage

After the mapping stage, the participants were asked to fill in an online questionnaire (Appendix A) that was sent to them via WhatsApp or E-mail. Not only was this questionnaire used to

gather information about some general demographics, it also provided more insight in the participants involvement with the category and the way they evaluate the CBRM method.

First, participants were asked to score ten statements about their perception of the beer category. Next, participants had to score fifteen items on a 7-point Likert scale, regarding the involvement, ease to use and the satisfaction after performing the exercise, of the CBRM method. Hereafter, participants were asked to display their brand attachment for their favorite brand, the brand they placed the closest to themselves during the mapping stage, through answering five items about their attachment with this brand. Again, the same was done for a brand that was picked by the participant itself. Lastly, some questions about the participants' general demographics followed, concerning beer consumption, educational level, the province they were born and their age. Hereafter, the respondents completed their interview and were thanked for their effort. At this point the interviewer could stop recording the interview. Although during filling in the questionnaire there was no communication between the participant and the interviewer, the recording was kept on in order to make an assessment of the total duration of all interviews.

3.1.4 Analysis stage

Lastly, the gathered data was analyzed in order to interpret the results. The first step in this stage is to link the CBRM-map that was conducted during the mapping stage, with the answers that were given in the online survey. Since these were two separate steps of this method it was crucial to connect these types of information for each individual respondent.

The next step in analyzing the results was to measure and document the distance between the brands and the '*me*' separately for all respondents' CBRM. As has been mentioned earlier, this distance represents the level of attachment between a consumer and a brand. Since a round surface was used to represent the product category environment, there is a standardized maximum of the distance score. The surface has a radius of ten centimeters, and therefore the distance score could easily be measured by hand. A lower distance score represents a higher level of attachment between the consumers and a brand. First, these attachment scores will be measured for each individual CBRM. Afterward, an average attachment was calculated for each brand separately.

Lastly, the verbal transcripts, which were gathered during the mapping stage, were interpreted and analyzed following the general procedures of the grounded theory. The different drivers of brand attachment were identified from the gathered data through the use of axial and selective coding procedures (Straus & Corbin, 1990). In this way concepts that derived from

the qualitative data, could be grouped into categories. Grouping these concepts into categories allowed us to form more abstract dimensions to explain the phenomenon of brand attachment.

Table 1: Overview of all stages and corresponding steps in the CBRM process.

Stage	Step
1. Preparation	<ul style="list-style-type: none"> - Inform participant about formalities and goals of the study - Provide the participant with the necessary supplies - Instruct the respondent on new methodology - Clarify instructions with an standardized example in a different product category
2. Mapping	<ul style="list-style-type: none"> - Positioning of the brands by respondent - Keeping track of the order brands are being recalled - Stimulate participant to elaborate on positioning choices - Cutoff the process after twelve brands
3. Insight creation	<ul style="list-style-type: none"> - Send the participant the online questionnaire - Participant fills in the online questionnaire - Stop recording the interview - Debriefing the respondent
4. Analysis	<ul style="list-style-type: none"> - Link individual maps with associated survey results - Measure and store distance scores for all maps - Writing verbal transcripts of the mapping stage - Analyze verbal transcripts based on grounded theory

3.2 Study 2: Likert-scale

In this research, a second study made use of an already existing measurement method, namely Likert-scaling. Earlier research by Park et al. (2010), created a reliable and valid scale that reflects the emotional attachment between consumers and brands. This scale demonstrated convergent validity, by proving that the different items that were used to form two constructs of brand attachment, strongly correlate with each other. In addition, discriminant validity for this scale was demonstrated, by demonstrating the items within the construct to be distinct from other consumer-brand relationship aspects. For these reasons, this study decided to adopt the scale that was created by Park et al. (2010). The authors of this article demonstrate that

emotional brand attachment consists of two different constructs, namely brand-self connection and brand prominence, which were measured by five indicators each. These items could be scored by the participant on a 11-point scale, ranging from “not at all” (0) to “completely” (10). Since this study is focused on the connection construct of brand attachment, only the five items, used to measure brand-self connection, were used in this study. In order to be able to compare results with the first study, this second study will also examine relationships within the beer brand category. This measurement method consists of two stages; the data collection stage and the analysis stage, which will both be described in this section.

3.2.1 Data collection stage

Firstly, in order to collect data for the second study, an online questionnaire was made through Qualtrics. As was mentioned before, this survey intended to measure the relationships between consumers and brands through the technique of Likert scaling. Since this method was pretty straight forward a small explanation of the goals and some instructions at the beginning of the survey, were sufficient to prepare the respondents to participate. The survey starts by asking the participant to fill in the first beer brand that comes to mind, in a blank space. Hereafter, the participant was asked to answer the following five questions about the brand that they just mentioned, based on the 5 indicators to measure brand-self connection (Park et al., 2010):

‘To what extent is [brand name] part of you and who you are?’

‘To what extent do you feel personally connected to [brand name]?’

‘To what extend do you feel emotionally bonded to [brand name]?’

‘To what extend is [brand name] part of you?’

‘To what extend does [brand name] say something to other people about who you are?’

Since these questions had to be translated from English to Dutch, a back-translation process was conducted by an independent translator with no prior knowledge of the original content. In this way the accuracy and quality of the translation was ensured. All questions were asked one by one, after which the respondent was given time to fill in the 11-point scale for the items all items separately. As is said earlier, the scale range starts at 0 ‘not at all’ to 10 ‘completely’. Ranging the answer categories from 0 to 10 made it easier to compare these results with the distance scores that were gathered with the CBRM methodology. This process was repeated for each brand that the respondent named one by one. Next, if the participant did not know anymore brands or reached the cut-off point of twelve brands, they continued to the next phase of the questionnaire. This second stage is almost identical to the survey of study 1. These participants

were also asked about their evaluation of the method they had used to display their relationships with the brands in the beer category, for which the same fifteen items were used as study one. Furthermore, this survey contained the same measurement items for category involvement, beer consumption and the general demographics of the participants.

3.2.2 Analysis stage

Although earlier research has already demonstrated the reliability and validity of this way of measuring brand attachment (Park et al., 2010), this study confirms its reliability (Cronbach's Alpha 0,904 > 0.5). Combined scores for all five items will give us a level of brand attachment for every brand that was named by the respondent, separately. In order to be able to create attachment scores that could be compared to the distance scores from study 1, we subtracted this average from 10, in order to ensure that lower scores indicate a stronger attachment with the brand. Afterwards, these scores can be combined to get more insight in the average brand attachment scores for the five most sold beer brands in the Netherlands. Furthermore, all data that was gathered through the survey was transferred to SPSS for further analysis.

3.3 Operationalization

After both studies were conducted and all data was stored, both methods could be compared for several measures. First, a brief overview will be given of the components that will be compared for both methods. Hereafter, the operationalization of all variables involved will be elaborated on.

The two measurement methods can be compared for multiple measures due to the extensive amount of data. First, some general comparisons between the two studies were made. These general comparisons contained (1) the average time it took a respondent to finish the entire exercise, (2) the difference in the average amount of brands that were mentioned and lastly possible (3) differences in how the participants evaluated the measurement methods.

Next, a comparison can be made for the most important variable of both studies, the attachment to the brands. As was said before, this research has tried to create attachment levels that can be compared with each other, even though the measurement methods differ. Both attachment levels range from 0 to 10, while both methods apply that the closer the score is to 0, the higher the level of attachment is. In this way we can see if there are significant differences in these attachment levels, and if the measurement method has an influence on these outcomes.

Not only does this research compare different measures between both studies, it also

analyzes mean differences between variables within the CBRM method. For example, analyzing a difference between the average attachment score that was given to the brand that was mentioned first, compared to the brands that followed. Furthermore, participants of study 1 had to fill in the five items of the Likert technique for both their favorite and a random brand. This enabled a comparison between the attachment levels that were given for brands by the same respondents, using different techniques. Next, a few of the used variables that need additional explanation will be described elaborately.

Category involvement. To measure category involvement the ten-item Personal Involvement Inventory (Zaichkowsky, 1994) was used, which can be seen in table 2. This instrument gave respondents the chance to answer on a 7-point scale answering the statement ‘To me beer is..’ for these ten different items. These ten items showed to be a reliable scale of category involvement since a Cronbach’s alpha reliability of 0,872 was presented. As this existing scale was used in Dutch, a back-translation process was performed by an independent translator.

Table 2. Measurement of Category involvement.

Important	1	2	3	4	5	6	7	Unimportant
Boring	1	2	3	4	5	6	7	Interesting
Relevant	1	2	3	4	5	6	7	Irrelevant
Exciting	1	2	3	4	5	6	7	Unexciting
Means nothing	1	2	3	4	5	6	7	Means a lot to me
Appealing	1	2	3	4	5	6	7	Unappealing
Fascinating	1	2	3	4	5	6	7	Mundane
Worthless	1	2	3	4	5	6	7	Valuable
Involving	1	2	3	4	5	6	7	Uninvolving
Not needed	1	2	3	4	5	6	7	Needed

Source: Zaichkowsky (1994)

Beer consumption. To measure this variable participants were how often they drink beer, after which they could choose from eight different options, being ‘never’, ‘less than once a month’, ‘once a month’, ‘almost every week’, ‘once a week’, ‘two times a week’, ‘Almost every day’, and lastly ‘every day’.

Evaluation of the method. To measure the respondents’ evaluation of the method, multiple articles were consulted to develop a scale that includes all aspects of this evaluation. First of all, a proposed index of usability (Lin, Choong & Salvendy, 2010) was used to gain information

about all aspects of a methods' usability. Due to the expansive number of differential variables to measure the usability of a method, this study desires to build a more structured overview of the usability by creating latent constructs. Therefore, a second article was consulted (Lund, 2001), which provided tangible items to create multiple latent constructs, which enabled this research to measure the usability of the used methods. In total, fifteen items were selected, to represent the following three constructs; (1) involvement of the method, (2) ease of using the method and lastly (3) the satisfaction of the respondent after the method. All statements could be scored on a 7-point Likert scale ranging from 1 'strongly disagree' to 7 'strongly agree'. Since not all items indicated a positive evaluation, some items had to be reversed in order to capture the true nature of these variables. After checking the reliability of the three constructs, two items were removed since they did not contribute to the Cronbach's alpha of the constructs. Hereafter, the Cronbach's alpha for 'involvement' was 0,889, for 'ease of use' a Cronbach's alpha of 0,854 was reported, and lastly the reliability for 'satisfaction' was 0,886. This indicates that these constructs possess a high level of internal consistency which means that the set of items are closely related for each construct (Cronbach's alpha > 0,5). Table 3 shows us which items are grouped together for the three constructs.

Hereafter, a factor analysis was conducted in order to control if this was indeed the underlying structure between the different variables. This factor analysis included all fifteen items that were derived from previous research (Lund, 2001). Since all items were measured through Likert-scales, they have an interval measurement level, as the distance between the answers is the same.

First, we determined whether the data can be analyzed by factor analysis. This was done through looking at the Keyser-Meyer-Olkin statistic which has to be at least 0,5, and the Bartlett's test of sphericity which has to be significant. The KMO for this data is 0,920 which indicates that this data is suitable for factor analysis. Besides, the Bartlett's test of sphericity proved to be significant ($0,00 < 0,5$). This means that these variables are correlated with each other, which is necessary for the factor analysis to work.

Next, an extraction method was selected. Since the main goal of this analysis was to find underlying dimensions and their common variance, common factor analysis was used. Hereafter, multiple methods were used to determine the number of factors that could be extracted. First of all, we consulted the Eigenvalues, which has to be higher than 1 for a factor to be extracted. The initial analysis showed three factors with Eigenvalues higher than 1. Nevertheless, we see that the first two factors reach a cumulative percentage of 63%, and the

scree plot goes almost flat after the second factor. This indicates that the third factor is fairly weak. However, it is also important to analyze the communalities table since this shows us how much variance is accounted for by the factors. A rule of thumb here is that communalities below 0,2 should be removed from the analysis. One item has quite a low communality of 0,253, which would not be such a major problem on itself, but as we take a look at the factor matrix, it can be concluded that this variable does not load high enough on any of the factors. Therefore, the item was removed, and the analysis was executed again.

Table 3. Constructed dimensions of ‘method evaluation’.

Construct	Item
Involvement	
1	This method increased my motivation to display my relationships with brands in the given category
2	This method increased my involvement to map my relationships with brands in the given category
3	Displaying my relationships with brands within a specific category through the use of CBRM challenged my thinking
Ease of use	
4	This method is user friendly
5	This method requires the fewest steps possible to create an overview of the relationships I have with different brands in the given category
6	CBRM is flexible; it gives the possibility to recover from mistakes quickly and easily
7	I could use this method successfully the next time
Satisfaction	
8	This method gives me insight in the relationships I have with different brands in a specific category
9	I perceive this method to be long-winded
10	This method really displays the way I feel about the different brands
11	This method is fun to use
12	This method enables me to uncover my relationships towards brands in a playful way
13	I felt bored performing this method

Source: Lund (2001)

Hereafter, the KMO value was still high enough ($0,926 > 0,5$) and the Barlett's test of sphericity proved to be still significant ($0,00 < 0,05$). Therefore, it is safe to say that after removing the particular item, the set of variables is still appropriate for factor analysis. Now, only two factors have an Eigenvalue higher than 1, which means that only two factors will be extracted.

Then, these factors were rotated, which was done with the oblique rotating method. This method was chosen because the underlying factors are likely to be similar of nature since all variables should represent some sort of evaluation of the usability of the method. Therefore, the factors can be assumed to correlate with each other. This was confirmed by a correlation of 0,530.

Lastly, the factors could be interpreted. Two dimensions seem to underly the selected data. The first dimension consists of eleven different items and has a high level of reliability (Cronbach's alpha $0,945 > 0,7$). Since this dimension consist of an expansive number of different items, it is difficult to categorize this dimension. The second dimension consists of three items and has a sufficient level of reliability (Cronbach's alpha $0,751 > 0,7$). These items are related though the fact that they all have to do with the participants satisfaction with the method. Since these dimensions strongly deviate from the dimensions that were made based on the literature, both sets of dimensions will be analyzed in the next chapter.

Brand attachment.. As was briefly discussed earlier, the measurement of attachment levels was done differently in both studies. In study 1 the attachment score was measured as the distance from the positioned brand, towards the 'me'. Therefore, this score could range from 0 to 10. Here, a lower score indicates a higher level of attachment, since the participant placed the brand close to himself.

In study 2, an existing scale (Park et al., 2010), consisting of five items was used to measure brand attachment. These items could be scored on a eleven-point Likert scale ranging from 0 'not at all' to 10 'completely'. In order to enable a comparison between the results, the average score for each respondent was subtracted from ten. In this way, the attachment scores of the second study range from 0 to 10, and also indicate higher levels of attachment for lower scores.

3.4 Sample

Unfortunately, due to the outbreak of CONVID-19 this study was restricted in its way to compose a sample that is representative for the Dutch society. Respondents were approached using the 'snowball' recruitment technique. Friends and relatives were asked to participate and

requested to ask their acquaintances to participate afterwards. In total, 194 respondents participated in this study, divided in 51 respondents in study 1, and 143 respondents in study 2. As an effect of the ‘snowballing’ recruitment, most participants are young adults and highly educated. Since alcoholic beverages are legal from eighteen years and older, none of the participants is younger than eighteen. Overall, this study tried to represent different groups of gender, place of birth, educational level and age. Now, the demographics of both respondent samples will be discussed briefly.

Table 4. Demographics of the respondent sample.

	Study 1			Study 2		
Gender	N	Percent	Mean	N	Percent	Mean
Women	20	39,2		75	52,4	
Man	31	60,8		68	47,6	
Total	51	100,0		143	100,0	
Education						
High school	5	9,8		10	7,0	
MBO	17	33,3		28	19,6	
HBO	7	13,7		50	35,0	
University	22	43,1		55	38,5	
Age						
18 - 24	21	41,2		70	49,0	
25 - 34	14	27,5		32	22,4	
35 - 44	3	5,9		2	1,4	
45 - 54	1	2,0		15	10,5	
55 - 65	9	17,6		20	14,0	
65 or older	3	5,9		4	2,8	
Total	51	100,0	33,76	143	100,0	32,95

The demographics of the samples for both study 1 and study 2 can be seen in Table 4. There is a slight difference in the percentage of women between both studies. Furthermore, an underrepresentation of people in the age category ‘45-54’ can be noticed for study 1. The same can be said for the age category ‘35-44’ of study 2. Although the deviation over these groups is not exactly the same, the average age in both studies is almost identical. Lastly, Table 4 shows us the deviation of the respondents per educational level. Along with the categories that are displayed in this table, the respondents could also choose for the categories ‘primary school’ and ‘doctorate’. As can be seen none of the respondents choose ‘primary school’ as their highest level of education while in study 2 one of the respondents choose ‘doctorate’ which was later assigned to the category ‘university’.

In addition to these general demographics, table 5 provides us with information about

the respondents' alcohol consumption and their involvement in the beer product category. Noteworthy, the average category involvement for both studies is almost the same. The average for both studies lays around 4,3 out of a maximum of 7, which indicates that on average the respondents are fairly involved in the beer category.

Table 5. Descriptive results of 'alcohol consumption' and 'category involvement'.

	Study 1		Study 2	
	N	Percentage	N	Percentage
Alcohol consumption				
Never	2	3,9	2	1,4
Less than once a month	6	11,8	9	6,3
Almost every month	6	11,8	12	8,4
Once a month	9	17,6	21	14,7
Once a week	3	5,9	29	20,3
Twice a week	13	25,5	16	11,2
Almost every day	12	23,5	44	30,8
Every day	0	0,0	10	7,0
Total	51	100,0	143	100,0
Category Involvement	Mean	Std. dev.	Skewness	Variance
Study 1	4,31	,63	,36	,39
Study 2	4,27	1,06	-,71	1,13

3.5 Research ethics

In order to make sure this study did not do harm to anybody who was involved, this section will shortly discuss the applied research ethics. First of all, there was no harm done to any of the participants of this study, neither physical nor psychological. Due to the recent health crisis (CONVID-19), interviews were held with at least one and a half meter distance, in order to avoid physical harm to the participants. Furthermore, participants were provided the right to withdraw from the CBRM process at any time, without having to justify themselves, in order to ban out any type of psychological distress and discomfort. Secondly, respondents could only participate if they agreed to the fact that they provided data for this study. They were informed about the method that was used, and the purpose of the data collection. Lastly, the anonymity of the respondents was guaranteed, along with the fact that the provided information is completely confidential and will be solely used for this study's purposes.

4. Results

In this chapter we will discuss the results of both study 1 and 2 and compare them with each other. First, the general results of both measurement methods will be presented after which statistical analysis will tell us if there are significant results between both studies. Then, both studies will be compared based on the results regarding the brand attachment levels. Again, statistical analysis will evaluate if significant differences between both measurement methods exist. Lastly, further insights about the drivers of brand attachment that were gathered during the CBRM interviews, will be discussed.

4.1 Descriptive results

First, we will discuss the general results of both studies, presented in table 6. To begin, the number of adjustments that were made during the CBRM method will be discussed. Thereafter, study 1 and 2 will be compared based on the time it took respondents to complete the process, the number of brands that were mentioned, and the respondents' evaluation of both methods.

Since this research was only able to track the number of adjustments that were made by respondents for the CBRM method, there are no results given for the second study regarding this variable. The number of the respondents' adjustments ranges from zero to twelve, with an average score of 2,22 adjustment per respondent. With a standard deviation of almost three, we can conclude that the number of adjustments that were made is fairly widespread across the sample.

Then, looking at the time it took respondents to complete the entire exercise, a big difference between both studies can be noticed. However, it should be stated that the duration of study 1 does include the entire preparation stage. On average it took participants 1427 seconds to complete the CBRM method including the survey they had to fill in after the exercise. This comes down to almost twenty-four minutes on average. Looking at the range for study 1 we can conclude that the fastest participant completed the interview in under thirteen minutes, while the longest interview took over 42 minutes. In contrast, the measurement method of the second study took participants 431 seconds on average to complete, which is approximately 7 minutes. After looking at the range of the duration for study 2, a participant that completed the survey in 34 seconds was excluded from the analysis. Considering the amount of questions that was included, this duration was not assumed to give valid answers. In order to confirm a significant difference in the duration of both methods, an independent T-test was conducted. Therefore, the independence of observations was checked, which was in order.

The outlier of 34 seconds was removed, and duration scores were found to be normally distributed after inspecting the Q-Q plot. Since the Levene's test was significant ($0,00 < 0,05$), the assumption of homogeneity of variances was violated. Therefore, the Welch's t-test was interpreted, which indicates a significant difference between the duration of performing the measurement methods in study 1 and study 2, which means that the CBRM method takes significantly more time to complete than the Likert measurement.

Next, we study the average number of brands that were mentioned in both studies. As was mentioned before, the cutoff-point for both measurement methods was set after twelve brands, and therefore both studies could have a maximum of twelve for this variable. On average, participants mentioned 8,98 brands in study 1. None of the respondents mentioned less than three brands. With 35,8 percent of the participants of study 1 mentioning twelve brands, this was the most occurring number of brands mentioned. Contrasting with study 1, the average for the second study is 5,42 brands mentioned per respondent. This is a considerably lower average and means that on average the respondents of the first study mentioned 3,56 more brands. The minimum number of brands mentioned for this measurement method is one, and the most occurring number of brands mentioned in this study is three. No big difference can be seen between the standard deviation between these studies, which indicates that for both studies the number of brands that were mentioned is spread out similarly. This variable was found to be normally distributed after looking at the Q-Q plot and no outliers were found in the boxplot. Furthermore, the Levene's test was not violated and therefore equal variances can be assumed. After running an independent sample t-test, the difference between both studies regarding the number of brands that were mentioned, proved to be significant. Therefore, we can safely say that on average respondents mention more brands using the CBRM method compared to the Likert method.

Furthermore, table 6 shows us the differences of how people evaluated the used method in both studies. Results for both the dimensions of the evaluation that were based on earlier literature (evaluation 1), and the dimensions that were created based on the factor analysis (evaluation 2), are showcased in table 6. In this section we will mainly focus on the dimensions of evaluation 1. The dimensions that were based on the literature are the involvement of the method, the ease of use and the respondents' satisfaction with the method. Since these measures were scored on a 7-point Likert scale, the scores could range from one to seven, with higher scores indicating more positive assumptions. For study 1, on average participants evaluated the involvement of the CBRM method 5,58, which is rather high considering a maximum of seven. In contrast, the average evaluation of involvement for the second study is only 3,62, which

means there is a mean difference of 1,96. Furthermore, the lowest score that was given for the Likert measurement method was 1 while there is a minimum of 1,67 for the first study. Lastly, when comparing the standard deviation for this variable it can be noticed that on average there is a wider spread of the evaluated involvement in the second study. Also, there is a noticeable difference for the mean scores of the evaluated ease of use of both measurement methods. In the first study, participants scored this variable 5,71 on average, while the for the second study respondents scored the ease of use with 4,49 on average. Besides, the minimum for the first measurement method is 2,75 while the second method shows us a minimum of 1,00. The smaller standard deviation for the first study means that the scores of the ease of use are less divided compared to the second study. Lastly, we look at the satisfaction of the respondents with the measurement methods of both studies. Again, a mean difference of 1,97 can be noticed in favor of study 1. Noticeable is the fairly high minimum score of 3,83 for this variable in study 1. This indicates that pretty much none of the respondents was dissatisfied with the CBRM method. In order to see if there is a significant difference between both studies, for all dimensions of the evaluation together, a Hotelling's T2 was conducted. This statistical test is used instead of the normal independent t-test since there we want to study the difference of multiple dependent variables together. The assumption of independence of measures is met. After inspecting the scatterplots, we can safely assume that a linear relationship exists between each pair of dependent variables for each group of the independent variable. Next, the Pearson correlation scores were inspected for both measurement methods in order to check for multicollinearity. There was no evidence of multicollinearity, assessed by the Pearson correlation for both the CBRM method and the Likert method, as none of the correlations between the dependent variables was bigger than 0.9. This indicates that for both measurement methods, the dependent variables are moderately correlated. After checking the boxplots of both methods for univariate- and multivariate outliers, a few extreme scores were detected. After inspecting these cases, we decided to not eliminate these respondents from the analysis since the scores were based on the respondents' personal opinion. Excluding these cases could therefore cause distorted results. After checking the Mahalanobis distance values, none of the respondents was determined to be a multivariate outlier ($15,74 < 16,27$). Then, the Q-Q plots were inspected in order to test for the normality of the distribution for all groups, which was found to be in order. Lastly, a Levene's test was conducted in order to test the homogeneity of variances. Since the Levene's test proved to be significant ($0,00 < 0,05$), the assumption of homogeneity was violated, which means that the used data did not have equal variances. Therefore, only a high level of statistical significance could be accepted when the results were

interpreted. Since the sample size of study 1 and 2 are not equal, the Pillai's Trace value was used in order to test statistical significance of the differences between the groups. This proved that there was a statistically significant difference between the two studies on the combined evaluation variables ($0,00 < 0,05$). Therefore, we can conclude that overall the measurement method of study 1 was evaluated more positively, then the measurement method in study 2. When looking at the pairwise comparisons, all three dimensions of the evaluation prove to have a significant difference between the two measurement methods. This indicates that the involvement of the method, the ease of using the method and the satisfaction with the method, are all more positively evaluated for CBRM.

Lastly, a Hotelling T2 test was also conducted for the two dimensions of the evaluation that were created through factor analysis. After checking all assumptions and the exclusion of one of the respondents for being a multivariate outlier (Mahalanobis distance $19,28 > 13,82$), the results could be interpreted. Looking at the Pillai's trace a statistically significant difference between the two studies can be detected for the combined variables of evaluation. This means that CBRM was evaluated more positively overall, when using the dimensions created through factor analysis as well. Since a post-hoc test proved that there are significant differences between both studies for each dimension separately as well, we can conclude that each of these two dimensions are evaluated more positively for the first study, compared to the second study.

Table 6. Basic descriptive of Brand Attachment

	Study 1 (N=51)			Study 2 (N=142)			Ind. t-test	Ancova
	Mean	Std dev.	Range	Mean	Std dev.	Range	T-Value	F-value
Adjustments	2,22	2,99	0-12					
Duration (seconds)	1427	445	771-2551	431	217	101-1319	- 15,34*	453,54*
Brands mentioned	8,98	2,80	3-12	5,42	2,87	1-12	-7,64*	61,38*
Evaluation 1								
- Involvement	5,58	1,03	1,67-7,00	3,62	1,55	1,00-7,00	-10,14*	66,08*
- Ease of use	5,71	0,91	2,75-7,00	4,49	1,48	1,00-7,00	-6,81*	27,51*
- Satisfaction	5,73	0,87	3,83-7,00	3,77	1,33	1,00-7,00	-11,79*	85,77*
Evaluation 2								
- Involvement	5,61	0,89	2,09-7,00	3,91	1,37	1,00-6,64	-9,99*	63,63*
- Satisfaction	5,88	0,87	3,33-7,00	4,35	1,44	1,00-7,00	-8,88*	42,26*

Note: Adjustments= the average number of adjustments that the participant made during the CBRM process. Brands mentioned= the average number of brands mentioned. Evaluation 1= Dimensions of the respondents' evaluation of the method, based on earlier literature. Evaluation 2= Dimensions of the respondents' evaluation of the method, based on factor analysis.

* Sig ($p < 0,05$)

Additionally, in order to analyze if the differences between the two measurement methods would still exist after controlling for multiple control variables, one-way ANCOVA analysis were conducted for the time it took respondents to complete the process, the number of brands and for the dimensions of both evaluation variables. The control variables that were included were the participants' educational level, gender, alcohol consumption, category involvement and age. The last row of table 6 show us the results of these one-way ANCOVA analysis.

First, all assumptions to successfully conduct an ANCOVA analysis, were checked with the number of brands mentioned as the dependent variable. There was homogeneity of regression slopes as all interaction terms were not statistically significant ($p > 0,05$). Besides, after inspecting the standardized residual plots against the predicted values, homoscedasticity was found. Since the Levene's test was not significant ($p = 0,540$), there was homogeneity of variances. Also, there were no outliers in the data as there were no cases with standardized residuals with a value of three or higher. Since all assumptions were met, the results of the ANCOVA analysis could be interpreted. The significant result ($p < 0,05$) proves that after adjusting for all control variables, on average more brands were mentioned using the CBRM method, compared to the Likert-scales.

Then, the difference in the duration of both methods was compared whilst controlling for the variables mentioned before. Levene's test and normality checks were carried out and proved that the assumptions to conduct ANCOVA were met. There was a significant difference between the time it took respondents to complete the exercise after adjusting, which means that on average the Likert method was still completed faster than the CBRM method, after adjusting the model for the control variables.

Lastly, three ANCOVA analysis were conducted in order to test if the difference in the evaluation of the method between study 1 and 2, still exists after adjusting for all control variables. This was done separately for all dimensions of the evaluation. For all three dimensions, a significant difference ($p < 0,05$) in evaluation was found between the two different methods. This means that on average the CBRM is more positively evaluated for the involvement of the method, the ease of use and the satisfaction with the method, after adjusting for all control variables. The same was done for both dimensions of the second evaluation construct. Again, significant differences were found, which tells us that on average the second evaluation construct is also evaluated more positively, after controlling for education, gender, alcohol consumption, category involvement and age.

4.2 Brand attachment results

Now, for the most important part of this study, we will analyze possible differences between the average brand attachment levels that were measured by both methods. The results of both studies, which are shown in table 7, will be discussed and afterwards analyzed to see if there are significant differences. This will be done for the five most mentioned brands and the brands that were mentioned first, second and third. Lastly a comparison will be made between the attachment levels of the respondents' favorite brand and randomly chosen brand.

The five biggest brands. First, we will discuss the attachment scores, given for the five most mentioned brands in both studies, which are also the five biggest beer distributors to the catering industry and foodservice markets in the Netherlands (Datling). Ranking these five brands based on recall, a similar order for both studies can be noticed. Heineken is the most recalled brand in both studies, with 88,2% of the participants recalling the brand in study one, while in the second study, 75,4% of the respondents recall Heineken. Hereafter, Grolsch was mentioned the most for both studies, with a recall percentage close to Heineken (Study 1: 80,0%, Study 2: 71,1%). Then, there is a little difference between the order of Bavaria and Hertog Jan for both studies. In study 1, Bavaria was recalled more often, whereas in study 2 Hertog Jan was recalled more often. Lastly, for these five brands, Amstel was recalled the least for both studies, with a recall percentage of 56,9% for study 1, and 28,9% of the respondents recalling Amstel in study 2. The fact that there is a significant difference in the recall percentages of these brands between both studies, can be explained by the significant difference in the number of brands that were mentioned for both studies, as was discussed earlier.

Furthermore, table 7 also displays the attachment scores that were given for these five brands. The results tell us that in the first study, on average respondents felt most attached to Hertog Jan, with an attachment score of 4,04. Grolsch comes in second with an average attachment score of 4,22, having a similar attachment level as Hertog Jan. Then, there is a noticeable gap of the felt attachment between the number two and three. Heineken has an average attachment score of 6,43, followed by Bavaria with an average attachment of 6,82. Lastly, not only was Amstel the least mentioned brand of the five, it also has the lowest level of attachment (7,43) in study 1. In contrast to the first study, Grolsch has the highest attachment score in the second study (7,44), followed by Hertog Jan (7,54). Again, the difference in the felt attachment for these brands is fairly small. Then, Bavaria comes in third with an attachment score of 7,92, followed by Heineken with an average attachment of 8,16. Similar to study 1, respondents in study 2 felt the least attached to Amstel, with an attachment score of 8,90.

Next, we will compare the given attachment scores between both studies. First, there seems to be a noticeable difference between the level of attachment for both studies. Given the fact that a lower mean score indicates a higher level of attachment, it seems that respondents gave higher attachment scores to these five brands in study 1 since the mean scores for these brands are consistently lower for these brand. Comparing the attachment scores of these five brands between both studies, we can notice that the attachment levels for study 1 are consistently lower for each brand. The mean differences range from 1,48 for Amstel, to 3,50 for Hertog Jan. These considerably big differences indicate that the respondents of the first study give higher attachment scores than respondents in the second study. In order to determine if there were significant differences of the level of attachment levels between both studies, an independent sample t-tests was conducted for each of these five brands. After inspecting the boxplots for all brands, Amstel was the only brand found to have outliers. Since these are people's personal opinions about their attachment with the brand, they were not removed from analysis. Attachment scores for both studies were normally distributed, as the Q-Q plots were inspected. Furthermore, since the Levene's test did not prove to be significant ($p > 0,05$) for all brands, equal variances could be assumed. Since all assumptions were met an independent sample t-test could be conducted for these five brands. Statistically significant differences were found for all five brands. This indicates that participants display higher levels of attachment using the CBRM measurement method, compared to the Likert measurement method.

Furthermore, a difference in the range of attachment scores can be noticed. While in study 1 the average attachment ranges from 4,04 to 7,43, in study two the attachment scores range from 7,44 to 8,90. This means the range of attachment levels for these brands is twice as big for the first study, compared to the second study. This indicates that there are bigger differences between the given attachment scores in study 1, compared to study 2.

Lastly, in order to assess if the differences in attachment, between both studies, would still exist after adjusting the analysis for multiple control variables, one-way ANCOVA analysis were conducted. Again, the control variables that were included were the participants' educational level, gender, alcohol consumption, category involvement and age. Therefore, the assumptions to successfully conduct the ANCOVA analysis, were checked for each of the five beer brands. None of the interaction terms were statistically significant ($p > 0,05$), and therefore there was homogeneity of the regression slopes. Furthermore, the standardized residual plots proved that there was homoscedasticity, and with none of the Levene's test being significant ($p > 0,05$), there was homogeneity of variances for each of the five brands. Lastly, no outliers were found

since none of the cases had standardized residuals that surpassed a value of three. This means that all assumptions were met, and that ANCOVA analysis could be conducted for each of these variables. The analysis proved to be significant ($p < 0,05$) for all of the brands, which means that after adjusting for the control variables, the difference in attachment levels for Heineken, Bavaria, Grolsch, Hertog Jan and Amstel, still exists between study 1 and study 2. Thus, each of these brands was scored more favorably on average in study 1, compared to study 2.

Table 7. General descriptive of brand attachment and statistical comparison of both studies.

	Study 1 (N=51)			Study 2 (N=142)			T-test	Ancova
	Mean	Std. dev	N	Mean	Std. dev	N	T-value	F-value
Heineken	6,43	2,34	45	8,16	2,22	107	4,32*	15,59*
Grolsch	4,22	2,58	41	7,44	2,40	101	7,10*	38,59*
Bavaria	6,82	2,70	36	7,92	2,420	59	2,05*	4,54*
Hertog Jan	4,04	2,33	33	7,54	2,53	73	6,76*	39,25*
Amstel	7,43	2,08	29	8,90	1,70	41	3,24*	7,90*
1 st mentioned	2,98	2,45	51	6,83	2,62	142	9,45*	85,65*
2 nd mentioned	4,13	2,18	51	7,74	2,43	136	9,28*	91,86*
3 rd mentioned	5,01	2,79	51	7,89	2,26	123	6,52*	54,71*
4 th mentioned	6,00	2,60	50					
5 th mentioned	5,49	2,81	49					
6 th mentioned	5,92	2,40	42					
7 th mentioned	5,92	2,91	40					
8 th mentioned	6,72	2,73	35					
9 th mentioned	5,23	2,21	28					
10 th mentioned	5,99	2,32	23					
11 th mentioned	5,97	2,24	20					
12 th mentioned	5,98	1,88	18					
Fav. brand CBRM	1,76	1,14	51				-13,60*	
Fav. Brand Likert	6,25	2,29	51					
Rand. CBRM	4,71	2,70	51				-8,39*	
Rand. brand Likert	7,78	2,08	51					

Note: 1st mentioned= the brand that was mentioned first by the respondent, during the CBRM process.

* Sig ($p < 0,05$)

Brands by order of mentioning. Next, table 7 shows us the average attachment scores of the brands that were mentioned first using the CBRM method, to the brands that was mentioned

last. We can see that all participant mentioned at least three brands, using the CBRM method. Noteworthy is the fact that more than half of the respondents mentioned nine brands or more, and eighteen respondents reached the cut-off point of twelve brands.

Looking at the mean scores of these variables, it can be noticed that the average attachment score for the first brand is considerably lower than the attachment scores of the brands that were named later. For example, there is a mean difference of 1,15 between the first and second brand that were mentioned, using CBRM. To see if this is a statistically significant difference, a paired-samples t-test was conducted. After assessing the boxplots some outliers for the first brand were found. This was not judged to be problematic since these scores turned out to be from participants that named a brand, they did not feel attached to at all as their first brand. Since this is perfectly fine, these outliers were not removed from the analysis. Also, attachment scores for both the first and second brand, were found to be normally distributed after inspecting the Q-Q plots. Therefore, a paired-samples t-test could be performed, which proved that there is a statistically significant difference in the average attachment between the first and second mentioned brand. This indicates that on average participants feel more attached to the first brand they mention than the second brand they mention. Since the brand mentioned second has the second lowest mean score, this indicates that there is a statistically significant difference ($0,00 < 0,05$) between the brand that was mentioned first and all brands that were mentioned after that. This mean that on average, participants feel the most attached to the brand that they recall first. The same statistical test was conducted for the average attachment scores of the first and second mentioned brand using Likert scales. Again, there was a significant ($0,00 < 0,05$) difference in the average attachment level between the first, and second mentioned brand.

Examining the mean scores of all other brands there does not seem to be a linear relationship between the order in which brands are recalled and the attachment level. In order to see if there was a significant difference between the 2nd mentioned and the 3rd mentioned brand, again, a paired-samples t-test was conducted. These variables did not violate the assumption of normality and no outliers were found. No statistically significant difference was found ($0,104 < 0,05$), indicating that on average, participants did not feel significantly more attached to the second brand they mentioned, compared to the third brand they mentioned. This also proved to apply for study 2 ($0,552 > 0,05$).

Then, in order to figure out if there are significant differences between the average attachment levels of the first, second and third mentioned brand, between both studies, independent sample T-tests were conducted. These statistical tests proved to be significant ($0,00$

$< 0,05$). This means that on average the first three mentioned brands, were scored more favorably in study 1, compared to study 2. Additionally, ANCOVA analysis were conducted in order to check if these differences are still significant after adjustment for the control variables. As can be seen in table 7, for all three of these variables the analysis proved to be significant ($p < 0,5$). This means that after controlling for the participants' educational level, gender, alcohol consumption, category involvement and age, the difference between study 1 and 2 is still significant.

Same sample comparison. Lastly, since participants of study 1 not only used the CBRM measurement method, but also filled in the Likert scale for two of the brands they mentioned earlier, we are able to compare differences in the two methods for the same group. First, we look at the brand that was displayed as the respondents most attached, or favorite brand. As presented in table 7, respondents favorite brand measured through CBRM method had an average score of 1,76, while they scored the same brand an average score of 6,25 using the Likert method. This comes down to a mean difference of 4,49. Furthermore, we can notice that the standard deviation of the participants' favorite brand is smaller when measure by the CBRM method than when measured by the Likert method. This means that there is a less variation in the spread of the scores given for the favorite brand, using the CBRM method. After inspecting the boxplot one outlier was found, which was not removed since it is regarding a participants' personal opinion. Furthermore, the Q-Q plot showed a normal distribution for both variables. Thus, in order to examine if there was a significant difference between the average attachment levels of the participants' favorite brand, a paired-samples t-test was conducted. This proved that there is a statistically significant difference ($0,00 < 0,05$) between the means of the participants' favorite brand, measured by the CBRM method and the Likert method. Since the mean of the CBRM method is lower, this indicates that using this method, on average the same participants give a higher attachment score than using the Likert method.

The same comparison was made for a brand that was chosen by the participant itself. Table 7 presents a mean difference of 3,09 between the attachment of the randomly chosen brands, with a mean of 4,71 for the CBRM method, and a mean of 7,78 for the Likert method. This would indicate that on the randomly chosen brand was given higher attachment scores with the CBRM method, compared to the Likert method. In contrast to the favorite brand, the standard deviation of the random brand, is lower when measured by the Likert method, instead of the CBRM method. This means that the random brand attachment levels, are more widespread when using the CBRM method, compared to the Likert method. In order to examine

if there is a statistically significant difference in the attachment level between both methods, a paired-samples t-test was conducted. No outliers were detected after assessing the boxplot. Besides, after inspecting the Q-Q plots, both variables were found to be normally distributed. The paired-samples t-test proved to be significant, which means that there is a statistically significant difference in the attachment levels of the chosen brand, between both measurement methods. Since the CBRM method has a lower mean score, this implicates that on average higher levels of attachment were given to the participants' chosen brand, when using the CBRM method compared to the Likert method.

4.3 Further insights based on the CBRM.

In order to gain more insight in the drivers of brand attachment, the verbal transcripts were analyzed. As is suggested in the grounded theory, concepts of the drivers of brand attachment emerged out of analyzing these transcripts, without making use of prior assumptions (Strauss & Corbin, 2008). First, a process of open coding was used to be able to check for similarities and differences. Next, the process of axial coding was performed in order to group the first-order categories to one another and create second-order themes. This process produced thirteen different themes in total; taste, price, appearance, personal connection, occasion, consuming, fame, memory, association, image, marketing, region and category. Lastly, through selective coding, these second-order themes were grouped into four overarching categories which represent the main drivers of brand attachment in this product category, extracted from the interviews. These overarching categories were named (1) quality, (2) personal relation (3) brand image and (4) use. They should not be seen as distinct constructs, since the second-order themes they exist of can play a role in multiple categories. These categories are formed based on the personal experiences of the interviewers during the CBRM process and are meant to bring additional insight to this study. Table 8 showcases the subdivision of the second-order constructs and the number of times they were mentioned during the CBRM process.

Quality. One of the main drivers of the level of attachment the respondents were feeling for a beer brand, was the perceived quality of it. In fact, the taste of the beer was mentioned most often, in order for respondents to express why they were feeling attached to a brand. Moreover, a good tasting beer was almost always placed in close proximity of the 'me', while a bad tasting beer was almost always placed on the outskirts of the category environment. For many respondents, the taste of a beer was what came to mind first, when thinking of the brand. Besides, when a respondent had no further associations with multiple brands, they were often compared to one another based on their taste.

Then, another theme that can be classified under the dimension of quality is the appearance of the beer. When talking about the appearance of the beer, most respondents talked about the esthetics of the packaging of the beer. Remarkable was a division between the beer being packed in a can or a bottle. Canned beer was almost always perceived to be of lower quality than beer that was packed in a bottle. Noteworthy was that female participants mentioned the packaging to be of importance, more often than male participants did. Furthermore, several respondents mentioned the appearance of the beer itself. For example, the foam layer, the clarity and the color of a specific beer, influenced the perceived appearance of the product. A positive evaluation of the appearance, most often led to a closer positioning of the brand to the self.

Then lastly, often used as an indication of the quality, was the pricing of the beers. Participants often used the pricing of a brand to make a price to quality ratio for the specific beer. Almost all respondents that mentioned the price of the beer, related this to the perceived quality of the brand. Moderate or highly priced beers, that were perceived to be of low quality, were almost always evaluated negatively and positioned far away from the self. In contrast, a beer that was perceived to be of low quality, but was also very cheap, was evaluated positively far more often than the expensive beers. A lower price seemed to therefore make up for the perceived quality of a beer. On the other hand, some respondents mentioned a low price to indicate the low quality of beer and therefore positioned the brand far away from themselves. In line with this, other respondents perceived higher priced beers to be of higher quality and therefore positioned them closer to themselves. Therefore, the price of the beer cannot really be seen as a component of the quality but is inseparably connected to one and another in the mind of many consumers. It can have both negative and positive effects on the level of perceived quality of a brand.

In sum, the perceived quality of a brand, consisting of the perceived taste and appearance, influenced by the perception of the price of the beer, was one of the most important drivers of brand attachment.

Personal relation. To express the personal relationship participants had with a brand they often used their perceived connectedness with the beer. This theme consists of somewhat vague codes that indicate that the brand fits the personality of the participant. Not all participants could explain this connectedness but most often it had to do with the association of a certain feeling they had with the particular brand. These associations can be both negative or positive and often stem from experiences the participants had with the brand in the past. For example, one of the

participants associates Klok beer with happy times because he often drinks this with his friends, and thus is in a good mood when he consumes this brand. Thus, some sort of emotional bond with the brand was established. This example was the case for many of the participants who associate certain brands with having a good time. On the other hand, some participants have had negative experiences that they associate with a certain brand, and therefore place these brands further away from themselves. Other than the association with a certain feeling, participants associated beer brands with for example their home, the period of life they are in, sports, events, family, groups or places. Naturally, the place a brand is brewed invoked strong and favorable associations among participants from that region. Thus, the personal association can both have negative or positive effects on the felt attachment with a brand.

Comparable to such associations are the personal memories participants had with a brand. Regularly participants mentioned to have long lasting memories of all kinds of events or periods in their lives. Such memories were then inseparably connected to a specific brand. Therefore, the emotional valence of such a memory often determined if the participant felt connected to the brand or not. An example of such a memory can be trip to a foreign country, which could be perceived negatively or positively. Nevertheless, memories brought up by the participants were most often positive, and therefore mostly evoked high levels of attachment.

Summarizing, the personal relation that participants have with a brand can be explained by the feeling of personal connectedness and emotional bonds, which are influenced by the associations and memories people have with these brands. The personal relationship can be seen as an important driver of brand attachment since it had considerable influence on the relative positioning to the self.

Brand Image. The perceived image of a brand is of importance to the attachment the participants had with a certain brand. If this image included aspects the participants wants to be associated with, they place the brand closer to themselves. Participants mentioned the marketing and fame of the brand to influence the image they had of a certain brand. For example, Hertog Jan was a brand that was seen often seen as a traditionally brewed beer, which was regularly brought up after mentioning the commercials. This image was something participants often felt associated with and therefore had a strong attachment to the beer. On the other hand, the image of a beer could work negatively on the attachment as well. Heineken was a brand that was often seen as something international instead of local, which sometimes influenced the level of attachment people felt with it.

In sum, the image that a brand is trying to create in the mind of consumers is often of

importance for the level of attachment the consumer feels for the brand. However, as can be seen in table 8, the themes of a brands' image, marketing and fame where not mentioned that often during the CBRM process.

Table 8. extracted drivers of brand attachment.

Category	Second-order theme	Frequency
Quality	Taste	354
	Appearance	51
	Price	53
Personal Relation	Personal connection	90
	Memory	26
	Association	123
	Region	105
Brand Image	Image	70
	Marketing	21
	Fame	49
Use	Consuming	210
	Occasion	123
	Category	137

Note: Frequency= The number of times the second-order construct was mentioned during the CBRM process.

Source: CBRM interview transcripts.

Use. The first theme in this dimension is the frequency of consumption of a certain brand and should be seen as an important driver since it was the second most mentioned of attachment. Many respondents link their attachment with a certain brand to how often they consume the brand. Logically, this means that the more often they drink a certain beer, the more connected they feel with it. This is seen in the fact that many respondents placed the beer that they drank most often, the closest to the me. Naturally, beer that was almost never consumed was placed further away. Noteworthy, multiple respondents mentioned that the beer they drank most often at a younger age, is still one of the brands that they feel most connected to. Also, some participants mentioned the amount of times acquaintances of friends consumed a certain brand to be of some importance of the felt attachment.

Furthermore, the occasion on which the beer is consumed is also of importance. For example, distinctions were made between beer that was consumed at a terrace, in the pub, at home or a festival. The occasion of consumption was also connected to the time of year and therefore the weather. Most of the times this was used to explain why a certain brand gave people a specific feeling. The perceived category of different beers played a big part in this.

While participants specified that most strong and special beers were consumed in calm and friendly occasions, cheap and lighter beers were most often consumed more often at parties and festivals.

Thus, both the occasion on which a beer is consumed and the frequency of the consumption of the beer, are of importance regarding the felt attachment with a certain brand.

5. Discussion and conclusion

5.1 General discussion

The objective of this research was to create a new measurement method that is able to capture the full complexity of consumer-brand relationships, within their category environment. A new method was developed for this aim and was tested on several aspects. Building on this objective, the question did arise whether such a model would lead to different results, regarding brand attachment in particular. After conducting two independent studies, that enabled the comparison of this new measurement method with an already existing one, this research makes multiple theoretical contributions.

The first, and most important finding of this article is the displayed difference in brand attachment between the CBRM method, and the Likert-scale method. Foremost, this difference showcased that on average, respondents demonstrated higher levels of brand attachment using CBRM compared to the use of Likert-scales. This finding was both confirmed through the comparison of two independent groups that used either one of the measurement methods, as through the analyzation of the same group of respondents that used both of the methods. CBRM stimulated respondents to think of their relationships with brands in their complete category environment, instead of as a vacuum that could not be influenced by third parties. Therefore, these results could be explained by the socio-psychologist assumption that relationships cannot be considered independently from their social context and cannot be seen separately from other relationships that exist in this context (Hinde, 1995). Not only was this contrast demonstrated for the five most mentioned brands, being Heineken, Grolsch, Bavaria, Hertog Jan and Amstel, but was also confirmed to be present for the average attachment felt for the brands that were mentioned first, second and third, by respondents. Additionally, respondents proved to display bigger contrasts of brand attachment between brands, when using CBRM. This finding implicates that respondents were more capable of expressing their differences in perceived brand attachment with multiple brands, using CBRM instead of Likert-scales. Again, this can be explained through socio-psychologist assumptions, since this assumes that a dyad relationship, is always influenced by other dyads that exist in the context (Ferrin et al., 2006) Thus, this article demonstrated both overall stronger attachment levels, as a larger contrasts of attachment between brands, when all dyadic relationships in the context where taken into account. Therefore, we can conclude that it is of critical importance to take all relationships, existent in the context, into consideration when measuring consumer-brand relationships, instead of measuring them as relationships that exist in a vacuum.

The implication of applying a broader scope to better understand all possible relationships within a context, was also strengthened by the way CBRM was evaluated by respondents. Most importantly, respondents were more satisfied after completing the CBRM process, compared to the satisfaction of respondents using Likert-scales. This satisfaction represented among other things the extent to which CBRM gave respondents insights about their relationships with brands, and to which extent it enabled them to display these relationships. Thus, not only did the inclusion of all relationships in the category environment lead to different levels of displayed brand attachment, it also ensures more satisfied participants regarding the extent to which they are able to understand and demonstrate such relationships. Again, this finding stresses the importance of the inclusion of all existing relationships within the context, when measuring such relationships.

On average, the process of CBRM took respondents longer to complete. However, this could be explained by the fact that respondents evaluated this method to be significantly more involving than using Likert-scales, in order to measure consumer-brand relationships. This is among other things demonstrated through the fact that on average more brands were mentioned during the CBRM process, which can partly explain the longer duration of the method. This supports the assumption that more involving measurement enhances the motivation of the respondent to participate (Brown, 2010). Furthermore, respondents were stimulated to elaborate on their positioning of the brands and their relationship with the brands. Logically this has an effect on the time it takes to complete the process, whereas the survey did not allow for elaboration. Thus, the duration of CBRM can be explained by the high level of involvement of this method.

Additionally, this article contributes to marketing research regarding brand awareness, or more specifically brand recall. We found that on average people were more attached to the first brand they mentioned, compared with all the brands that they mentioned hereafter. This result was demonstrated in both studies. Brand recall is described as the consumers' ability to retrieve the brand when given the product category and is related to the strength of the brand node or trace in the memory (Keller, 1993). Since it can be expected that stronger levels of attachment with a brand, create stronger memories and nodes in the consumers' brain, it is no surprise that on average consumers recall the brand they feel most attached to first. Therefore, this finding is in line with earlier theory about brand awareness.

Lastly, as respondents were stimulated to elaborate on their positioning of the brands in the category environment, CBRM enabled us to gain additional insights regarding the drivers of brand attachment in the beer category. The thirteen different themes that drove the

attachment between the consumer and a beer brand, were categorized into four overarching groups, being quality, personal relation, brand image and the use of the brand. The category of (1) *quality* consisted of the perceived taste and appearance of a beer and was influenced by the perception of the price of the beer. A higher perceived quality almost always led to stronger feelings of attachment with a brand, while lower quality was perceived negatively, with exceptions for when the beer was very cheap. Not only can this category be explained as a driver of brand attachment since brand relationships are often rooted in the belief of superior product performance (Fournier, 1998), the themes in this category also match the user-derived benefits and superior marketing characteristics of a brand, that are described as antecedents of emotional attachment in earlier marketing research (Grisaffe & Nguyen, 2011). (2) The *personal relation* that participants have with a brand was explained by the feeling of personal connectedness and emotional bonds. Both the felt connectedness and the emotional bond were influenced by the associations and memories people have with these brands. The associations people have with brands can be related to many things like clubs, events, family, groups or places, while memories are more explicit personal experiences with the brand. Associations could have both positive and negative influence on the felt attachment, whereas memories most often proved to have a positive influence. Again, the themes within this category suit the description of earlier acknowledged antecedents of brand attachment; emotional memory and socialization (Grisaffe et al., 2011). Moreover, the effect of the consumers' associations with a brand has proven its importance in earlier market research (Keller, 1993). Then, the (3) *image* consumers have of a brand is influenced by the marketing and fame of this brand, which corresponds with the earlier acknowledged antecedent of brand attachment; marketing characteristics (Grisaffe et al., 2011). If participants could identify with the brand image it led to strong feelings of attachment, while a negative influence on the attachment was established if the consumer could not identify with the image at all. This is in line with the idea that in order to create brand attachment there should be congruence between the organizations' brand personality and the consumer's perceptual self-image (Malär, Krohmer, Hoyer &, Nyffenegger, 2011). Lastly, the category of the (4) *use* of a brand consists of both the occasion on which a beer is consumed and the frequency of the consumption. The occasion on which the beer is consumed can be of both positive and negative influence on the felt attachment, while the frequency of the consumption almost always had a positive influence on the relationship between a brand and the participant. Again, this is in line with earlier marketing research which defined 'user-derived benefits' to be a driver of brand attachment (Grisaffe et al., 2011). These findings contribute to the literature because although the second-order themes and conducted

categories emerged from the data without making prior assumptions based on existing theory, they correspond to large extent with the antecedents of brand attachment, theorized by Grisaffe et al. (2011). This means that these findings support the earlier constructed antecedents of brand attachment and can therefore affirm future research to use such antecedents to study brand attachment.

5.2 Implications

The results of this study offer important managerial implications as well. Not only are consumer-brand relationships of critical importance for the performance outcomes of an organization (Hess et al., 2011), a brand relationship perspective can help organizations understand the brand's role in the life of a consumer, and therefore develop better marketing activities and products (Breivik et al., 2008). Hence, the CBRM model that was created in this study, can be of critical value for organizations that want to learn more about, and understand their relationships and position in the product category. In order to understand the true nature of such relationships, they should be measured in their complete context, including all existing dyadic relationships in this context (Hinde, 1995; Ferrin et al., 2006). Thus, in order for organizations to extract true value out of research operations that tend to measure the relationship between the consumer and their brand, I recommend using Consumer-Brand Relationship Mapping instead of earlier measurement methods. This would be most useful to organizations that operate in a highly competitive environment, since in such an environment consumer-brand relationships are highly influenced by third parties. CBRM could provide such organizations with information about their consumers' perceived place in the product category, which helps them to strengthen or differentiate their marketing strategy. In this way, CBRM will allow firms in a competitive environment to develop more fitting marketing activities and products to strengthen their consumer-brand relationships.

The second implication regards the modernization of the CBRM process, in order to make this process more efficient. Transforming the CBRM method into a computerized program, which participants could complete on their phone, tablet or computer, would both save time and financial resources. First of all, it would be less time consuming and save money since no face to face interviews would have to be performed. Secondly, data would be easily stored in a computerized database, which eliminates the time-consuming process of measuring all data by hand. Therefore, it would allow to analyze the relationship maps in more complex ways, enabling the analyzation of perceived brand segments. This would also enable organizations to build more extensive databases of CBRM through the entire country, and

therefore gather more valuable information regarding consumer-brand relationships. Such information would provide organizations that operate in a competitive environment, with more insight about how their consumers perceive their brand compared to their competitors. Showcased brand segments could provide organizations with the realization that they should start focusing more differentiation, in order to stimulate their perceived brand uniqueness.

Lastly, the results of this study indicate that on average, the brands that consumers feel most attached to, are recalled first. Since brand recall is an important factor in the purchase decision making process of consumers for several reasons (Keller, 1993), organizations that tend to improve their sales revenues, are recommended to improve their consumer-brand relationships. As was shown in this study, this can be done through enhancing the level of attachment consumers are feeling with a brand. Hence, I recommend struggling brands in the beer category, to focus on improving one or more of the second-order themes that were extracted from the personal interviews, to build stronger brand attachment among consumers. This will improve both the brand attachment and the brand awareness. As was showcased earlier, organizations in the beer category can choose from thirteen category specific concepts to improve. Not only are these concepts specifically useful in this category, table 8 shows them which of these concepts were mentioned most often during the CBRM process. Although this is based on a fairly small sample, it helps organizations to indicate which concepts are found more valued among their consumers. For example, on average participants felt the least attached to Amstel, which often had to do with their image as industrial brewed beer, and the perception of bad taste. Working on such second order themes as 'image' and 'taste' can be set as realistic goals for an organization, in stead of wanting to change a whole category at once. Therefore, this article recommends struggling organizations in the beer category, to thoughtfully use this set of drivers to enhance their brand attachment and therefore their consumer-brand relationships.

5.3 Limitations

Initially, the new CBRM method was designed to not only measure the level of attachment that the consumer felt with brands, but also allow to analyze relationships between the positioned brands themselves. Due to the fact that for the time being CBRM was not computerized yet, it was too much work to measure and calculate the distance scores for all possible combinations of brands. Moreover, the distance scores between brands would not be able to represent the true differences between these brands since such brands can be on separate sides of the 'me' within the category environment, but still be close to one and other if the participant feels attached to

both brands. Therefore, it would not demonstrate the preferred contrast between such brands. In order to tackle this problem, respondents could have been instructed to place similarly perceived brands, in the same direction box. This would have solved this problem since it would still allow participants to differentiate in distance from the 'me', while similar perceived brands would be easily recognized. Due to this complication and the extensive additional work, this study was not able to analyze the perceived similarity or substitution ability of brands.

Furthermore, this article only used brand attachment to measure the relationship between consumers and brands. As was discussed earlier in this article, consumer-brand relationships consist of three components, being brand commitment, brand love and brand attachment. Therefore, this article cannot guarantee that the results would have been the same if both other components were considered as well. Now, respondents were only asked to position the brands around themselves based on the attachment they felt with these brands. A more inclusive method could have asked respondents to place the brands around themselves based on their brand commitment, brand love and brand attachment. However, this could have led to confusion among respondents, since they would have to consider three components at the same time instead of one.

Lastly, due to the outbreak of the Coronavirus, this study was assigned to generate a respondent sample consisting of people known to the author. Although precautions were taken to minimize the social desirability of respondents, this might still have had an effect on the results. For example, participants could have been more motivated to mention more brands during the CBRM method, than when they did not know the interviewer. Nevertheless, it is not expected that this had a significant effect on the results. Also, due to these sampling limitations, most of the respondents were either born in Gelderland or Noord-Brabant. Therefore, the sample did not allow to control for, or analyze the effect of province of birth on attachment levels.

5.4 Future research

First of all, additional research is needed to finetune the process of CBRM. Future research should focus on digitalizing the process in order to reach more respondents and analyze more complex data. Thus, the digitalization of CBRM would both make data collection and analyzation a lot easier. This would allow future research to focus on new questions within the consumer-brand relationship categories like studying the perceived similarities between brands. This would enable research to study different brands segments within a category that are categorized on differential characteristics. As all relationships within a social context influence

each other (Hinde, 1995), this would give us more insight in the influence of perceived relationships between brands, on the relationship with the consumer.

Furthermore, recurring feedback from respondents about the brand attachment scale from Park et al. (2010), indicates that many of the respondents from both studies were confused by these items, and mentioned that it did not represent their attachment with a beer brand. Hence, from a measurement perspective, future research could try to develop and validate a new measure of brand attachment, in order to improve or replace the existing measure. Logically, including new or improved items could lead to different results for the comparison between CBRM and the Likert-scale technique. Accordingly, it is important that future research focusses on improving measurement techniques to measure the concept of brand attachment.

Then, choosing another product category to analyze could provide marketing literature with new insights regarding the drivers of brand attachment. This article gained additional insights through analyzing the transcripts of CBRM, which allowed us to extract thirteen second-order themes that drive brand attachment. Future research can analyze if themes that will be extracted in other product categories differ from the beer brand category, and additionally if they can be categorized under the same four categories that were conducted in this article. This would provide us with more insight about the level of generalizability of these overarching categories.

Lastly, this research made a division of three components of a consumer-brand relationship, being brand commitment, brand love and brand attachment. Since this study solely focused on the component of brand attachment, future research could dive deeper into exploring the possibilities of CBRM using brand commitment and brand love as indicators for the consumer-brand relationship. In addition, future research could even make a comparison after using these three components in CBRM, and study potential differences in results. Since CBRM is still at its infancy, future research should focus on finetuning its process. Therefore, it should not only diversify in the relationship component, but as said before, also analyze its results in different product categories. Only through the process of iteration CBRM can be improved and maintained as a valuable contribution to the marketing literature.

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Appendix A: CBRM interview guide

Good morning/ good afternoon. Thank you for your participation! My name is Daan van der Ven/ Cecile Buunk, I am a fourth-year master student at the Radboud University and today we will have a conversation about the consumer brand relationship map. This is a tool that I designed to measure consumer brand attachment from a consumer point of view. The results gained during this conversation are used to write my master thesis in the direction of Marketing. Are you giving me permission to record the conversation with both image and sound? The whole conversation will be recorded for later use as I can make a transcript of this, analyze your answers and compare the results with other conversations with participants of the research. The records will only be used for scientific purposes and are going to be deleted afterwards. Remember, there are no good or false answers during this conversation, I am looking for especially your opinion on this subject. I chose you to be my participant as you fit perfectly in my target audience for the research. The conversation is on a voluntary basis and you can stop the conversation at any time if you want to. I think our conversation will take between half an hour and forty-five minutes. You remain anonymous as your name will not be mentioned in the thesis.

I will explain the model I designed now. You can open the model I just send you. This is how the model looks like, the point in the middle represents you. I will ask you during our conversation to mention a brand in the category beer. It does not matter which brands you mention; national or international, known or unknown brands. You have to write down the brand you mentioned and drag this into the model basis on your level of attachment. Think out loudly during this process. I would like to gain insights in why you place certain brands on a certain place around you. The closer you put the brand to you, the higher the level of attachment to the brand. The further you place the brand in the circle, the lower the level of attachment is. Also, the space between the different brands matter; the closer two brands are to each other, the they are linked in your opinion.

Now, I will give you an example with me in the middle in order to explain the model a little bit more. The category in this example is cars to show you exactly how the model works. When I hear the category cars, the first brand that comes to my mind is Mercedes. So, I write down Mercedes and drag this here, which is really close to me. I am really attached to the car brand Mercedes as I like the looks of the car and the high speed. If people say negative things about Mercedes I feel personally attacked and I always try to convince people that it is a good brand, I am more or less an ambassador of the brand you can say. The next car brand I mention is Volvo. I write down the name in the document and drag this here, which is quite close to me, but not as close as Mercedes is to me. Besides, in my mind I feel very differently towards Volvo and Mercedes, so I place them far from each other. When buying a

car, I would not immediately think about Volvo. The third brand I mention in the category cars is Audi. I write down the name Audi and drag it here. Audi is more or less even close to me as Mercedes, which means I am really attached to it as well. Besides, Audi and Mercedes are close to each other, and Volvo is not closely linked to those two at all. This means that Mercedes and Audi are in my opinion quite linked to each other, and Volvo is not linked to Mercedes or Audi. Now I mention Skoda. I write down the name and drag it here. This is quite far from me as a person, which means that I am not attached to Skoda. Besides, Skoda is far from as well Mercedes, Audi and Volvo, which means that these car brands in my opinion have no attachment to each other. The reason why they are not linked in my opinion is that Skoda has a very different image and is not as fast as the other cars. The only reason that I mentioned this brand is because my mom drives Skoda, personally I would never buy such a car.

I could go on with this, as I know even more car brands, and repeat what I just did.

Is this example clear for you and do you think you could do this within the category beers? Ok, great! You can start now. Remember: think out loud.

Ok, you mentioned twelve brands, that is enough for now! Are you satisfied with the placement or do you still want to change something?

Appendix B: Additional survey study 2.

To me beer products are:

	1	2	3	4	5	6	7	
Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unimportant
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Irrelevant
exciting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unexciting
Means nothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means a lot to me
Fascinating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Mundane
Worthless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable
Involving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uninvolving
Not needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Needed

Next, I would like you to score the following statements about the method we have used to display your relationships within the product category.

	Strongly disagree	1	2	3	4	5	6	Strongly agree
		1	2	3	4	5	6	7
This method increased my motivation to display my relationships with brands in the given category	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This method increased my involvement to map my relationships with brands in the given category	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Displaying my relationships with brands within a specific category through the use of CBRM challenged my thinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This method is user friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This method requires the fewest steps possible to create an overview of the relationships I have with different brands in the given category	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CBRM is flexible; it gives the possibility to recover from mistakes quickly and easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I could use this method successfully the next time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is difficult to learn how to use this method	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This method gives me insight in the relationships I have with different brands in a specific category	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These relationships could have been measured in a faster way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I perceive this method to be long-winded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This method really displays the way I feel about the different brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This method is fun to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This method enables me to uncover my relationships towards brands in a playful way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt bored performing the this method	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now please fill in the following questions for the brand you feel most attached to.

Brand:

	Not at all										Completely	
	0	1	2	3	4	5	6	7	8	9	10	
To what extent is [brand name] part of who you are?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
To what extent do you feel personally connected to [brand name]?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
To what extent do you feel emotionally bonded to [brand name]?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
To what extent is [brand name] part of you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
To what extent does [brand name] say something to other people about who you are?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Please fill in the following questions about a brand of your own choice.

Brand:

	Not at all										Completely	
	0	1	2	3	4	5	6	7	8	9	10	
To what extent is [brand name] part of who you are?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
To what extent do you feel personally connected to [brand name]?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
To what extent do you feel emotionally bonded to [brand name]?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
To what extent is [brand name] part of you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
To what extent does [brand name] say something to other people about who you are?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Lastly, I would like you to fill in some general questions about your demographics.

How often do you drink beer?

never	Less than once a month	Once a month	Almost every week	Once a week	Two times a week	Almost every day	Every day
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your gender?

- Male
- Female
- Other (specify)

What is your age?

.....

In which province where you born?

- Gelderland
- Noord-Holland
- Zuid-Holland
- Noord-Brabant
- Utrecht
- Flevoland
- Friesland
- Groningen
- Drenthe
- Overijssel
- Zeeland
- Limburg

What is your current highest level of education?

- Less than high school degree
- High school degree or equivalent (e.g. GED)
- Some college, but not degree
- Associate degree (e.g. AA, AS)
- Bachelor's degree (e.g. BA, BS)
- Master's degree (e.g. MA, MS, MEd)
- Professional degree (e.g. MD, DDS, DVM)
- Doctorate degree (e.g. PhD, EdD)

Appendix C: Survey study 2

In this part of the survey we will ask you to mention as much beer brands as you know. The brands can be mentioned one by one and can be written down in the space below. After you did this, you will have to answer five questions regarding this brand. When you scored all five questions you can move on to mentioning the next brand. You can name any brand you know, national or international, known or unknown. When you don't know or don't want to mention a new brand, you can leave the text space empty to continue to the next part of this survey.

Please fill in a beer brand here:

.....

	Not at all										Completely
	0	1	2	3	4	5	6	7	8	9	10
To what extent is [brand name] part of who you are?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent do you feel personally connected to [brand name]?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent do you feel emotionally bonded to [brand name]?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent is [brand name] part of you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent does [brand name] say something to other people about who you are?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please fill in the next beer brand in the text space below. If you don't know or don't want to mention any more brands please leave the space blank in order to proceed to the next section of this survey.

.....

	Not at all										Completely
	0	1	2	3	4	5	6	7	8	9	10
To what extent is [brand name] part of who you are?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent do you feel personally connected to [brand name]?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent do you feel emotionally bonded to [brand name]?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent is [brand name] part of you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent does [brand name] say something to other people about who you are?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This process was repeated until the respondent leaves the text space open or they reached the maximum of 12 brands. They proceeded to the next part of the survey which is exactly the same as the CBRM survey minus the Likert-scales for their favorite brand and a random brand.