



# **A causal model of some antecedents and consequences of hot and cold brand relationship quality (BRQ) dimensions: an empirical test in a Vietnamese context**

Thi Be Nam Pham

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## **THÈSE**

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GRENOBLE ALPES**

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Préparée au sein du **Laboratoire CERAG FRE 3748-CNRS**  
dans l'**École Doctorale de Sciences de Gestion - EDSG 275**

**Un modèle causal de certains  
antécédents et conséquences des  
dimensions chaude et froide de la qualité  
de la relation à la marque (BRQ): un test  
empirique dans un contexte Vietnamien.**

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“Science is the process that takes us  
from confusion to understanding...”

— Brian Greene.

## Acknowledgments

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## **General Introduction**

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In recent years, Vietnam has been known as one of the most attractive markets for both local and universal marketers with over 90 million people and an average annual growth rate of 15–20 percent (Tambyah, Tuyet Mai, and Jung 2009). While marketers see enormous potential in Vietnam, it is considered a challenging market. As the Vietnam market is changing so fast, it is hard to measure its development and maturity. In addition, Vietnamese consumers' values, attitudes, and behaviors are changing dramatically (Vu and Pham 2016). Moreover, there is fierce rivalry amongst brands from Europe, Japan, the US, South Korea, and China in Vietnam known as a developing country. In spite of the importance of the Vietnam market and challenges for both local and foreign marketers, but they have a little known about Vietnamese consumers (Vu and Pham 2016). As Vietnam is experiencing significant progress in society and the marketplace, it is ready for the global market. Therefore, understanding Vietnamese consumer behaviors toward brands is principal not only for local but also for foreign marketers to be prepared for competition in the Vietnamese market (Lee and Nguyen 2017).

In order to ensure competitiveness and to succeed in the market, marketers certainly need to develop effective relationship-building strategies aimed at focusing on how to build strong brands. This is an issue that has attracted academics and practitioners for several decades (Woodside and Walser 2007). Accordingly, a number of approaches have been proposed by academics to characterize the strength of a brand. Some stem from cognitive psychology, based on consumer cognitive processes, such as brand awareness, brand loyalty, and recently brand experience (Keller 1993). Others come from information economics, based on the signal of the brand to the consumer, such as brand credibility, consistency, and clarity (Erdem and Swait 1998). While based on different theoretical perspectives, their common focus is on what makes a brand become strong. Building a high-quality relationship between the brand and the consumer is among the best strategies to establish a strong brand (Woodside and Walser 2007).

It is evident that marketing is moving from the traditional marketing (marketing mix) paradigm to the relationship marketing paradigm (Bejou 1997), and establishing the

quality-brand consumer relationship is crucial to the success of a brand. For that reason, the relationship between brands and consumers has been studied by academics for several years (Aaker, Fournier, and Brasel 2004). Marketers are increasingly trying to build and to understand the relationship between their brands and consumers, reflected in the quality of such relationships—that is, brand relationship quality (Swaminathan, Page, and Gürhan-Canli 2007). Whan Park et al. (2010) offers a comprehensive model of brand-consumer relationships which covers all aspects that contribute to a high-quality relationship between the brand and the consumer. Researchers in the area have also suggested a number of antecedents and outcomes of brand relationships.

Furthermore, among the antecedents of brand relationship quality, brand personality is perhaps a potential one (Park et al. 2010). After Aaker (1997) influential paper on human characteristics associated with a brand, a host of researches on brand personality based on personality psychology have been published in marketing journals (Eisend and Stokburger-Sauer 2013). However, the relationship between brand personality and brand relationship quality is still under-investigated (Eisend and Stokburger-Sauer 2013). Although the literature on the brand-consumer relationship has rapidly evolved over the past several years, its practical implications are still in question because consumers may not in common regard a brand as human-like (Avis 2012). In addition, research on brand personality has mainly been undertaken in the developed world (Aaker 1997). Little has been known and researched in the Vietnamese market (Nguyen, Barrett, and Fletcher 2006).

Moreover, some researchers have also mentioned Vietnam as a fast-growing emerging market offering great opportunities to advance marketing knowledge and practices (Sheth, Sethia, and Srinivas 2011). With a population of more than ninety million, Vietnam represents a huge market opportunity (Lee 2014). Vietnam provides “an appropriate case for study into consumer brands in general and brand personality appeal in particular” (Tho, Trang, and Olsen 2016, p.307). Moreover, the movement toward a market economy together with the entrance of the WTO has caused by Vietnamese firms to change their traditional ways of doing business (Masurel and Smit 2000). Instead of focusing heavily on production and sales, Vietnamese firms or companies have gradually recognized the important role of branding in their business. In fact, branding has only recently been of interest to Vietnamese marketers, as the country has

undergone a transition from a centrally planned to a market-oriented economy (Nguyen and Nguyen 2011). Many global companies are now turning their attention to Vietnam because Vietnamese people aspire to a better quality of life than consumers with comparable incomes in other developing nations and, as a result, marketing competition has become rising intense (Lauren Coleman-Lochner 2012).

Therefore, Vietnamese consumer shopping habits have also shifted from buying unbranded products to buying branded ones (Nguyen, Nguyen, and Barrett 2008). According to a recent survey by German market research firm GFK,<sup>1</sup> Vietnamese consumers are becoming more sophisticated in terms of making their purchase decision: they always “think twice” before making a purchase (Viet Toan 2013). The survey results also indicated that 55 percent of Vietnamese consumers spend quite a lot of time researching information on the brand, 12 percent higher than the global average. Over 62 percent said they always read the product label before buying, compared to just 41 percent globally. “Where and how a product was made are important to me” is also a statement agreed on by nearly seven out of ten (68 percent) in Vietnam—almost twice as many as the global average of 35 percent (Viet Toan 2013).

Based on Fennis and Pruyn (2007, p.634) state that “Vietnamese consumers are still in love with foreign brands, not only because they are imported, but they are also very well established in the minds of consumers”. While Vietnamese consumers are now ready to pay for the brands that they love, Vietnamese brands have not yet created a strong position in the minds of consumers, unlike competing well-known imported products. In addition, Vietnamese companies have not fully recognized the essential role of brands. Therefore, it is argued that building high brand personality on brand relationship quality (BRQ) to attract consumers plays an important role in the success of brands, because brand personality can serve as a tool for personal identification (Fennis and Pruyn 2007) and brand relationship quality can also assist companies understand consumer behaviors based on two components of BRQ: hot BRQ and cold BRQ (Nyffenegger et al. 2015).

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<sup>1</sup> <https://tuoitrenews.vn/business/15373/vietnamese-consumers-more-careful-than-global-peers-gfk>

## **Section 1. Background to Research**

Since the conception of the consumer-brand relationship was introduced by Fournier (1998), the multifaceted relationship developed between customers and brands has given profound suggestions for understanding consumers' perceptions and behaviors for both marketing academics and practitioners (Chaudhuri and Holbrook 2001). In theorizing the research, brand relationships are an essential part of consumers' lives: they consist of a meaning provision process, range across several expectations, and take a diversity of forms, as well as evolving over a series of interactions and in response to contextual changes (Fournier 1994, 1998). Moreover, the successful theoretical background of a brand relationship perspective makes the way for researchers to conceptualize and examine the bonds between consumers and brands, the association figure of speech also facilitates in-depth knowledge about orientations of consumers' attitudes and behaviors that throws light on how marketers can encourage, manage, and uphold strong brand relationships and secure a sustainable competitive advantage (Gummesson 2011).

According to Fournier (1998), effective brand relationship management needs a comprehensive measurement of brand relationship quality (BRQ), which is defined as a "customer-based indicator of the strength and depth of a person-brand relationship". However, an analysis of the present literature on the measurement of BRQ reveals that there are still exist important gaps, both empirical and conceptual (Fournier 1994). For example, existing approaches view BRQ mainly as a consequence of creating strong brand personalities, whereas the contribution of a reciprocal relationship in marketing activities on consumer-brand relationships has been neglected so far (Matzler et al. 2013). Researchers propose, however, that interpersonal interactions in the conditions of consumer brands can lead to increased brand attachment. For example, McAlexander, Schouten, and Koenig (2002, p.34) regard that "sustained interpersonal interactions may lead to relationships that transcend mere common interest in a brand and its applications". As stated by the authors, managers require observing closely how customers themselves describe their connections with brands. "If consumers view these connections in terms of communal interaction with other consumers, then managers need to identify how best to facilitate that interaction" (Patterson and O'Malley 2006, p.10).

Furthermore, brand relationship quality is studied in the literature for marketing use of personal association theories. On the foundation of this, the adjudgment of BRQ should be based on proof of the experience the brand had provided to the consumer (Fournier 1998). Since the 1980s, the consumption experience has been the issue of the number of marketing research. The experiential focus has spread the idea that the consumer is not only a rational decision-maker but that his choice is also based on feelings and emotions (Pine and Gilmore 1998). More recently, researchers have stated that "consumers may attach meaning or feeling to brands" (Albert, Merunka, and Valette-Florence 2008) and that "consumers differ not only in how they perceive and evaluate brands but also in how they relate to brands" (Aggarwal 2004). In fact, researchers and practitioners alike are highly interested in the prediction, control, and keeping of consumer-brand relationships. A main point of interest has been the quality of these relationships (so-called brand relationship quality) (Fournier 1994, 1998). Therefore, brand relationship quality is perceived by the consumer and reflected in his thoughts, feelings, and behaviors towards a brand (Fournier 1994).

Following Aaker and Fournier (1995) original conceptualization, brand personality is viewed as analogous to human personality, which purports that a brand can develop trait-like personality characteristics. Costa Jr and McCrae (2013) defined personality traits as "relatively enduring styles of thinking, feeling, and acting". Hawken, Ogilvy, and Schwartz (1982, p.14) proposed that brands have personalities that "can make or break them in the marketplace" and Aaker (1997) permits that a brand has emotional and symbolic human personality aspects beyond utilitarian or functional attributes. Moreover, Aaker (1997) also argues that brand personality can assist practitioners to distinguish their brands in a competitive product or service market. According to Keller (1993) and Aaker (1997), brand personality can provide customers with an emotional and/or symbolic function that impacts consumer purchase decisions.

In this study, we pay particular attention to the effect brand personality has on brand relationship quality. As a refined articulation of loyalty, BRQ encapsulates critical components of the consumer-brand bond (Fournier 1994). To better understand the functions that exist between brand personality and BRQ, diverse structure models are examined. An extended literature review demonstrates there is considerable interest in each individual domain. Therefore, to further establish the relationship basic model, this

research study specifically focuses on the measurement and validation of three separate but interrelated domains: brand personality, and brand relationship quality with two components: hot and cold BRQ and brand purchase intention. The main constructs are described next.

The first construct integral to this research, brand personality, is conceptualized and operationalized initially from the well-established ‘Big Five’ theory of human personality (Aaker and Fournier 1995) refining this theory to develop a brand personality scale (BPS). Aaker (1997) believes that “personality traits come to be associated with a brand in a direct way by the people associated with the brand—such as the brand’s user imagery”. Aaker identified five dimensions of brand personality, being competence, excitement, ruggedness, sincerity, and sophistication, and reported that two dimensions (sophistication and ruggedness) among the five brand personality dimensions are different from any of the five human personality dimensions of the Big Five. Aaker (1997) stated that “this pattern suggests that brand personality dimensions might operate in different ways or influence consumer preference for different reasons”. Prior research has also evidenced that brand personality dimensions may be formed through direct or indirect interactions between consumer and brand, whereas human personality dimensions might be generated based on an individual’s attitudes, behaviors, and beliefs (Plummer 2000).

The second construct domain, brand relationship quality, is connected with numerous consumer relationship dimensions which target measurement of the quality or strength of a person-brand dyadic relationship (Fournier, Breazale, and Fetscherin 2012). The concept of BRQ was first posited by Fournier (1994) in her thesis, *A Consumer-Brand Relationship Framework for Strategic Brand Management*. Although her qualitative findings have been widely disseminated, she also developed a scale for the multi-faceted measurement of BRQ. This scale provides an extension of the traditional loyalty notion by encompassing another construct central to the consumer brand bond. More recently, studies have described and operationalized brand relationship quality as a higher-order construct with different interrelated relationship facets such as commitment, intimacy, and love (e.g., Fournier (1994, 1998)). The current research builds on the work of Nyffenegger et al. (2015) in order to fill the above gaps. Their study demands attention for a number of reasons. Initially, Nyffenegger et al. (2015)

investigated that BRQ includes a cognitive and an emotional component. The cognitive component of BRQ results from an evaluative judgment based on cognitive beliefs and evaluations of the brand and its performance. Emotional BRQ, on the other hand, is reflected in the emotional feelings towards the brand and the personal relationship with the brand. However, this research considered trust and satisfaction as a unidimensional construct and called it cold BRQ; they also treated passion, intimacy, and commitment as unidimensional constructs, labeled hot BRQ (Nyffenegger et al. 2015).

Generally, these two construct domains were selected due to their large-scale sample development and sound psychometric properties. In addition, the understanding of brand as personality enables a company to better exploit the emotional benefits of a brand and to build up long-term consumer-brand relationships and therewith brand purchase intention. Apart from that, the understanding of brand as personality facilitates differentiation from other competitions. Moreover, the study will examine the impact of brand personality and BRQ in an emerging market, Vietnam, and show how hot and cold BRQ affect the relative factors of BRQ such as word-of-mouth communication, consumers' willingness to pay a price premium, and consideration of set size on the brand purchase intention of Vietnamese customers.

## **Section 2. Research Gaps**

Consumer-brand relationships require further examination in emerging markets, given the call for research in this context (Sheth, Sethia, and Srinivas 2011). Some characteristics of emerging markets should be considered—notably, fast economic growth, an emerging middle class, and unbranded competition (Sheth 2011) as well as increasing demand for high quality, conspicuous brand name products (Batra et al. 2000; Sharma 2011). This has been described as emerging middle-class consumers increasingly asserting themselves and emphasizing their social status (Jin, Chansarkar, and Kondap 2006). It has been argued that social or emotional reasons might underlie consumers' brand consciousness against unbranded consumption in the emerging markets (Sheth 2011). In emerging markets which have usually been characterized by unbranded competition, it has been suggested that marketing strategies should focus equally on attracting new consumers and managing long-term relationships (Keller and Moorthi 2003). With all the characteristics of emerging markets noted above, Vietnam

presents an excellent opportunity for research on consumer-brand relationships (Nguyen, Barrett, and Miller 2011). Vietnam's gross income per capita grew by just over 26.5 percent over 2009–2014 and is expected to increase by approximately five percent annually. The middle-to-upper class now accounts for about 25 percent of the population. Rising income and the growth of the middle class have driven Vietnamese consumers to become ever more brand conscious. In the face of uneasy competition, marketers in Vietnam have begun to recognize the need for effective brand strategies to understand brand purchase intention, but little research on branding has been done in the context of Vietnam (Nguyen, Barrett, and Miller 2011). There is a need for further examination of consumer-brand relationships in Vietnam in order to understand which aspects of brand relationship quality strength marketers should focus on.

Whereas brand relationship thinking offers increased insight into the ties between brands and consumers compared with the traditional loyalty perspective, the suitability of metaphoric transfer of human metaphor to the consumer-brand context for all brands currently remains unclear (Tarantola, Gatelli, and Mara 2006). Fournier (1994) claims that the BRQ model has advantages of conceptual richness over extant loyalty notions and domain process specification compared with the traditional brand loyalty perspective. However, empirical research examining whether BRQ is able to influence the intentions and behaviors of the consumer is limited, particularly in a developing market like the Vietnamese market. To gain new insights into its importance, there is strong need to address the lack of research on the effects of BRQ on consumers' behaviors (Thorbjørnsen et al. 2002). The primary purposes of this research are to investigate and explain the impact of brand's personality impact on BRQ. The overall predictive impact of brand personality on brand relationship quality is the focusing on its effects on antecedents and consequences of BRQ on brand purchase intention.



### **Section 3. Objectives and Research Questions**

#### ***1. Research Objectives***

Identification of the research problem and gap present an opportunity for research on consumer-brand relationships, as this is central to building the relationship between brand personality and two components of BRQ in the emerging market context of Vietnam. The purpose of this research is to examine empirically the relevance of various dimensions of brand personality and the two components of hot and cold BRQ in the context of the Vietnamese market.

It is believed that there is a clear need for research to fill this gap in our knowledge. The measures developed by (Aaker 1997) and (Fournier 1994) enable such avenues to be explored. Research centered on measuring and evaluating brand personality and BRQ, singly and jointly, is developing but is still comparatively in its infancy. From in-depth interview findings incorporating both consumer and management teams in a sponsorship domain, Cliffe and Motion (2005) establish that brand personality is critical for building consumer-brand relationships. Fournier (1994) believes that there is a need to investigate the effect of brand personality on BRQ. The works of Fournier and Aaker have been eloquently summarized and reported in Aaker (1996) book *Building strong brands*. Aaker (1996) builds a strong case for investigating specific connections between brand personality and BRQ when he states “brand behavior and imputed motivations, in addition to affecting brand personality, can also directly influence the brand-customer relationship”. More recently, it has also been outlined that it “...is unclear whether brand personality affects some consumer-based brand equity facets” (Netemeyer et al. 2004, p.222). Many others also concur with the need for such research (Korchia 1999). The majority of leading brands have images that develop two or more multi-faceted personalities (Opoku, Abratt, and Pitt 2006). Sweeney and Soutar (2001) also highlight that it is essential for managers to understand brand personality to effectively respond to dynamic market conditions.

**Taken together, the objectives of this dissertation are hence twofold.**

***Objective 1.*** The research aims to determine the effects of brand personality on the antecedents of two components of BRQ in the context of Vietnam.

***Objective 2.*** The research aims to investigate the impacts of antecedents and consequences of two components of BRQ on brand purchase intention in the context of Vietnam.

## **Research Questions**

Based on these objectives, the following research questions are formed.

***RQ1.*** What are the effects if any, of brand personality scale (BPS) on the antecedents of two components of BRQ in the context of the Vietnamese market?

***RQ2.*** What are the effects if any, of the impacts of antecedents and consequences of hot and cold BRQ on brand purchase intention in the context of Vietnam?

## **Section 4. Expected Contributions of Research**

### ***1. Potential Theoretical Contribution***

This research has mainly exploited three theoretical contributions.

Firstly, this study is a contribution to enriching our knowledge of the influence of the consumer-brand relationship on consumer behaviors (Albert, Merunka, and Valette-Florence 2008). The consumer-brand relationship thinking offers increased insight into the ties between brands and consumers compared with the traditional loyalty perspective (Fournier 1998). However, the empirical research examines whether brand personality can influence the consumer-brand relationship quality in terms of consumer behavioral intentions. This study especially considers the effect of brand personality on two components of BRQ, hot and cold, and to see how it affects brand purchase intention, targeting a developing market such as the Vietnamese market.

Secondly, this study is an examination of the consumer-brand relationship compared to the person-brand domain, which advances a new theory of brand personality. However, whether consumers can establish a relationship with any particular brand is still unclear. This study contributes to the applicability of the relationship between brand personality and BRQ, which are typical examples of brand categories.

Last but not least, this research helps us to understand the effects of brand personality on two components of BRQ, hot and cold BRQ in terms of brand purchase intention. It is interesting to understand whether hot and cold BRQ influence purchasing intention of brands and to understand whether the relationship has certain influences on consumers with particular brands.

## ***2. Potential Practical Contribution***

This study provides several important implications for how companies or firms should manage their brand relationships with customers, especially the effects of the antecedents and consequences of two components of BRQ, hot and cold BRQ (Nyffenegger et al. 2015), on brand purchase intention in an emerging market such as the Vietnamese market.

Firstly, this study could be a reference for companies or firms when deciding whether brand personality or one of two components of BRQ or both should be among the firm's priority lines of action. For consumers who are heavy brand users, it is worth the effort for firms to invest in a good brand relationship, but more important is how to maintain a good relationship. Good relationships can result in active consumers who love to have contact with their brands and who are willing to invest in the relationship (Smit, Bronner, and Tolboom 2007). However, loyal customers still have the chance to become a brand's enemy (Godin 1999).

Secondly, it would be helpful to understand further complex consumer purchase behavior and to improve the measurement and tracking of brands in the marketplace. It is important to understand consumers' behavior through hot and cold BRQ and how consumers with different respond to brand behaviors and brand purchase intention.

## **Section 5.     Struture of the Thesis**

This part provides an introduction to the thesis and the domains (brand personality, antecedents and consequences of two components of BRQ, and brand purchase intention) under investigation. The justification is presented as to why this is a necessary body of research. The key research questions are highlighted and a summary of the main findings and theoretical and methodological contributions is presented. A brief overview of the methodology utilized is outlined, and the structure of the thesis established, along with the perceived study delimitations.

This thesis is organized as follows. A general introduction presents the general research information and the theory that underpins the investigation.

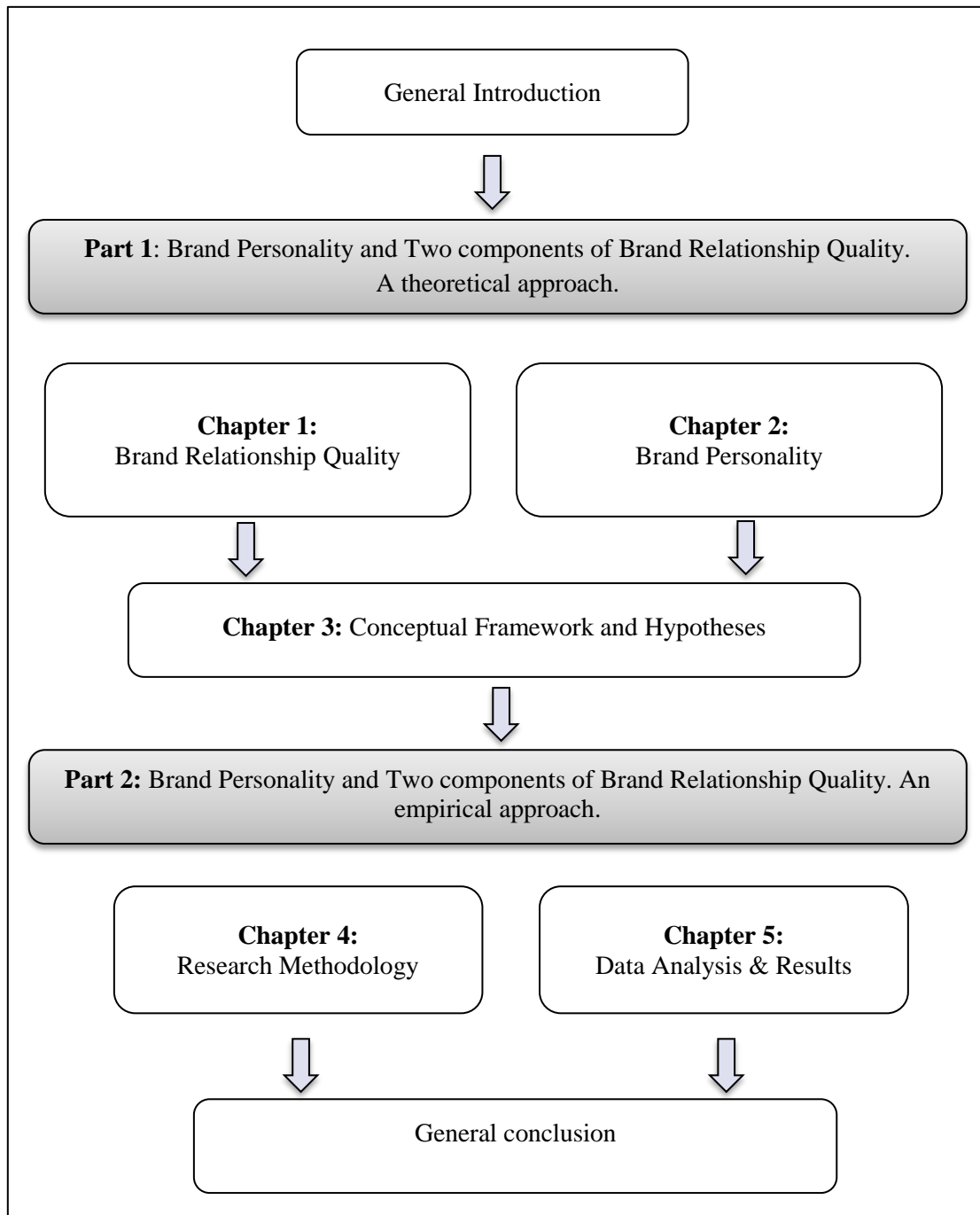
Part 1 outlines the disciplines of brand relationship quality and brand personality that comprise Chapter 1 and Chapter 2 respectively. Chapter 1 focuses the presentation on brand relationship quality, presenting two components of BRQ and antecedents and consequences of BRQ. Chapter 2 concentrates on brand personality and explains the relationship between brand personality and BRQ.

The conceptual framework and hypotheses are outlined in Chapter 3. From previous discussions, a conceptual model is developed. In undertaking this development, a number of hypotheses relating to the key research questions are established.

Part 2 sees the research methodology outlined in Chapter 4 and presents general items, purification of the measures and validation of measures to be implemented. Within this chapter, complementing this discussion is an outline of the key steps that were followed throughout the research process, including an explanation relating to key statistics to help with interpretation of the findings.

Chapter 5 presents the analyses of the structure model. The nomological framework is validated by investigating the effect of brand personality on BRQ with the argument that BRQ consists of hot and cold BRQ.

The general conclusion is outlined in the last part, which presents the research inputs, research limitations, and future research directions. The results are discussed in detail, outlining the practical significance and application of the findings. The thesis findings add to some of the ongoing debates within their substantive domains. Study limitations and recommendations for further research are also presented. These issues are considered in terms of conceptual, methodological, and practical study implications. The general framework of this research is represented in Figure 1 below.



**Figure 1.** General framework of study



## **Part 1:**

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### **Brand Personality and Two Components of Brand Relationship Quality. A Theoretical Approach.**

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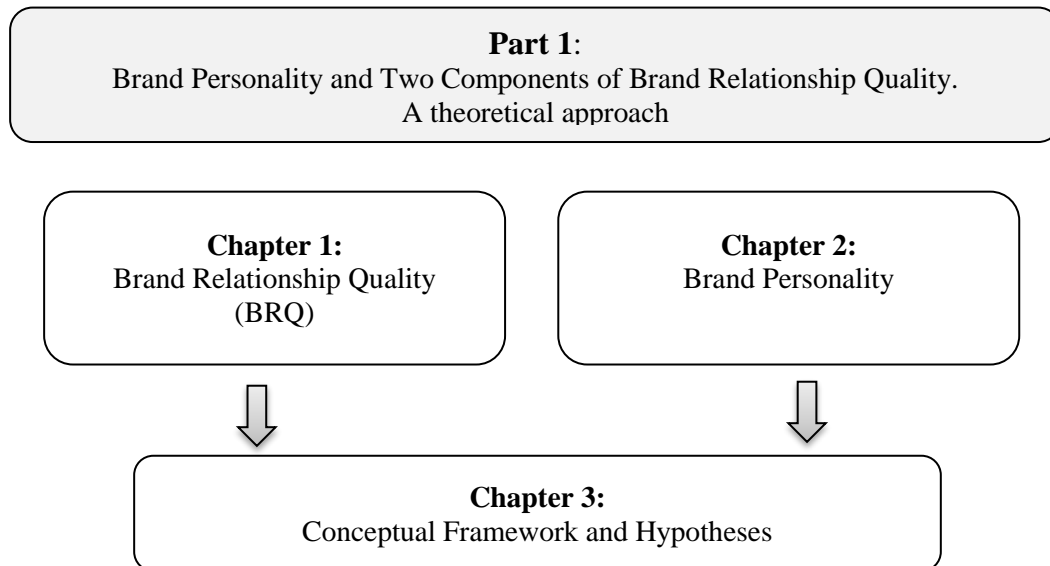


## **Introduction to Part 1**

This part outlines the overview of the literature, including the important concepts of brand relationship quality and brand personality. Within this discussion, the interrelated brand relationship quality and brand personality are given central focus. The literature has expanded from the origins of brand relationship quality theory, which highlighted and concentrated on hot and cold BRQ, which were argued to be two components of BRQ (Nyffenegger et al. 2015).

Moreover, Rieger (1985, p.121) stated that “brands without personality are condemned to death”. This understanding has not changed to date, and brand personalities play an elementary role in the effective management of brands. Researchers and marketers are interested in the brand personality phenomenon more than ever and seek to comprehend the effect that brand personality has on consumer behavior and brand value.

Argue concerning the brand relational perspective is indicated and shows that customer satisfaction and retention are essential to establishing and sustaining meaningful, long-term customer relationships (Buchanan and Gillies 1990; Fournier and Mick 1999; Reinartz and Kumar 2000). In addition, the use of comparison, as it relates to brand as partner analogy, is substantiated and overall tenability is established (Wilson 2011). A conceptual model of relations between brand personalities and two components of brand relationship quality are then presented. The body of literature provides guidance for the consolidation of separate theoretical models and justification for selecting the independent, antecedents, and consequences of hot and cold BRQ and outcome constructs.



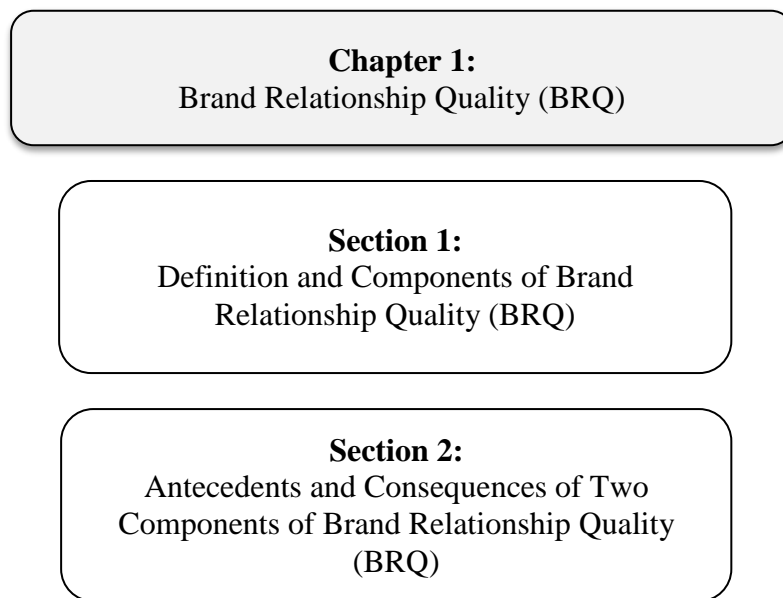
**Figure 2.** Overall Part 1

In this part of the research, we present the literature review related to our study in order to build our research model to meet the previously defined objectives. The second part will present the validation of the proposed research model and will aim to answer our questions regarding the effects of brand personality on brand relationship quality, regarding how it affects hot and cold BRQ in the context of the Vietnamese market.

## Chapter 1. Brand Relationship Quality

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This chapter introduces the concept of brand relationship quality. The organizational structure of the chapter is simply in two sections. Following an introduction to the basic concept of this study, brand relationship, the first section reviews definitions and components of BRQ. Section 2 then covers the antecedents and consequences of BRQ. Last but not least, we discuss the relationship between these factors and brand purchase intention.



**Figure 1.** Chapter 1 framework

## **Section 1. Definitions and Components of Brand Relationship Quality (BRQ)**

Section 1 is devoted to presenting extant literature concerning brand relationship quality. Firstly, we will present some important theories related to BRQ; secondly, we will focus on showing the importance of the definitions and concept in relation to the antecedents and consequences of the two components of hot and cold BRQ.

### ***1. The Brand Relationship***

The concept of a ‘brand relationship’ or ‘consumer-brand relationship’ was first raised by Blackston (1993) based on the relationship marketing and interpersonal theory of social psychology. Blackston (1992) suggested that, similar to human relationships, a brand relationship could be understood as “an analogy between brand and consumer of that complex of cognitive, affective, and behavioral processes which constitute a relationship between brand and consumer”. According to Blackston (1992), the brand relationship is an interactive process involving both brands and consumers. Blackston (1993) further remarked that understanding the relationship between brands and consumers not only requires observation and analysis of consumers’ attitudes and behaviors towards the brand, but also “the brand’s attitudes and behaviors towards the consumer” (p.115). For instance, consumers may see a brand as a person and will choose to have a relationship if they trust it to deliver specific promises (Dall’Omo Riley and De Chernatony 2000). Meanwhile, the perceived “attitude” of a brand towards its audience may affect consumer’s perceptions of that brand and their willingness to use it (Blackston 1993). This is exactly how a brand communicates with its consumers, via attitudes and behaviors (Lau and Lee 1999).

Fournier (1994) describes consumer-brand relationships as “a voluntary or imposed interdependence between a person and a brand characterized by a unique history of interactions and an anticipation of future occurrences, that is intended to facilitate socio-emotional or instrumental targets of participants, and that involves some kind of consolidating bond”. Fournier simply suggests that a consumer-brand relationship is interdependence or building a relationship with a brand (Ji and Wood 2007). Relationships with brands serve main functions to assist consumers to achieve socio-emotional and instrumental targets. In this innovative standpoint, the brand is not like a

positive objective of marketing transactions but is an active, contributing member of a relationship (Fournier 1998).

In considering the current literature, several conceptualization constructs of brand relationship have been recommended (Blackston 1992; Duncan and Moriarty 1998; Dwyer 1997; Fournier 1998), as outlined in Table 1.

**Table 1.** The Brand Relationship Conceptualization Construct

<b>Author</b>	<b>Year</b>	<b>Construct</b>	<b>Indicators</b>
Blackston	1992	Two-dimensions	Trust in the brand, consumer satisfaction with a brand.
Markinor	1992	Brand Relationship Score (BRS)	Awareness, trust, and loyalty.
Fournier	1994, 1998	Brand Relationship Quality (BRQ)	Intimacy, commitment, behavior, interdependence, attachment, love/passion, partner quality components.
The Gallup Organization	1994-2000	Emotional Attachment	Confidence in a brand, belief in its integrity, pride in the brand and passion for it.

Blackston (1992) identified two components in a successful, positive relationship between consumers and brand: “trust in the brand and consumer satisfaction with the brand”. Trust in the brand is the important component of a successful, positive relationship between customer and the corporate brand (Dall’Olmo Riley and De Chernatony 2000). The main component, concerned as being dependent on something, can be termed ‘intimacy’, which is the brand’s attitude. Intimacy means that the brand is known by the particular individual consumer. Furthermore, the perceived ‘attitude’ of a brand toward a consumer directly differentiates a brand from a product. Especially, the difference is something that the consumer is invested in (Blackston 1993). Another recurrent relationship component is “customer satisfaction with the brand” which drives brands to be “customer centered and proactive”. The brand attitude becomes essential to securing actual “customer satisfaction” (Blackston 1992, p.231).

As this is the first time to consider the brand's attitude in a relationship, this two-dimensional construct lacks support and empirical evidence for conceptualizing the strength of the consumer-brand relationship. The Gallup Organization developed customer engagement measuring customers' rational loyalty and emotional attachment to a brand (Appelbaum 2001). The reasonable notions of loyalty are measured according to three key factors: overall satisfaction, intention to repurchase, and intention to recommend. In addition, Gallup built eight questions as paired indicators of four emotional states: "confidence in a brand, belief in the brand's integrity, pride in the brand, and passion for the brand, which are together termed emotional attachment" (Weber 2008). The total score, which associates to rational loyalty and emotional attachment, reflects general customer engagement and could be a powerful predictor of customer loyalty, according to Gallup senior consultant John Fleming (Appelbaum 2001).

The construct of BRQ, innovatively developed by (Fournier 1994, 1998) reflects the stability and durability of the bonds between consumers and brands built on interpersonal relationship theory. More specifically, the BRQ construct is a diagnostic tool for conceptualizing and evaluating relationship strength; it uses six dimensions of emotional, behavioral, and cognitive connection: love/passion, self-concept connection, attachment/commitment, behavioral interdependence, intimacy, and brand partner quality (see Table 2).

**Table 2.** Six Facets of Brand Relationship Quality

<b>Affective and Social-Emotive Attachments</b>	<b>Behavioral Ties</b>	<b>Supportive Cognitive Beliefs</b>
Love/passion	Interdependence	Intimacy
Self-connection	Personal commitment	Brand partner quality

The definition of each dimension is summarized by Thorbjørnsen et al. (2002) based on Fournier's (1998) research (see Table 3).

**Table 3.** Definitions of Brand Relationship Quality Construct's Six Dimensions

<b>Dimensions</b>	<b>Definitions</b>
<b>Love/passion</b>	Reflecting the intensity and depth of the emotional ties between consumer and the brand. The dimension of BRQ is denoted by a strong attraction and affection toward the brand, and a feeling of fascination, exclusivity, and dependency in the relationship.
<b>Self-connection</b>	Reflecting the degree to which the brand delivers an important identity concerns, tasks, or themes, thereby expressing a significant aspect of the consumer's self.
<b>Personal commitment</b>	Capturing the strength of attitudinal stability toward a relationship. Commitment is a well-developed concept in marketing and can be seen as the intention of – and dedication to future continuity of the relationship.
<b>Intimacy</b>	Referring to the degree of closeness, mutual understanding, and openness between relationship partners. According to social psychology, self-disclosure, listening, and caring are salient aspects of intimate relationships.
<b>Brand partner quality</b>	Representing consumer evaluation of the brand's performance in the relationship. Essential aspects of partner quality are trust, reliability, and expectation fulfillment.
<b>Behavioural interdependence</b>	Reflecting the degree to which the actions and reactions of relationship partner are intertwined. The pattern of interaction between the partners, the strength of the impact of each occurrence, and the scope of activities are important determinants of this BRQ dimensions.

*Source:* Thorbjørnsen, Suphellen, Nysveen, and Pedersen (Thorbjørnsen et al. 2002).

However, Fournier's BRQ model still has some potential limitations (Thorbjørnsen et al. 2002). Since this construct was developed from some in-depth case researchers, the BRQ model does not specify any structural relationship between the relationship dimensions. Further, the construct lacks empirical evidence to demonstrate its feasibility in practice. Finally, it has not quantified the indicators. In response to testing the six facets of BRQ respectively, it was found that some measurements are likely to be

repeatedly examined. Monga (2002) later pointed out that Fournier's BRQ scale neglected the partner role of brands. It is necessary to make some changes to the BRQ scale's descriptive language.

To sum up, compared with other brand relationship conceptualization constructs, the BRQ model is still considered as the most impact framework and most significant construct for understanding the strength of the consumer-brand relationship (Smit, Bronner, and Tolboom 2007). Algesheimer, Dholakia, and Herrmann (2005) and Thorbjørnsen et al. (2002) first researched the consumer-brand relationship model and applied it to some studies. In the next section, this study will introduce more details about the BRQ construct, which is the foundation of this study.

## ***2. Brand Relationship Quality (BRQ)***

### ***2.1. Definition of BRQ***

There is diversity in the measurement of consumer-brand relationship strength (Fetscherin and Heinrich 2014), although it has been acknowledged that the most seminal and inclusive measurement of the brand relationship strength is brand relationship quality (Papista and Dimitriadis 2012). Brand relationship quality has been defined as “a customer-based indicator of the strength and depth of the person-brand relationship” (Fournier 1994). Fournier (1998) contended that brand relationship quality reflects “the intensity and viability of the enduring association between a consumer and a brand”. In a sense, BRQ captures the positive magnetic effect that keeps the person and brand together in the face of resistance and tension. High brand relationship quality implies that the association between the person and the brand is capable of developing further and that, under favorable conditions, it will prosper (Avis 2012).

Fournier (1998) discovered that BRQ is a diagnostic and managerial actionable tool for entering relationship strength beyond brand loyalty for two reasons. Firstly, literature in the interpersonal field has shown that the notion of relationship quality is the most widely investigated construct and is the ability to predict relationship stability and durability; secondly, BRQ can be conceptualized as a multifaceted construct with



dimensions that tap into various facets of consumer-brand relationships. Avis (2012) also mentioned that the dimensions are the base for relationship development, and thereby marketers can develop relationship-building strategies to build brands by considering these dimensions and attending to the causes of brand relationship development.

The original concept of brand relationship quality proposed by Fournier (1998) consisted of six dimensions. Firstly, love/passion refers to the consumer's feelings of love toward a brand. Secondly, self-connection reflects the extent to which the brand expresses a consumer's self-identity. Thirdly, interdependence refers to the intertwining between consumer and brands emerging from frequent, diverse, and intense interactions between them. Fourthly, commitment reflects the consumer's intention to maintain an interaction with a brand. Fifthly, intimacy shows the depth of knowledge or understanding between the consumer and the brand. Sixthly, brand partner quality indicates to the consumer's assessment of the brand as a partner. Basically, Fournier (1998) assumed BRQ as a second-order construct that accounts for all six of these dimensions. Figure 4 presents a structural model of this construct.



**Figure 4.** The six dimensions of Brand Relationship Quality (BRQ) (Fournier 1998, p.336)

It has been clearly seen in Figure 4, the BRQ model consists of six facets: love/passion and self-connection, which refer to emotional relationships and indicate the effective and socio-emotional attachments between the consumers and the brands; commitment and independence, which capture the behavioral ties between the relationship partners; and intimacy and partner quality, which are cognitive relationships and refers consumers' supportive cognitive beliefs. However, the BRQ model has the advantage of conceptual richness over extant loyalty notions within the domain of process specification compared with the traditional brand loyalty perspective (Fournier 1998).

What is remarkable within the scarce body of literature is that the number of constructs and naming of BRQ constructs has changed slightly. Construct naming differences have occurred without detailed substantiation, an exception being the original Fournier (1994) developmental work. Table 4 illustrates BRQ construct development. The constructs initially posited in Fournier's (1994) study have been only slightly modified and developed over time in various research studies; however, reporting has not always shown a consistent representation over time. It is clear that theorists believe that BRQ is best represented by the exposition of six to eight BRQ constructs. The most common application is the seven BRQ contract version. There appear to be only subtle differences in the structure of BRQ between studies (see Table 4). Therefore, based on the body of evidence presented (e.g., Fournier 1994; Aaker 1996; Park, Kim, and Kim 2002), a seven-facet representation was deemed most appropriate for this study.

**Table 4.** Brand Relationship Quality constructs reported in different studies.

Source	No of original constructs	The constructs	Comments
1- Fournier (1994) Conceptual Model Prior to any Testing	Six	1. Personal Commitment 2. Behavioral Independence 3. Intimacy 4. Love/Passion 5. Partner Quality 6. Attachment	An initial six construct representation was featured post the literature review in Fournier (1994). Although Attachment did not reproduce in the calibration and validation studies its main nuance it still captured. 'Attachment directly reflects the degree to which the partner has been incorporated into one's concept of self' Fournier

			(1994, p. 129)
2- Fournier (1994) Original Model Calibration Sample	Seven	1. Personal Commitment 2. Self-Concept Connection 3. Intimacy 4. Love 5. Passionate Attachment 6. Nostalgic Connection 7. Partner Quality	A seven-construct representation was established in initial scale development in a calibration sample in the Fournier dissertation. This revealed a Nostalgic Connection and Self-Connection construct with the Attachment construct not replicating but being separated into these two domains.
3- Fournier (1994) Revised Model Validation Sample.	Seven	1. Personal Commitment 2. Self-Concept Connection 3. Intimacy 4. Love 5. Passionate Attachment 6. Nostalgic Connection 7. Partner Quality	A revised BRQ model was established after scale development when a validation sample was analyzed. The love/passion construct was split and selected items were merged with the interdependence construct to form a passionate attachment construct. The love facet remained without the passion items related to it. The changes involved two constructs only. Overall, this represented a relatively minor amendment to the prior calibration specification.
4- Fournier (1994) JCR BRQ Systems Model Figure.	Six	1. Commitment 2. Independence 3. Self-Connection 4. Love/Passion 5. Intimacy 6. Brand Partner Quality	This representation reflected in the preliminary model for brand relationship quality (p.336) does not include the Nostalgic Connection construct. This article primarily outlines the reporting and theoretical development emanating from the seminal qualitative research undertaken. There is no rationale for Nostalgic Connection not being represented within the figure. The love/passion construct is re-instigated in its original formulation. Again, there is no rationale indicating why the construct may have altered from the passionate attachment exposition in Fournier (1994).
5- Aaker (1996) BRQ	Seven.	1. Personal Commitment	This representation

Model.		2. Behavioral Interdependence 3. Self-Concept Connection 4. Intimacy 5. Love and Passion 6. Nostalgic Connection 7. Partner Quality	represents the original exposition with some slight working modification to the constructs. Therefore, this representation appears to reflect the original specification and the JCR model with Nostalgic Connection construct included within this exposition.
6- Gifford (1997) Harvard Business Review article outlining BRQ.	Seven	1. Commitment 2. Interdependence 3. Self-Concept Connection 4. Intimacy 5. Love and Passion 6. Nostalgic Attachment 7. Partner Quality	This short Harvard Business Review summary outlines BRQ and defines the respective constructs. This exposition is similar to Fournier (1994) and D. Aaker (1996). However, Nostalgic Attachment. This change in naming is not elaborated further but it does reflect the fact that the naming reflects the original attachment domain.
7- Fournier (2001) Advances in Consumer Research Conference Abstract Summary	Six	1. Commitment 2. Interdependence 3. Intimacy 4. Love 5. Identity Attachment 6. Partner Quality	This presentation was illustrated as a conference abstract only. Therefore, no full paper or reporting is available. Full details of scale changes were not published in full with author prior to this identified that Fournier (1994) and D. Aaker (1996) have the best current working model.
8- Park et al. (2002). Brand Extension BRQ article.	Eight	1. Commitment 2. Interdependency 3. Trust 4. Self-Connection 5. Intimacy 6. Love/Passion 7. Nostalgic Connection 8. Partner Quality	It is uncertain as to why Trust was included within this exposition. In this instance, there appears to be an oversight by the authors. The above authors' claim to have followed the most recent work disseminated by Fournier (2000, 2001). This is noticeably different to the previous six facet representation which was summarily reported in the Fournier (2001) abstract paper. Therefore, elements of final structure were not comprehensively reported. It is assumed the above construct structure did not change. However, it is

noticeable that the other seven constructs (excluding trust) mirrored the works of Fournier (1994) and D. Aaker (1996). Trust appears to have been erroneously added into the BRQ in this study. Arguably elements of trust are generally already encompassed within measured of the partner quality construct (Gifford, 1997).

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**Overall research in 2- and 5- appear identical in structure and naming for BRQ constructs. Research in 6- and 8- also appears roughly mirror (with minor naming changes) the seven facets BRQ structure of 2- and 5-. HBR (Harvard Business Review). JCR (Journal of Consumer Research).**

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*Source:* Adapted from partial literature table outlined in (Wilson 2011).

## ***2.2.Components of BRQ***

Some studies have considered consumer-brand relationships as mainly exchange relationships, suggesting that the measurement of brand relationship strength in the domain of consumer products is similar to that in relationship marketing (Valta 2013). Relationship marketing emerged from, and was believed to be more appropriate in, the business-to-business and service domains (Sheth 2011). Furthermore, most empirical research on BRQ has been conducted in developed market conditions, mostly in Western (For instance, Fournier 1998; Park, Kim, and Kim 2002; Thorbjørnsen et al. 2002; Aaker, Fournier, and Brasel 2004; Huber et al. 2010; Albert, Merunka, and Valette-Florence 2013). Some research has examined BRQ as an outcome (Thorbjørnsen et al. 2002; Aaker, Fournier, and Brasel 2004; Chang and Chieng 2006; Mize and Kinney 2008), and others have examined it as a predictor of relationship outcomes, including repurchase intention and actions to support brands (Park, Kim, and Kim 2002; Kressmann et al. 2006; Breivik and Thorbjørnsen 2008; Huber et al. 2010). Given the above discussion and the research background presented in Chapter 1, there is a need to examine the relationships between BRQ and other related constructs in the context of an emerging market such as Vietnam.

Researchers are highly interested in the forecast and control of the maintenance of consumer-brand relationships. A focus of attention has been on the quality of these relationships (so-called BRQ; e.g., Fournier 1994; 1998). Since the growth of a strong consumer-brand relationship is expectant to positively affect consumers' behavioral responses, marketers are trying to find ways to strengthen the ties between the brand and the consumer by continuously improving the level of BRQ (Nyffenegger et al. 2015). Thus, BRQ is aware of the consumer and reflected in his thoughts, feelings, and behaviors towards a brand (Fournier1994). Brand relationship quality is an indicator, developed by (Fournier 1998), representing the strength and depth of the relationship between a person and a brand and it reflects six cognitive and effective relationship-building concepts. Also, Nyffenegger et al. (2015) empirically validate that the cognitive and the affective/emotional beliefs of customers about services and brands have a distinct influence on several brand loyalty manifestations. They also argue that this two-dimensional BRQ (hot and cold BRQ) conceptualization has important

implications for better understanding the role of BRQ in establishing and developing strong consumer-brand relationships (Nyffenegger et al. 2015).

Therefore, this study extends the work of Nyffenegger et al. (2015) as follows. Firstly, Nyffenegger et al. (2015) examined the effect of cognitive and emotional elements on attitudinal and behavioral loyalty, which has certainly advanced understanding. Secondly, Nyffenegger, Malär, and Krohmer (2010) investigated the effect of BRQ, which manifests itself via cognitive components (i.e., trust and satisfaction) and emotional components (i.e., passion, intimacy, and commitment), on attitudinal and behavioral loyalty. According to Nyffenegger et al. (2015), trust and satisfaction are regarded as a unidimensional construct called cold BRQ; they also treated passion, intimacy, and commitment as a unidimensional construct and called it hot BRQ. This research investigates the role of hot and cold BRQ as two components of BRQ in the products/brands context, largely based on a distinction between hot and cold attitudes (Park and MacInnis 2006). Moreover, study centered on measuring and evaluating brand personality scale (BPS) and BRQ, is developing but is, comparatively, still in its infancy. There have been a select academic and business community interest in both domains (Melser and Ringham 1998; Willis 2000). Brand personality is critical for building the consumer-brand relationship. Fournier (1994; 1998) believes there is a need to investigate the impact of brand personality on BRQ.

Nyffenegger, Malär, and Krohmer (2010) argued the effect of BRQ, which manifested itself via three emotional factors (i.e., passion, intimacy, and commitment) and two cognitive components (i.e., trust and satisfaction). In this research, we adapt and consider the three emotional factors as hot BRQ and the two cognitive components as cold BRQ (Nyffenegger et al. 2015).

### **2.2.1 Two components of BRQ**

#### **2.2.1.1. Hot BRQ**

Nyffenegger et al. (2015) argued that the effect of BRQ which represents via three emotional dimensions (i.e., passion, intimacy, and commitment) is associated with the brand and consists of consumers' feelings and connections to the brand; the authors called it hot BRQ. According to Nyffenegger et al. (2015), following Carroll and Ahuvia (2006), hot BRQ is defined as “the strength and intensity of a consumer's personal connection and closeness with a brand based on the positive feelings the consumer develops for the brand”. These feelings represent the hot effect from the brand's linkage to the self ( Park and MacInnis 2006).

Moreover, Nyffenegger et al. (2015) regarded hot BRQ to be based on the triangular theory of love (Sternberg 1986), assuming that there are three fundamental dimensions underlying the varieties of love which people experience. Intimacy refers to those feelings that foster closeness, boundedness, and connectedness to a partner. Intimacy can be considered to include the ‘warm’ components of love because it encompasses feelings of comfort and tenderness in a relationship. Passion consists of motivational and other sources of arousal, including not only sexual arousal but also needs for self-esteem, affiliation dominance/submission, and self-actualization. Commitment involves deliberate choice, first in the decision to love someone and then in the decision to maintain that love. This study proposes that hot BRQ consists of the factors passion, intimacy, and commitment.

- **Passion**

Baumeister and Bratslavsky (1999, p. 51) describe the term of passion as “almost any strong emotional state” and “a state of profound physiological arousal”. Baumeister and Bratslavsky (1999, p.52) provide another definition and show that passion involves “strong feeling for another person”. These feelings are typically characterized by “physiological arousal and the desire to be united with the other person in multiple senses” (Baumeister and Bratslavsky 1999, p.52). Thus, interpersonal passion considers



the partner's presence in the person's opinions, the idealization of both the partner and the interaction, sexual appeal, and desire for reciprocity (Hatfield and Sprecher 1998).

The term of 'passion' is also used in the context of objects and brands (Holbrook and Hirschman 1982; Belk, Ger, and Askegaard 2003; Albert, Merunka, and Valette-Florence 2008), it is also employed in the current study: Belk, Ger, and Askegaard (2003) consider passion as a strong emotion and as a motivating factor behind many consumption decisions. Bauer, Heinrich, and Martin (2007, p.2) defined brand passion as "a primarily effective, extremely positive attitude toward a specific brand that leads to emotional attachment and influences relevant behavioral factors" in a consumption context, which "describes the zeal and enthusiasm features of consumer-brand relationships" (Keh, Pang, and Peng 2007, p. 84). A passionate consumer engages in an emotional relationship with the brand and misses the brand when it is unavailable (Matzler, Pichler, and Hemetsberger 2007).

Considering in the context of branding, brand passion appears to be an intense feeling in consumers toward the brand (Hatfield and Sprecher 1998; Thomson, MacInnis, and Park 2005; Bauer, Heinrich, and Martin 2007). This feeling suggests the customer's willingness to build a close relationship with the partner (brand) and his or her physiological rousing from possessing or consuming that brand (Baumeister and Bratslavsky 1999).

- ***Intimacy***

The term 'intimacy' is related to "an awareness of the internal sphere, the most inward reality of the other person" (Perlman and Fehr 1987, p.14) and McAdams and Vaillant (1982) describe it as "a recurrent preference or readiness for experiences of close, warm and communicative interpersonal exchange" (p.578). Rubin (1970, p.265) primarily queries this appeal for ease and affiliation with another individual. Emotional closeness in the absence of intimacy is impossible by this definition. Several studies validate Sternberg's model empirically (Hendrick and Hendrick 1989; Chojnacki and Walsh 1990; Lemieux and Hale 2000). On the basis of his research, Hendrick and Hendrick (1989, p.784) highlights that his results are consistent with other studies, backing intimacy as a facet "of a higher-order construct of love". Many researchers support the

notion that consumers can build strong relationships and closeness to products and brands or even think of these things as parts of themselves and their personality (Belk 1988).

- *Commitment*

In this study, we use the term ‘commitment’ to refer to consumers’ ultimate connection disposition, encompassing beliefs, attitudes, and behaviors toward the brand and their relationship with that brand (Solomon, Russell-Bennett, and Previte 2012). Commitment is a fundamental and powerful concept that can only be fully understood and applied if broken down into its major dimensions. Thus, we propose that commitment derives from a combination of the personal and functional characteristics of developing the consumer-brand relationship (Hess and Story 2005).

Rosenblatt (1977, p. 73) defines commitment as “an avowed or inferred intent of a person to maintain a relationship”. It represents “long-term orientation, including feelings of attachments to a partner and desire to maintain a relationship, for better or worse” (Rusbult and Buunk 1993, p. 180). In different conceptions of love, commitment is a core component (Aron and Westbay 1996). In Sternberg’s model, decision/commitment determines love as one of three factors: it reflects “in the short term, the decision that one loves someone else and in the long term, the commitment to maintain that love” (Sternberg 1986, p. 119).

This research includes studies of marketing and product development that investigate emotional behavior obtain from product and brand chances. Practitioners and researchers agree that emotion is strongly connected to brand-related behavior. The intensity of emotion is also related to purchase behavior. The intensity of emotion is related to purchase behavior (Yi and Baumgartner 2004). Travis and Davis (2000, p. 9) argue that “How your consumers feel about your brand isn’t a casual question. It is the crucial question.” Theories of affect in psychology research have demonstrated that different emotions are associated with different behavior responses (Lazarus 1991). Interest in emotions related to product and brand strategy is not surprising, given the hedonic benefits of emotional reaction and connection (Franzak, Makarem, and Jae 2014).

#### 2.2.1.2. *Cold BRQ*

This second component is based on the conceptualization of relationship quality in the relationship marketing field, where satisfaction and trust are often considered as the main dimensions (Crosby, Evans, and Cowles 1990). According to Nyffenegger et al. (2015, p.90), cold BRQ is “the strength and depth of a consumer’s belief in an evaluation of the service brand’s performance”. This cold BRQ component is based on objective relevant beliefs and is rather cognitive in nature. Satisfaction and trust each require a cognitive evaluation and reflect thoughts about the relationship partner (Selnes 1998).

- ***Trust***

The trust construct is variously defined as “a generalized expectancy held by an individual that the word of another can be relied on” (Rotter 1967, p.651); “a sense of internal security, a confidence that one will find what is desired from another versus what is feared” (Holmes and Rempel 1989); “the extent to which a person is confident in and willing to act on the basis of the words, actions, decisions of others” (McAllister 1995, p.24); and uniquely in the consumer domain, “the willingness of the mean consumer to depend on the capability of the brand to perform its stated function” (Chaudhuri and Holbrook 2001).

Furthermore, trust is the most essential attribute any brand can own (Bainbridge 1997; Scott and Fratcher 2000; Smit, Bronner, and Tolboom 2007). García et al. (2000) consider that much of the vocabulary of modern brand building uses words connected with personal relationships, such as trust: for (Blackston 1992), trust is one important component of consumers’ relationship with brands.

Moreover, the absence of brand trust in Fournier’s (1998) framework, despite it having emerged as a crucial characteristic of a desirable connection in a diversity of disciplines, calls our attention. Researchers from basic disciplines such as psychology and sociology view trust as a cornerstone and one of the most preferred qualities in any close relationship (Holmes and Rempel 1989) or as an integral part of human relations (Larzelere and Huston 1980). Trust is more applied in areas like management and

marketing: many authors assume that trust is an key element of relationships in a business environment (Dwyer 1997; Morgan and Hunt 1994; Hess 1995).

All in all, trust is an crucial variable affecting human relationships at all levels (Rotter 1980). Therefore, if concepts and theories from research on interpersonal relationships are used to characterize and evaluate consumer-brand relationships, trust should be analyzed as another facet of the bond between consumers and brands (Delgado-Ballester, Munuera-Aleman, and Yague-Guillen 2003). Importantly, based on the brand context, trust represents a consumer's beliefs about the reliability, safety, and honesty of a brand (Chaudhuri and Holbrook 2001) and hence reflects his or her confidence that the brand is dependable and competent (Nyffenegger et al. 2015).

- *Satisfaction*

Tse and Wilton (1988, p.204) defined satisfaction as “the consumer’s response to the evaluation of the perceived discrepancy between previous expectations and actual performance of the product as perceived after its consumption”. Additionally, it is defined as “an emotional response to the experiences provided by or associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall marketplace” (Westbrook and Reilly 1983, p.4). According to Nam, Ekinici, and Whyatt (2011) argue that customer satisfaction is an overall emotional customer response to the entire brand experience after the last buy. Satisfaction determines future purchase patterns and it enhances desire for the product or service (Bennett and Rundel-Thiele 2005). Moreover, satisfaction is a necessary but not sufficient component of customer repurchase intention for a brand, with an increase in satisfaction leading to an increase in consumer repurchase intention (Bolton 1998; Bennett and Rundel-Thiele 2005). The idea of satisfaction is considered here as an indirect origin of consumer repurchase intention for a brand, for two reasons. Firstly, satisfaction is linked to loyalty; the earlier concept seems to explain consumers’ buying habits, including all of their consistent purchasing behaviors (Bennett and Rundel-Thiele 2005). Secondly, satisfaction with the preferred brand is only one of the determinants of customer repurchase intention for a brand (Selnes 1993).

## **Section 2. Antecedents and Consequences of Two Components of BRQ**

There are several potential antecedents that may have an impact on the hot and cold components of BRQ. However, the variation and the different effects of certain types of antecedent on hot and cold BRQ variables was only noted recently. Nyffenegger et al. (2015) examined the impact of self-congruence and partner quality on customers' emotional and cognitive antecedents of BRQ. This research builds on the work of Nyffenegger et al. (2015) in order to see the relationship between brand personality and BRQ through the two most critical factors that surfaced, which were self-congruence and the partner quality of the BRQ.

### ***1. Antecedents of Hot and Cold BRQ***

#### ***1.1. Self-congruence***

Self-congruence describes consumers' psychological state when they compare their self-concept with the image or personality of a company or a brand (Sirgy 1982, 1985). A high level of self-congruence indicates a good match between the consumer and the company or brand (Chatman 1989). Consumers are often motivated to grow self-congruence because they want to maintain and act upon their self-concept (Malhotra 1988). More specifically, two self-motivational needs, self-consistency and self-esteem, are said to stimulate consumers' psychological comparison processes (Sirgy 1982; Chatman 1989). The self-consistency motive indicates that consumers want to retain their comfortable and favorable self-concepts. The self-esteem motive refers to consumers' desire to show themselves to be competent and worthy (Dunning 2007).

The self-concept connection represents "the degree to which the brand delivers on important identity concerns, tasks, or themes, thereby expressing a significant aspect of self" (Fournier 1998, p.364). The items are specifically designed to assess "the bonds formed between the brand and the person's current (real or ideal) self-concept or image" (Fournier 1994, p.137). In numerous respects, this is a self-congruity assessment for the brand and consumer relationship. Gifford (1997) outlines that it is broader in context than image matching and the construct assesses whether the brand can assist in addressing a life issue—for example, the need to belong or the fear of growing old.

Thus, the consumer-brand partners “share common interests, activities, and opinions” (Aaker 1996). Overall, this construct assesses whether there is a belief that the partner has much in common.

There is a problem with how to match the brand personality and human personality to enable the self-congruence issue to be accurately assessed (Aaker and Fournier 1995) brand personality structure is not the same as the human personality structure. As has been highlighted, not all consumers use brands to supplement self-congruency in general (Hughes and Guerrero 1971). An alternative explanation is that for many low-involvement products, consumers may not be able to assimilate and relate the information to notions of self. The information is not fully activated within the consumers’ self-schema for low-involvement products and, in some instances, purchasing may be either conscious or subconscious (Bargh 1994). That is consumers apparently do not expend the cognitive effort that would produce a self-congruity effect (Barone, Shrimp, and Sprott 1999). The same issues come to the fore for consumer personality-brand personality congruence assessment, therefore making this concept a difficult measurement proposition (Aaker 1996).

Congruence evaluation for brand personality and human constructs is not implemented in this study. The specific effect of brand personality on BRQ is given precedence over a new scale development for self-congruity, given that my previous attempts to utilize a self-congruity approach demonstrated mixed results in achieving such a bold objective. It will become apparent that a construct called the self-concept connection is one of the key constructs within the BRQ domains and, although it is different from personality congruence, it does assess overall self-connection, providing a surrogate measure of the concept.

### ***1.2. Partner Quality***

According to Fournier (1998) is defined partner quality as “a consumer judgment of the brand’s reliability and predictability in executing its partnership role”. The notion of brand partner quality is indicated by a parallel indicator of the individual's estimation of the brand’s performance in its partnership role. This evaluation is confirmed by the level of which the brand is seen to process certain personality traits opportunity to

continue association success (Fournier 1998). This is only natural that a customer will look for some positive facets in the brand “such as dependability, trustworthiness, and accountability” (Gifford 1997, p.9). This aspect also contains an evaluation of the viewpoint of the other partner and a perception of whether the brand respects and treats them as a valued customer (Aaker 1996). Moreover, the perceived ability of the part enactments made by the partner has been connected to interaction quality and satisfaction (Burr 1973). Overall, this evaluation combines role enactment cognizances of the partner. Fournier (1998) theorizes that partner quality reflects a positive orientation toward the customer, as well as dependability, reliability, predictability, and delivery of the association contract. The profits obtained from increase partner knowledge are that consumers grow to trust and comfort as well as perceived brand responsibility.

## ***2. Consequences of Hot and Cold BRQ***

### ***2.1. Willingness to Pay Price Premium***

Many different concepts are used in the marketing literature to study consumer responses to prices. As part of the price perception process, willingness to pay (WTP) is closer to price judgment (reference price, acceptable price) and is related to other variables that impact on decision-making (satisfaction, loyalty, and culture) (Le Gall-Ely 2009). Willingness to pay is defined as “the maximum price a buyer accepts to pay for a given number of goods or services” (Wertenbroch and Skiera 2002, p. 228). WTP is assimilated to the reservation price (Kalish and Nelson 1991; Kristensen and Gärling 1997) or the ‘floor reservation price’ when the latter is conceptualized in terms of margin (Wang, Venkatesh, and Chatterjee 2007). The willingness to pay a price premium is defined as “the amount a customer is willing to pay for his/her preferred brand over comparable/lesser brands of the same package size/quantity” (Aaker 1996). Therefore, WTP as a price premium is a measure of the value that a person assigns to a consumption or user experience in monetary units (Aaker 1996).

## ***2.2. Consideration Set Size***

According to Nedungadi (1990, p.263) is defined “consideration set size as the subset of a brand in mind on a particular choice occasion”. This definition has been widely used by many researchers and is different from the previous definition in that the consideration set is linked to “a particular choice occasion”. The early stages of study in this field used the concept of “evoked set” (Howard and Jagdish 1969, p.46), which can be seen as the precursor of the consideration set.

In prior research, the consideration set is shown to be affected by how consumers cognitively organize product categorization in their minds (Desai and Hoyer 1994). Since the consideration set includes the alternatives retrieved from memory or brought to mind by some form of external cue, the consumer's cognitive organization of products plays an essential role (Rortveit and Olsen 2007). Although there is substantial agreement about this effect, there are dual streams in the research. The first is the bottom-up view, where product categories are based on product similarities, also called taxonomic categories; the second is the top-down perspective, where categories are derived from the consumer's targets on a particular choice occasion (Warlop and Ratneshwar 1993).

Consideration set size depends on a variety of factors, including demographic variables such as age, educational level, and family size (Reilly and Parkinson 1985) as well as the usage situation (Aurier, Evrard, and N’Goala 2000), brand commitment (Desai and Hoyer 2000), and consumer innovativeness (Jung and Kim 2005).

Consideration set formation is the fundamental stage of pro-choice decision-making (Hutchinson, Raman, and Mantrala 1994). Consideration set composition can be used to understand consumer choice strategies, brand loyalty, and changes in market share that are independent of brand assessment (Nedungadi 1990). In fact, it is the inherent instability of the composition of a consumer’s consideration set that creates an opportunity for brand managers to increase a brand’s market share (Desai and Hoyer 2000). Consideration set composition depends on a consumer’s screening criteria and



screening process. When consumption goals are well defined, “the screening is based on the benefits desired for a particular usage situation” (Nedungadi 1990).

### ***2.3. Word-of-Mouth***

A widely accepted notion in consumer behavior is that word-of-mouth (WOM) communication plays an important role in shaping consumers’ attitudes and behaviors (Brown and Reingen 1987). Katz and Lazarsfeld (1955) found WOM seven times more effective than newspaper and magazine advertising and four times more effective than radio advertising in influencing consumers to switch brands. In fact, several studies suggest that favorable WOM is the ultimate product success factor because personal sources are viewed as more trustworthy (Murray 1991).

Much of the existing WOM research uses an experimental method and focuses on the favorableness of the communication (e.g., whether the communication is favorable or unfavorable to the product or brand) (Zeithaml et al 1993). Moreover, Arndt (1967) examined whether persons who were predisposed to purchase a product were more likely to receive WOM communications about the product or brand and be affected by the favorableness of those communications. Persons interviewed regarding the purchase of a new product or brand were questioned about comments they made to others and comments they received from others. Arndt thus reported that persons predisposed to purchase (who, in fact, purchased the new product or brand) were more likely to receive favorable WOM from others.

Moreover, WOM communication is defined as “an informal, person-to-person communication between a perceived noncommercial communicator and a receiver concerning a brand, a product, an organization, or a service” (Anderson 1998, p.5). It is an exchange of information between individuals (King and Summers 1970). Moreover, word-of-mouth can also be defined as an act of telling at least one friend, acquaintance, or family member about the personal experience with a satisfactory or unsatisfactory product or retail establishment (Richins 1983). In a similar vein, Maru File, Judd, and Prince (1992, p.5) defined WOM as “recommending the firm and the service to others as well as communications with the firms”. These informal interpersonal communications are evaluative in nature, wherein consumers relate positive or negative

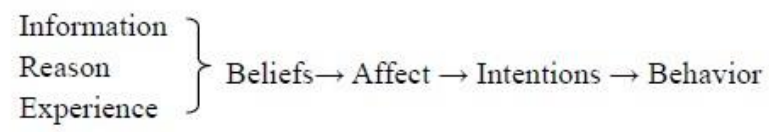
information to others in the form of recommending or warning against patronizing a seller's operation (Richins 1983). Many researchers have contended that the WOM communication process is one of the most powerful forces in the marketplace (Mowery, Oxley, and Silverman 1996) because the informal information from WOM communication is thought to have strong impacts on consumers' evaluation of products and/or sellers and future purchase decisions (Richins 1987).

### ***3. Brand Purchase Intention***

Purchase intentions are personal action tendencies relating to the brand (Bagozzi et al. 1979). Intentions are distinct from attitudes. While attitudes are summary evaluations, intentions represent the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior (Eagly and Chaiken 1993). Thus, a brief definition of purchase intentions is an individual's conscious plan to make attempt to purchase a brand. In Fishbein and Ajzen's (1975) formulation, attitudes influence behavior through behavioral intention. Past studies indicate that the link between attitude toward the object and behavior is not always clear. In some cases, attitudes have a direct effect on behaviors (Bagozzi and Warshaw 1990). In this research, we are concerned with behavioral intention.

Behavioral intentions are viewed as among the most crucial constructs in consumer behavior research. Behavioral intention can be an indicator of whether the customer will remain with or defect from a firm (Zeithaml, Berry and Parasuraman 1996): it reflects a consumer's planned actions to be taken at some future point in time (Malhotra 1998). Attitude-behavior consistency has been studied by many researchers in marketing (Ajzen and Fishbein 1977). One basic theory is that attitudes both affect and are affected by behavior. Behavior can be predicted from attitudes through a one-way association (Foxall and Goldsmith 1994): attitude to behavior. However, when attitudes are themselves influenced by past behavior, the relationship between attitudes and behaviors is more complicated. Attitudes usually affect behavior through a two-way process (Foxall and Goldsmith 1994), as demonstrated in Figure 5.

**Figure 5.** Attitude to behavior



## **Conclusion to Chapter 1. Brand Relationship Quality**

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In Chapter 1, relevant theories have been discussed with parent and related literature for the main domains under investigation. BRQ is one of the most important structural models of this study and has become a central construct in understanding the long-term evaluation of brands by consumers. It is obvious that there is a necessary need for research into the effects of BRQ aspects of branding in emerging markets such as the Vietnamese market.

According to Nguyen, Nguyen, and Barrett (2008), Vietnamese consumers' buying habits have shifted from buying unbranded products to branded ones. Based on a recent survey "Vietnamese consumers more careful than global peers: GfK" (Viet Toan 2013), Vietnamese consumers are becoming more sophisticated in terms of making a purchase decision; they always think twice before making a purchase. The survey findings also indicated that "55 percent of Vietnamese consumers spend quite a lot of time researching information on the brand, being 12 percent higher than the global average" (Viet Toan 2013).

Moreover, Vietnamese consumers are still in love with foreign brands, not only because they are imported, but they are also very well established in the minds of consumers. While Vietnamese consumers are now ready to pay for the brands that they love, Vietnamese brands have not yet built a strong position in the minds of consumers, unlike competing well-known imported products. In addition, Vietnamese firms have not fully recognized the important role of brands (Thuong Hieu Viet 2015).

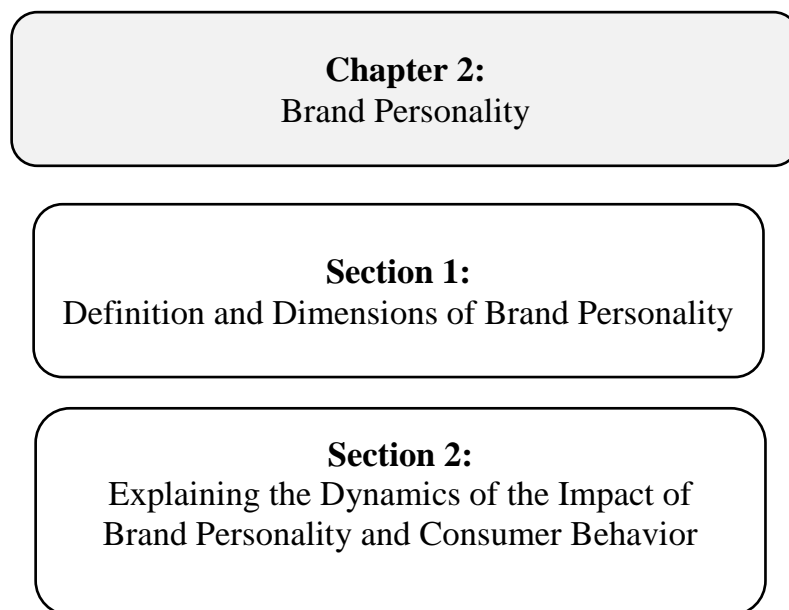
Therefore, the current research builds on the work of Nyffenegger et al. (2015) in order to see its gaps when applied to a developing market as Vietnamese market. Specifically, this chapter introduced theories to see the effects of two components of BRQ and its antecedents and consequences on brand purchase intention toward the target Vietnamese market. BRQ can also help firms understand consumer behaviors based on two components of BRQ: hot BRQ (commitment, intimacy, and passion) and cold BRQ (satisfaction and trust) in order to figure out how it affects brand purchase intention.

Moreover, according to the discussion, the relationship affects consumers' responses to the behavioral brand purchase intention. Therefore, to further understand the factors affecting this, in the next chapter we will briefly introduce and explore the impacts of brand personality on BRQ.

## Chapter 2. Brand Personality

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This chapter introduces the concept of brand personality. The organizational structure of the chapter is in two sections. After introducing the basic concept of the study, the first section reviews definitions and components of brand personality. The second section covers the basic relationship between brand personality and brand relationship quality.



**Figure 6.** Chapter 2 framework

## **Section 1. Definition and Dimensions of Brand Personality**

### ***1. Brand Personality Defined***

Aaker (1997) defined brand personality as a “set of human characteristics associated with a brand”. The Aaker definition has been criticized, however, for being too broad and encompassing associations outside of traits. According to Azoulay and Kapferer (2003, 347) assume Aaker (1997) definition of brand personality “as a facet of brand identity, but as a broader construct”. There is then the risk of combining several aspects of brand identity into that overall construct mentioned by Aaker (1997) as brand personality. As a result, these authors recommend that marketing researchers adopt a stricter definition of brand personality in order to later get a more accurate measure of that concept. Ambroise et al. (2005) also criticize the establish definition of being general. It can lead the measuring of brand personality traits to include ad hoc terms that exist in no human personality measurement device. The scale proposed by Aaker (1997) encompasses traits that have no equivalent in respect of human personality (for example, sophistication and ruggedness) and personality traits that correspond more to social appreciation (for instance, outdoorsy, up-to-date, or upper class).

Plummer (2000) and Durgee (1988) confirmed the significant importance of brand personality for difference and as a resource for advertising and publicizing the brand. Aaker (1997) states that “brand personality reflects a richer and more interesting reality than any reality solely based on product attributes”. Biel (1993, p.67) describes “brand personality as a booster and a relevant component of the brand’s image: it is perceived value, since brand personality is part of an affluent figurative and symbolic vocabulary beyond that represented by the physical and functional attributes of the product/brand”. De Chernatony and Dall’Olmo Riley (1998, p.471) indicate to “brand personality as the way of sustaining its unique nature, highlighting psychological values, bearing in mind the ability of competitors to emulate and overcome functional advantages”.

Singh (2013, p.83) define “brand personality as how a consumer perceives the brand in dimensions that typically connect with a person’s personality”. As stated by these authors, there are many notions of brand personality, as is the case with the construct of a human personality. For instance, a brand personality is a constructed characteristic

that becomes a differential (Plummer 2000; Biel 1993), and can also be considered a metaphor that depicts characteristics that are considered stable (Caprara, Barbaranelli, and Guido 2001).

Recently definitions of brand personality have been put forward. Azoulay and Kapferer (2003, p.143) define the construct as “the set of human personality traits that are both applicant and relevant to brand”. Likewise, Ferrandi and Valette-Florence (2002) conceptualize “brand personality as all personality traits used to characterize the individual and associated with a brand”.

This does not mean that brand personalities can be defined simply in terms of the human personality dimensions presented previously. There are diverse research studies which seek to indicate an appropriate tool to measure brand personality. Some of them will be briefly presented in the following, before brand personality scale (BPS) is elaborated on in more detail (Aaker 1997). Furthermore, the potential determinants that can impact a brand’s personality will be interpreted.

## ***2. Dimensions of Brand Personality***

Studies of brand personality were initiated in the early 1960s. Until the mid-1990s, researchers used either ad hoc scales or personality scales taken from human personality psychology to examine a brand’s personality and to measure its effect on consumer purchase behavior. Both variants, however, are deficient with regard to their representativeness. Ad hoc scales are subjective and, as a consequence, may consist of brand personality traits which are not relevant or in turn exclude other important attributes. On the other hand, scales taken from human personality psychology have the disadvantage that they are not directly applicable to brands. Some dimensions of the human personality are transferable to brands but others are not, as can be seen in Aaker’s brand personality scale (Aaker 1997).

Aaker (1997) suggested that the five dimensions of brand personality scale (BPS) were generic and could be used to measure brand personality across product categories and cultures. The authors also called for further research into the stability of the brand personality dimensions across cultures. Since then, several studies have examined the



applicability of the scale in various settings and across cultures. For example, Aaker, Benet-Martinez, and Garolera (2001) investigated the brand personality structures of commercial brands in Japan and Spain. For both countries, a five-dimensional structure was found, but some dimensions differed from those in Aaker (1997) study in the United States. The peacefulness dimension emerged in both cultures, while passion was specific to the Spanish culture. Even though some of the dimensions were common to all three cultures—namely, excitement, sincerity, and sophistication—the individual personality traits comprising these dimensions differed.

Supphellen and Grønhaug (2003) study in Russia provided another cross-cultural validation of the BPS, using the Ford and Levi's brands. As in Aaker's (1997) findings, the authors found five dimensions, which they identified as successful and contemporary, sincerity, excitement, sophistication, and ruggedness. The first dimension consisted of traits from four different BPS dimensions, while the other four resembled those in Aaker (1997). The authors' findings provide further evidence that brand personality adjectives may shift from one dimension to another depending on the culture. Overall, the authors agree with Aaker's (1997) contention that the BPS is probably less cross-culturally robust than human personality measures.

Aaker (1997) BPS has been not only replicated and extended across cultures but also applied to a different setting. As we depict in Table 5, although the majority of the studies using the BPS have been carried out within commercial brand settings, there exist some notable uses of its application in other contexts. Unlike previous research focusing on the brand personality of consumer goods and services in the profit sector, Venable et al. (2005) investigated the role of brand personality in non-profit organizations. Using Aaker (1997) BPS and further complementing it with the results of qualitative studies, Venable et al. (2005) found four dimensions of brand personality for non-profits organizations: integrity, nurturance, sophistication, and ruggedness.

**Table 5:** Resemblance of Brand Personality dimensions to the Big-Five dimensions.

<b>Authors</b>	<b>Country</b>	<b>Big Five-like Dimensions</b>	<b>Other Dimensions</b>
Aaker (1997)	US (brands)	Sincerity Excitement Competence	Sophistication Ruggedness
Aaker (2000)	Japan (brands)	Sincerity Excitement Competence	Sophistication
	Japan (brands)	Sincerity Excitement Competence Peacefulness	Sophistication
Aaker, Benet-Martinez And Garolera (2001)	Spain (brands)	Sincerity Excitement Peacefulness Passion	Sophistication
Bosnjak, Bochmann, Hufschmidt (2007)	Germany (brands)	Drive Conscientiousness Emotion Superficiality	
Caprara, Barbaranelli, and Guido (2001)	Italy (brands)	Markets of 1 and 2	
d'Astous and Lévesque (2003)	Canada (stores)	Enthusiasm Unpleasantness Genuineness Solidity	Sophistication
Davies, Chun, Vinhas da Silva, and Roper (2004)	US (brands)	Agreeableness Enterprise Competence Ruthlessness	Chic
Ferrandi, Valette- Florence and Fine Falcy (2000)	France (brands)	Sincerity Dynamism Robustness Conviviality	Femininity
Helgeson and Suppellen (2004)	Sweden (retailers)	Modern	Classic
Hosany, Ekinici, and Uysal (2006)		Sincerity Excitement Conviviality	
Kim, Han, and Park (2001)	Korea (brands)	Sincerity Excitement Competence	Sophistication Ruggedness
Milas and Mlačić (2007)	Croatia (brands)	Conscientiousness Extraversion Agreeableness Intellect Emotional Stability	
Smith, van den Berge, and Franzen (2000)	Netherlands (brands)	Competence Excitement Gentle Distinction	Ruggedness

		Annoyance	
Sung and Tinkham (2005)	US (brands)	Likeableness	Sophistication,
		Trendiness	Ruggedness
		Competence	White collar,
		Traditionalism	Androgyny
	Korea (brands)	Likableness	Sophistication
		Trendiness	Ruggedness
		Competence	Western
		Traditionalism	Ascendancy
Venable, Rose, Bush, and Gilbert (2005)	US (non-profit)	Integrity	Sophistication
		Nurturance	Ruggedness

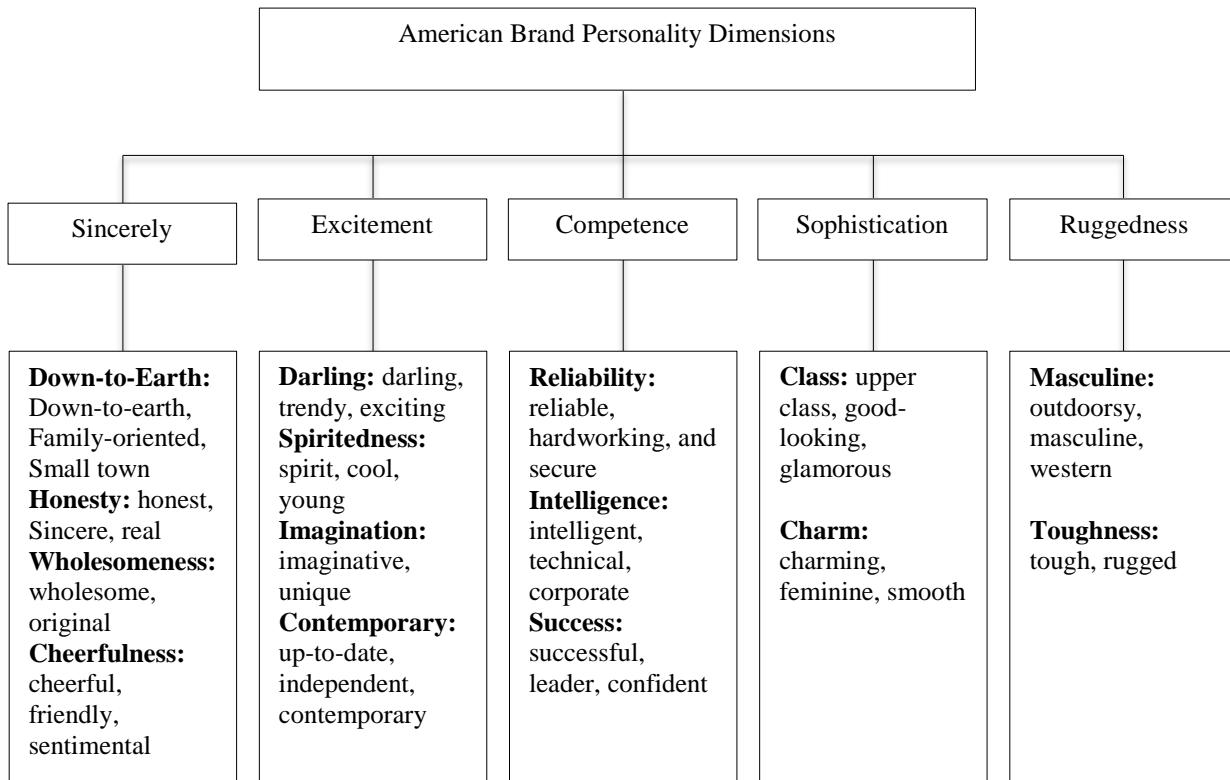
*Source:* A new measure of brand personality Geuens, Weijters, and De Wulf (2009).

### **3. The Aaker Brand Personality Scale**

Recognizing the important role of brand personality for marketers, Aaker developed a framework intended to capture the key dimensions of brand personality. She proposed the framework as a standard universal way to measure brand personality. Aaker employed a rigorous set of procedures to develop and evaluate her brand personality scale. She began by assembling a list of traits used to measure the human personality in psychology and marketing studies. She then conducted a qualitative study in which she asked respondents to identify all of the traits that readily came to mind when thinking about specific brands. Those procedures generated an introductory list of 309 discrete traits.

As is clearly seen from the above-mentioned research studies, the brand personality construct was without a generally valid measuring instrument for a long time. Based on the insufficiency of suitable brand personality study methods, (Aaker 1997) intended to remedy this deficit by developing a suitable model which was valid and generalizable across product categories. The brand personality scale (BPS) she developed was a pioneering work on the overall dimensions of brand personality and has had an enduring influence on the field of consumer behavior study.

An important contribution of Aaker's research involved validating a brand personality scale. The BPS is a 42-item scale measuring brand personality (Aaker 1997). In the US, brand personality has shown a clear five-factor structure similar to the Big Five personality traits featured in personality psychology.



**Figure 7.** American Brand Personality Dimensions and their facets *Source:* (Aaker 1997)

Regarding the personality trait generation in stage one of her research, Aaker (1997) collected potential brand personality traits by analyzing existing personality scales from psychology and those used by marketers, as well as by interviewing probands within the frame of a qualitative research study. The obtained pool of brand personality traits was narrowed down to a non-redundant, more manageable set in further researches until the most appropriate brand personality traits could be identified. As a result of her research, Aaker defined five dimensions that best represent a brand's personality, these being sincerity, excitement, competence, sophistication, and ruggedness. Moreover, she confirmed the characteristics which are subsumed under each brand personality dimension. The five dimensions with their respective facets (attributes with highest item-to-total correlation) are shown in Figure 7.

As we can see from the above framework, Aaker's BPS can be related to the Big Five human personality traits. For instance, sincerity and agreeableness are both related to warmth and acceptance, whereas excitement and extraversion summarize the concepts of sociability energy and activity. Moreover, the two personality dimensions of competence and conscientiousness are related to one another as they both consist of the ideas of responsibility, dependability, and security. In contrast to the first three brand personality dimensions, the two remaining dimensions, sophistication and ruggedness, cannot be related to any of the Big Five personality traits (Aaker 1997). Aaker (1997) explains this through the innate versus the adopted parts of human personality. She argues that the three brand personality dimensions of sincerity, excitement, and competence find an equivalent in the human personality since they are related to innate parts of the human psyche. However, sophistication and ruggedness are characteristic dimensions which people often desire to have but which they do not necessarily possess. They are not innate parts of the human personality and are thus, if at all present, learned by the individual.

#### ***4. Evaluation of Aaker's Brand Personality Scale***

Aaker (1997) was the first researcher who managed to develop a valid and reliable measuring instrument for the brand personality construct (Hieronimus 2003). Her BPS found wide acceptance among other researchers and has been used in many brand personality related studies. However, despite its general acceptance, its validity has been tested in various researches, wherein most studies focused in particular on two aspects: the applicability of the BPS within different product categories and its international applicability (Hieronimus 2003).

##### ***4.1. Applicability across Product Categories***

Aaker's BPS has been applied to various product categories such as restaurants, personal computers, or beers. Even though most studies were not able to fully replicate Aaker's BPS, they generally support her five-factor solution (Hieronimus 2003). For instance, Hayes (1999), one of the first researchers who reviewed Aaker's brand personality structure in relation to sunglasses, came to the conclusion that the factor analysis generally failed to replicate the five-factor structure reported by Aaker (Hayes,

Strosahl, and Wilson 1999). Subsequently, Hayes reduced the 42-item scale to fourteen items to match his study outcomes. Therefore, Hayes could not fully validate Aaker's BPS but still followed its basic structure throughout his research.

Following a similar approach to Hayes, Wysong (2000) also failed to fully replicate Aaker's BPS in his research. In his study about the brand personality of US beer brands, he used Aaker's brand personality dimensions as a basis but had to adjust the scale in four cases to fit the research object. Wysong himself explains the divergent results with reference to the individual research designs, the specific product category, and the choice of probands. Villegas et al. (2000) applied the BPS to the personal computer industry and came to the conclusion that even though Aaker's BPS could not be fully validated, it was a "useful tool in examining and measuring the personality of computer brands" (Villegas et al 2000, p.13). Their results are thus similar to those of Hayes and Wysong. Besides the studies presented at this point, more studies exist that examine the validity of Aaker's BPS: they approve her brand personality framework as a useful tool which can be used with little adaptation as a basis for further studies.

Some other scientists also studied the validity of Aaker's framework in other product categories. For example, Siguaw et al. (1999) conducted a validation study for restaurant brands and Kim (2000) examined Aaker's BPS for apparel brands. Most of the studies could not fully replicate the brand personality scale of Aaker (1997); however, they agree to the use of this framework in further studies of brand personality measurement with minor adjustments.

#### ***4.2. Applicability across Countries***

Concerning the BPS's international applicability, (Aaker 1997) herself mentioned the cultural generalizability as a limitation of her research study on brand personality dimensions. Having conducted studies in the USA only, she questioned the stability of her defined dimensions across cultures, which formed the basis for her future research. Aaker, Benet-Martinez, and Garolera (2001) published a new research paper in which her original findings were tested in a different cultural context. The rationale behind her assumption that the defined brand personality dimensions might differ among countries was the finding that brands are consumption symbols which carry a deeper meaning

(McCracken 1986). This implies that they represent an individual's values, beliefs, and behavioral patterns. Prevailing for the development of these values and beliefs is therefore the culture of each individual. Since culture, and thus values and beliefs, vary among countries (Hofstede 2001), Aaker questioned the cross-cultural stability of her defined brand personality dimensions. Thus, she intended to find out if the five dimensions carry universal or specific cultural meaning—that is, if they are alike or divergent among countries.

Besides Aaker's (2001) study about the BPS's international applicability in Spain and Japan; Ferrandi and Valette-Florence (2002) conducted a similar study examining Aaker's BPS in a French context, concluding a five-factor structure whereby four dimensions—excitement, sincerity, sophistication, and ruggedness—corresponded with the dimensions of Aaker. The fifth dimension, competence, could not be validated for the French context; instead, a new dimension, conviviality, was added to the scale. In the contrast to that, Smit (2003) did not use Aaker's BPS as a basis but created a wholly new brand personality scale for the Netherlands. Even though they used a similar method, they came to a slightly different outcome and concluded a six-factor solution of which only three—competence, excitement, and ruggedness—correspond with Aaker's BPS and three Netherlands-specific dimensions—gentle, annoying, distinguishing—are added.

Aaker (2001) choose two countries as study objects: Japan as representative of East Asian culture and Spain as an example of Latin culture. The research in both countries resulted in the determination of five brand personality dimensions. Hence, not all of them are identical to the five dimensions defined for the US: Japan and the US share four dimensions, which are excitement, competence, sincerity, and sophistication. The fifth American dimension, ruggedness, could not be verified for the Japanese context. However, peacefulness could be determined in place of ruggedness as a brand personality dimension specific to the culture of Japan. The Japanese brand personality dimensions with their respective facets are shown in Table 6. Spain and the US share only three dimensions of brand personality, being excitement, sincerity, and sophistication, which have universal cultural meaning, whereas competence, passion, and peacefulness are rather specific in their cultural meaning. Furthermore, sincerity, excitement and sophistication are the only dimensions which are shared by the US and

Spain. The fourth and fifth dimensions identified for Spain were peacefulness, similar to Japan, and passion.

**Table 6:** Summarizes the studies on the applicability of brand personality dimensions across cultures.

Author(s)	Description	Findings
Ferrandi and Valette-Florence (2002)	examined brand personality dimensions in a French perspective	Dimensions corresponding with Aaker's brand personality scale: Sincerity, Sophistication, Excitement, Ruggedness France Specific: Conviviality
Jennifer L. Aaker and Lee (2001)	examined the dimensions of brand personality across the cultures of Spain and Japan	Dimensions corresponding with Aaker's brand personality scale: Sincerity, Excitement, Competence, Sophistication, Japan Specific: Peacefulness Spain Specific: Peacefulness and Passion
Austin, Siguaw, and Mattila (2003)	measured the personality of US restaurant brands	Brand personality scale of Aaker (1997) does not generalize to individual brands within one product category
Hieronimus (2003)	examined the dimensions of brand personality in German context	Germany specific: Trust & Security, Temperament & Passion
B. Smit and Pilifosova (2003)	developed a new brand personality scale for the Netherlands	Dimensions corresponding with Aaker's brand personality scale: Competence, Excitement, Ruggedness Netherlands specific: Gentle, Annoying and Distinguishing
Supphellen and Grønhaug (2003)	examined the dimensions of brand personality in Russian context	Russian consumer's perceptions of brand personality possess similarities as well as differences with regard to western consumer's perception of brand personality
Rojas-Mendez, Erenchun-Podlech, and Silva-Olave	measured the personality of Ford brand in Chile	Identified brand personality dimensions: Excitement,



(2004)		Sincerity, Competence, and Sophistication
Sung and Tinkham (2005)	examined the dimensions of brand personality across the cultures of USA and Korea	Dimensions corresponding with Aaker's (1997) Brand Personality Scale: Competence, Sophistication and Ruggedness Korea Specific: Ascendancy and Passive Likeableness USA specific: Androgyny and White Collar
Chu & Sung (2011)	examined the dimensions of brand personality in the context of China	Dimensions corresponding with Aaker's (1997) Brand Personality Scale: Competence, Excitement, and Sophistication China specific: Joyfulness, Traditionalism, and Trendiness
Rojas-Méndez, Murphy, and Papadopoulos (2013)	examined perceptions of Chinese consumers about the American brand personality	Three main dimensions of U.S. brand personality viz. Amicableness, Resourcefulness, and Self-centeredness

**Source:** Ahmad and Thyagaraj (2014)

Another important validation study is the brand personality research conducted by Hieronimus (2003), who reviewed Aaker's BPS in a German context. (Hieronimus 2003) used a seven-dimensional scale as a basis for his research, whereby he took Aaker's original five-factor structure and extended it by the two additional dimensions found in Aaker, Benet-Martinez, and Garolera (2001) validation study for Spain and Japan. To ensure an accurate translation of Aaker's brand personality dimensions, Hieronimus used the German translation published in Esch (2001), which he further adapted to better suit the German context after discussions with marketing research experts from the *Gesellschaft für Konsumforschung* (GfK, translated as Organization for Consumer Research).

In conclusion, it can be said that even though Aaker's BPS is the most popular and most commonly used scale, it is not directly applicable across countries, as can be seen from the various validation studies. However, Aaker's work greatly contributed to the

advancement of brand personality research and provides a good basis for future research.

### ***5. Brand Personality Studies***

Numerous studies (Kim 2000; Aaker, Benet-Martinez, and Garolera 2001; Smit, Van den Berge, and Franzen 2003) have attempted cross-cultural replications of Aaker's BPS, while other studies have focused on applying brand personality to different contexts: corporate/organizational personality (Bromley 2000; Davies 2001); brand extension (Diamantopoulos, Smith and Grime 2005; Lau and Phau 2007); non-profit entity personality (Venables 2005); online personality (Okazaki et al. 2006); and sport sponsorship (Deane 2003). In this respect, there is a dearth of studies relating brand personality to other constructs with limited exceptions (Ambroise et al. 2004; Ekinci and Hosany 2006; Hosany, Ekinci, and Uysal 2006).

Aaker's (1995) scale forms the basis for most work undertaken. Table 7 summarizes the key publications. Studies completed in other contexts (e.g., corporate personality, brand extension, etc.) are not included. Overall, the studies demonstrate mixed replication results across countries with unique cultural settings. Cultures that have Western characteristics replicate well. That is, the Aaker (1995) BPS, when applied to large brand sets and samples, in most cases performs admirably in individualist cultures. Another notable finding after reviewing the body of studies is that there is a clear need for research to further explore the effect of brand personality on dependent measures. In general, the reconciled literature has concentrated on scale development and replication, with limited investigation into the impact brand personality may have on dependent variables. Such studies are scarce and normally include selected brand personality constructs (see Table 5 above). In conclusion, the Aaker BPS is the primary instrument selected by those instigating brand personality studies. Following this section, the literature concerning brand relationship quality is presented.

**Table 7:** Selected Review of Current Brand Personality Studies

Study Description/ Author(s)	Product/ Brand	Sample (N)	Methods Employed	Similar Dimensions	Different Dimensions	Dependent Variables Included	Results/Contents
<b>Aaker (1995; 1997)</b>	Four products groups/37 brands. Hold out sample: 20 brands	USA National random sample. N=631 Hold out sample: N=180	Exploratory (EFA: Q analysis) and Confirmatory Factor Analysis (CFA). Cluster Analysis. Correlation Analysis	The contemporary study established: Sincerity, sophistication, ruggedness, competence, and excitement.	Nil. This is the baseline study with which others are compared.	Preference.	This is the first study that reinvigorated the study of brand personality. Three of the factors closely mirrored human personality trait (i.e., sincerity/agreeableness, competence/conscientiousness and sophistication/extraversion). Sincerity is only constructing significantly correlated with preference. 45 item scales.
<b>Ferrandi, Valette-Florence, and Fine-Faley (2000)</b>	Three product groups and 12 brands were studied	French Convenience student sample N=246	EFA Principal Components Analysis and CFA French language back translation of BPS (Aaker, 1997)	Sincerity	Dynamism, femininity, robustness, and conviviality	Nil.	33 item validated scale developed in French. The interpretation that Aaker (1997) scale may be different from one country to the next. Acknowledgment that their work is exploratory due to methods employed requiring further validation.
<b>Kim (2000).</b>	Two product groups of 11 brands each Fashion brand only	EFA T-test on mean across brand correlation analysis.	All dimensions were used and reproduced	All dimensions were used and reproduced.	None reported	Brand attitude.	Original Aaker (1995) BPS structure reproduced. The process of item deletion and validation is not clear as it is not reported.  Correlations with brands and brand attitude ranged from -0.02 to 0.07 for respective brand personality traits. Most correlations were significant.

Study Description/ Author(s)	Product/ Brand	Sample (N)	Methods Employed	Similar Dimensions	Different Dimensions	Dependent Variables Included	Results/Contents
<b>Aaker (2000).</b>	Cruise line, Cologne/ perfume	Convenience Student sample in US and Tokyo. N=74, Mall intercept N=198.	EFA Experiential design.	Sincerity, sophistication, competence, and excitement	Peacefulness	Nil.	This study reveals a striking resemblance to the original Aaker (1995) study with four of five constructs that was revealed to be important for the Japanese cohort. The results show “that high culture relative to a no target culture, while low culture distinct associations lead to more attitudinal similarity across culture boundaries” (Aaker. 2000; p. 340). Results are difficult to generalize from the small brand sample.
<b>Aaker, Benet-Martinez, and Garolera (2001).</b>	Study 1: four products groups/25 brands	Japanese national mail panel. N=1,495.	EFA Principal Components Analysis. Rotation: Varimax	Japnaese: excitement, sincerity, sophistication, and competence	Peacefulness.	Nil.	Extending the Aaker (2000) study, the peacefulness construct was prevalent in the Japanese results. Of note was that the other four Aaker (1995) constructs that replicated adequately.
	Study 2: Four product groups/25 brands	Japanese student sample/US-Japanese exchange students. N=90		Japanese Excitement, sincerity, sophistication, and competence	Peacefulness		The Spanish results showed greater adaptation with only three of the five original constructs replicating from Aaker (1995). The peacefulness and passion construct was also revealed. Ruggedness did not replicate and was not deemed relevant for the Japanese and Spanish samples. There were differences shown between the two cultures for brand personality.
	Study 3: four products groups/25 brands	Spanish national mail panel. N=692.		Spanish: excitement, sincerity, and sophistication.	Peacefulness and Passion		

<b>Study Description/ Author(s)</b>	<b>Product/ Brand</b>	<b>Sample (N)</b>	<b>Methods Employed</b>	<b>Similar Dimensions</b>	<b>Different Dimensions</b>	<b>Dependent Variables Included</b>	<b>Results/Contents</b>
Phau and Lau (2001).	One brand: tiger Beer	Singapore: mixed data collection of street contact and mail/fax response was employed. N=197. Two groups were created to represent the cultural tendency of the respondents.	Multiple indices were developed are title the 'personality preference index' (PPI) and 'brand personality index' (BPI) for perceived brand personality to measure self-congruence (Phau& Lau 2001). Regression OLS.	Sincerity, competence, excitement, sophistication, and ruggedness	Not reported	PPI and BPI were dependent constructs	The procedure of BPS scale replication not fully detailed. Collectivists and individualists were grouped and compared against PPI and BPI. "This supports the hypothesis that the personality preference of the respondents in Group 1 has a positive influence on the perceived brand personality of a preferred brand. Individualists did not demonstrate any significant beta values for the dimensions of 'excitement' and 'ruggedness'. This shows that personality preferences have a higher magnitude of positive influence on perceived personality for individualists that for collectivists" (Phau and Lau, 2001; p.437). Overall, the authors demonstrate that self-congruity with a brand personality is much stronger for the individualist group.
Álvarez-Ortiz and Harris (2002).	20 brands Mix of Global and local brands.	Mexican face-to-face interviews. N=2000. English and Spanish questionnaire back translation.	CFA	Did not state except that the Aaker (1997) scale did not replicate well.	Not reported.	Nil.	Problems with the Aaker (1997) ruggedness dimensions found. The new Mexican structure was not reported in this conference abstract. The study does not attempt to link with any dependent variables. It is difficult to comment further as reporting was not complete.

<b>Study Description/ Author(s)</b>	<b>Product/ Brand</b>	<b>Sample (N)</b>	<b>Methods Employed</b>	<b>Similar Dimensions</b>	<b>Different Dimensions</b>	<b>Dependent Variables Included</b>	<b>Results/Contents</b>
Ferrandi, Valette-Florence, and De Bzrnier (2003).	Five brands evaluated.	Canadian and French student convenience sample. N=1000 (200 for 5 brands rated by each respondent). French and English questionnaire versions.	EFA (principal components: promax rotation). CFA.	This study did not apply the Aaker (1997) BPS. This study had the goal of setting a new brand personality scale.	Extraversion, agreeableness, conscientiousness, stability, and openness.	Nil.	After stacking all brands for combined analysis, the results revealed a separate brand personality typology to Aaker (1997). The article demonstrates significant differences in brand scores across countries. However, the results do not link with any dependent variables.
B. Smit, van den Berge and Franzen (2003).	20 brands in 5 products categories Phase 1. Association Pattern Method testing. Phase 2. Studies 1 and 2. 93 brands evaluated.	Dutch: Phase 2. Online panel administration. Study 1. N=1009. Study=3524. Experience with brand likeability was measured.	Analyzed 103 descriptors (adding Dutch terms) using Association Pattern Method E.g., respondents select appropriate items describing each brand EFA. (principal components analysis: varimax rotation).	Competence, excitement, ruggedness, and sophistication. (Sophistication was removed in a subsequent item reduction exercise).	Gentle, annoying, distinguishing.	Brand attitude.	Dutch specific trait descriptors were added to BPS (Aaker, 1997) after the association pattern method phase. This resulted in some unique Dutch constructs. An ideal brand had a higher brand attitude rating. The experience with brand and brand likeability issues were not reported despite being mentioned as variables. Much effort was devoted to scale development with new descriptors and constructs revealed. Despite, problems within previously reported studies, ruggedness was represented. A very large brand and consumer sample were an integral factor contributing to study success.

Study Description/ Author(s)	Product/ Brand	Sample (N)	Methods Employed	Similar Dimensions	Different Dimensions	Dependent Variables Included	Results/Contents
Supphellen and Grønhaug (2003).	Two brands only included in the study. Ford automotive, Levi's jeans. Both brands were considered Western.	Russia: St Petersburg. N=200. Self-completion Russian questionnaire with next day pick-up Chocolate incentive 50% student sample. 50% main population.	CFA was implemented first. Followed by EFA to represent more exploratory nature of analyses. Principal Components Analysis: varimax rotation.	Successful and commemorative, sincerely, excitement, sophistication, and ruggedness.	Successful and contemporary.	Attitude to the brand	This one of few studies to link brand personality dimensions to a dependent variable. There are differential results. The results reveal that both ruggedness and sophistications traits have a significant positive influence on attitude towards the Ford car brand. The sophistication trait demonstrated a positive impact on the attitude towards Levi's brand. Surprisingly, the sincerity trait revealed a negative influence in regards to attitude to Levi's. The successful and contemporary trait was a merging across four different BPS dimensions.
Austin, Siguaw, and Mattila (2003).	One category; restaurants McDonald's, Burger King, Wendy's, Chili's, T.G.I Friday, and Applebee's- including three brand names of local upscale restaurants.	USA: student sample. N=247.	Reliability Analysis. CFA. A separate CFA model for each of the nine restaurant brands was run. Then an aggregated CFA analysis was undertaken under three restaurant groupings.	Sincerely, competence, excitement, sophistication, and ruggedness. (Did not replicate well in individual brand analysis; fit statistics were slightly more positive in aggregate analysis).	Nil.	Nil.	This study unsuccessfully applies the BPS scale to a small brand sample. The results do not provide satisfactory fit for any of the nine brands. It is believed this is the reason for unsuccessful replication of the Aaker (1995) BPS. The authors contend that brand personality can only be generalized to the aggregated data across many categories and brands and future researchers completing new studies need to heed such recommendations for successful implementation.

<b>Study Description/ Author(s)</b>	<b>Product/ Brand</b>	<b>Sample (N)</b>	<b>Methods Employed</b>	<b>Similar Dimensions</b>	<b>Different Dimensions</b>	<b>Dependent Variables Included</b>	<b>Results/Contents</b>
Deane et al. (2003).	Golf: The Ryder Cup and IBM. Brand Personality Transfer Study.	British Sample: self-completion questionnaire of the main population with knowledge of golf. N=109.	EFA	Sincerely, competence, excitement, sophistication, and ruggedness.	Nil.	Perception of sponsor fit between brand/event and brand personality.	Sincerity and excitement were the most descriptive factors for golf with the Ryder Cup being considered high on excitement. IBM which is strong on competence has been reinforced with excitement trait from Ryder Cup. Recommends that brands seek partners with similar brand personalities
Rojas-Mendez, Erenchun-Podlech, and Silva-Olave (2004).	One brand: Ford	Chile: self-administered questionnaire. N=388. Spanish questionnaire translations from BPS (Aaker, 1997)	CFA. 16 item scales. Cluster Analysis for image segment analysis	Excitement, sincerely, competence, and sophistication.	Not reported.	Nil.	The measurement model revealed one-second order brand personality construct. This is a very close replication of the original Aaker BPS. Loading was all the 0.07 to 0.99 range between each brand personality construct. Ruggedness did not reveal itself in analyses. The results compared owner and non-owner groups using computed factor score. No significant differences in the four factors were found across these groups
Venable, Rose, Bush and Gilbert (2005).	Three brands: Charitable brands.	USA: study1. Student sample. N=403. Study 2. N=355. Validation study. National stratified sampling with a telephone survey. N=1029.	EFA. 54 item scales. CFA Correlation Analysis	Raggedness. Sophistication	Integrity, nurturance.	Likelihood to contribution to charity.	Four factors replicated well from series of large scale for charitable brands. Ruggedness and Sophistication were retained with two new constructs (integrity and nurturance) deemed suitable for charities. Significant correlations between brand personalities and likelihood to contribute to a charity were calculated showing values between 0.104 and 0.432



Study Description/ Author(s)	Product/ Brand	Sample (N)	Methods Employed	Similar Dimensions	Different Dimensions	Dependent Variables Included	Results/Contents
Sung and Tinkham (2005).	13 brands that were both available in Korea and USA were included in this study.	Korea: student sample. N=337.  USA: student sample. N=320.	EFA. (Principal components: Promax rotation). 80 attribute items tested. CFA. Correlation Analysis between Cultures,	Competence, sophistication, and ruggedness.	Korea: Passive Likeableness and Ascendancy.  USA: White Collar and Androgyny. The common factor across both cultures: likeableness.	Nil.	Pooled data set to uncover dimensional structure which is common in brand personality studies. Used pooled factor scores to complete further analyses across cultures. This demonstrated some differences in each culture due to poor structural model fit statistics for pooled data. This scale development work establishes separate scales relevant for both USA and Korea.
Freling and Forbes (2005).	Fictional brand personality scenarios for bottles of water.	Experiential design for a study on a bottle of water with surrogate information about the brand personality of the water. N=192. Student sample.	MANOVA for each brand personality type. Covariates. Familiarity, involvement, product knowledge.	All dimensions were used.	Not revealed	Attitude to the brand.  Purchase Intention.  Brand Association Brand recall  (1 week after).	The results reveal that consumers that have brand personality information for the bottle of water lead to a more favorable attitude and purchase intention towards that brand than consumers exposed to the same product, without brand personality information (adapted from Venables (2005)). The condition with brand personality information transferred more brand associations reflecting more cognitive elements/beliefs being taken away. Brand recall was also higher for the brand personality group.

<b>Study Description/ Author(s)</b>	<b>Product/ Brand</b>	<b>Sample (N)</b>	<b>Methods Employed</b>	<b>Similar Dimensions</b>	<b>Different Dimensions</b>	<b>Dependent Variables Included</b>	<b>Results/Contents</b>
Ambroise et al. (2005).	Sportswear brands: Nike and Adidas. Cola brands: Coca-cola and Pepsi.	France: N=1089 for scale validation N=175 for Cola and N=167 for Sportswear from French student sample. Each respondent rated two brands in the categories and these were stacked for Sportswear and Cola analyses.	Different brand personality scale to Aaker (1997) Uses EFA and CFA. BPS. ANOVA on factor scores for brand personality for each brand. Brand personality is treated as a global factor. Structure equation modeling. Two groups to test moderation of involvement. Also, stepwise OLS regression on dependents.	New dimensions.	Charming, reliable, classic, elegant, creative, attractive and enthusiasm.	Commitment to the brand.  Attitude to the brand.  Involvement in the product category as a moderator.	This conference paper does not report full fit statistics and results in sections. Uses a global brand personality measure after revealing high first order construct correlations. This study showed that global brand personality has an impact for sportswear brands on commitment only. When a mediator is introduced into the model (attitude to the brand) between personality and commitment there is a strong relationship revealed between personality and attitude for categories. Therefore, the effect of brand personality is indirect through a construct called attitude to the brand influencing commitment. A key point to note is that product category involvement is treated as a moderator. The results reveal that when involvement is high, global brand personality has a significant negative impact on commitment. Also, atypical results show that brand personality has a significant negative effect on commitment and the attitude to the brand is not a mediator of the relation when product category involvement is low. They speculate that non-involved consumers may perceive some brand personality traits negatively.

Study Description/ Author(s)	Product/ Brand	Sample (N)	Methods Employed	Similar Dimensions	Different Dimensions	Dependent Variables Included	Results/Contents
Ekinici and Hosany (2006).	Investigation of Destination personality. Tourism Context.	N=275. Self-completion questionnaires. Tourists returning to Britain, Europe.	EFA following sample process as Aaker (1997). Principal Component Analysis. Rotation: Varimax. CFA on same data. OLS regression to investigate dependents variable impacts.	Sincerely, excitement.	Conviviality	Effective Image.  Cognitive Image.  Intention to Recommend.	The Aaker (1997) BPS did not replicate well in reference to tourism destinations. A new construct was established consisting of traits such as family-oriented, charming and friendly. This represents the experiential nature of travel recreation consumption. The destination personality dimensions demonstrate positive effects on tourists' intention to recommend. Results on the dependent variables were spurious and the authors changed their model to start treating brand personality traits as moderators without giving any substantives rationale. The authors acknowledge that their work is exploratory.
Bryan Hayes et al. (2006).	Sunglasses: Oakley M. Frame.	USA: N=142. Student sample. The incentive of cash prizes was offered at random up to a value of \$500.	CFA (CBSEM_ for the measurement constructs. OLS regression was used for structural results. Two group OLS test for moderation of attractiveness. An abbreviated Aaker (1997) BPS was implemented with only 10 indicants.	Sincerely, excitement and ruggedness (only three constructs chosen).	Partner Quality.  Perceived Attractiveness of the Brand		The study embraces brand personality as part of the relationship basis model (D. Aaker, 1996). The brand personality dimensions of sincerity, excitement, and ruggedness are related to partner quality. All results exhibit significant medium effects (0.25 approx) for the brand personality traits impacting partner quality. Perceived attractiveness of the brand appears to have a moderating effect on brand personality and partner quality. Hayes et al., (2006) theorize that attractiveness may offer greater explanatory potential and may replace the excitement trait. The interpersonal attraction literature was selected with it being measured with only two items. They acknowledge the necessity for further research into other product categories.

Source: Adapted from a partial literature review table outlined in Wilson (2011).



## **Section 2. Explaining the Dynamics of The Impact of Brand Personality and Consumer Behavior**

As can be seen, the notion of brand personality is more and more obtain essential with successful management of brands. Companies prepare their brands with special personalities in order to better satisfy their consumers' needs and to build long-term consumer-brand relationships. In previous part has discussed the different dimensions and determinants of brand personality. We now explore the extent of the effect of a brand's personality on consumer behavior and how brand personality creates and maintains brand equity. These issues will be considered by analyzing the well-meaning of brands within the consumption conditions and the role of self in consumer behavior. Thus, brand personality is a key driver impacting consumer preference, usage, and brand value (Aaker and Biel 2013). Aaker (1996) presents a typology outlining a three-route perspective on how brand personality enhances brand equity. This consists of the self-expression model, the relationship basic model, and the functional benefit representation model. The functioning of brand personality and how it might impact consumer behavior is now discussed.

### **1. The Self-Expression Model**

The self-expression model of brand personality supports the concept that brands function as a reflexive symbol of the self of the customer (Aaker 1996). In the most extreme instances of brand attachment involving crucial personal possessions, the brand may become an extension of the self (Belk 1988). Aaker (1996) states that people express their own or their idealized identity in a variety of ways, such as job choice, friends, attitudes, opinions, activities, and lifestyles, and brands offer consumers "value-expressive, symbolic benefits that allow them to achieve one of many identified self-motivated goals" (Escalas 2004, p.168).

Moreover, another important issue which should not be underestimated is for people to express their personality through their spending behavior and choice of certain brands. These identities are important, as a person may have multiple personalities to project dependent on roles or various situational consumption contexts (Aaker 1996). Interestingly, Aaker (1996) acknowledges that even brands with weak brand

personalities can be used for self-expressive purposes—for example, to communicate frugality. Functional attitude theory helps explain this identification (Ashforth and Mael 1989).

The level of self-expression an individual is motivated to find to symbolize and express self-image through identification and salient reference groups depends on their attitude (Sirgy et al. 2008). An extension to this thinking is presented by Fournier (1994), who considers how meaning may lead to stronger relational interactions. Fournier (1994) illustrates differing levels of meaning, ultimately leading to identifying connections. Her meanings framework highlights how various meaning levels can strengthen brand associations. Overall, the level of meaning derived can be internalized in various ways, leading ultimately to self-expression and, in some instances, full identity relationship (Schembri 2009).

## **2. The Relationship Basic Model**

Brand personality helps consumers to form easy ongoing relations with brands (Keller 1993). The relationship basic model focuses on the impact of brand personality in terms of helping to establish and sustain a stronger overall consumer-brand relationship. The brand personality can be seen as desirable and attractive enough that consumers desire a relationship with the brand. Brand personality can be central to the relationship between the brand and the consumer (Meenaghan 1995). It is this perspective and the footing of relationship marketing (Gronroos 1994), that leads to the brand-as-partner viewpoint (Fournier 1994), or what Aaker (1996) calls the ‘brand as a friend’ view when illustrating consumer-brand relations. He rationalizes that we form friends in our lives with many different people with varied individual personalities; therefore, this relationship concentration can also apply to brand personalities and our branded interactions. This relationship basis approach “can allow more scope and flexibility in the implementation of brand identity” (Fournier 1998). Fournier (1998) refer to the essence of integrating knowledge of brand personality and brand relationships by expressing that one way to legitimize. The concept of the brand as association partner is to highlight ways in which the brand is animated, humanized, or somehow personalized.

There are many approaches to the relationship between the customer and the brand (Blackston 1993). Aaker (1996) refers the brand as “a friend of the customer”. Similar to the association between people, a brand-consumer relationship is built on the same premises, which are trust, reliability, and welfare. The brand thereby takes on the functions of a human friend”. Blackston (1993) emphasizes "the reciprocity of relationships between consumers and brands". Blackston concerns brands as having their own ‘opinion’. In order to understand the whole importance of the customer-brand relationship, it is necessary to regard not only the consumer’s opinion about the brand but also what the brand thinks about the consumer (Fournier 1998).

Fournier (1998) describes the brand as active. Being one of the most popular brand relationship researchers, Fournier (1998) states that “brand actions have an effect on brand personality and the brand-customer relationship”. Furthermore, Fournier (1998) developed an implement to measure the quality of a brand relationship. The brand relationship quality (BRQ) framework includes six dimensions which are commonly related to a strong interaction between people and which suggest how the brand-customer relationship should be received. According to Aaker (1996) notes that “the higher the brand relationship quality, the more brand loyal the customer”.

It is, however, the holistic collection of marketer actions, and respective consumer perceptions of the brand as ‘acting’, that enable human characteristics or traits to become associated with the brand (Fournier 1994). Act frequency theory implies that people’s actions imitate aspects of their own personality (Buss and Craik 1983). The relationship basis model is, further, the propensity for marketers and consumers to animate brands. This process is underpinned by the consumer tendency to give non-living objects human-like qualities (Lee 2014) through anthropomorphism (Sparks, Guthrie, and Shepherd 1997). “Between a consumer and a brand, the responsibility for imbuing the anthropomorphism in the relationship must lie with the consumer, with the brand perhaps capable of aggregate behaviors that facilitate the process by which consumer conceptualize or experience the relationship” (Hess, Ganesan, and Klein 2003, p.127)

### **3. The Functional Benefit Representation Model**

Brand personality can help in promoting the functional benefits of a brand and serves as a means of representing and intimating the product-connected benefit of this process. The functional benefits are expressed by the brand's personality and thereby become much more powerful (Aaker 1996). It is easier to make a personality which implies the functional profits than to communicate these benefits directly. Moreover, Aaker (1996) notes that brand personality is hard to "copy than functional benefit itself". The process of representing a brand's functional benefits by its personality is also called information chunking (Hieronimus 2003). Moreover, Hieronimus (2003) considered "the information chunks bundle information such as brand, price, and quality and plays a vital role in the customer's purchase decision".

The origin of the brand also contributes to the functional benefits that are embedded within the brand image. Brand origin is the place, region, or country to which the brand is perceived to belong by its aim consumers (Thakor 1996) and refers to signifiers of origin beyond those that merely indicate a country. The author outlines that brand origin communicates the demographic variables of the brand and makes age, gender, and social class readily observable. This illustrates how brand personality can act as a cue for brand attributes, leading to equity enhancement (Thakor 1996).

In conclusion, it may be clear that consumers do not only use brands as the reflective status symbols of their own self-concepts but also as a type of self-extension. It also means that customers do not necessarily buy a certain brand in order to help their real or ideal self but to expend their own personality by characteristics which they do not essentially possess themselves. In order to maintain a relationship with a brand, the consumer can benefit from the brand's characteristics without adopting them. Moreover, personal individuals do not always search for brands with personalities similar to their own, but also seek for brands with differing, something opposing, identities. Concerning the connection between a consumer and a brand, brand personality plays a crucial role since it gives depth, feelings, and liking to the relationship. However, a brand-consumer relationship can also be based upon purely functional benefits (like a business relationship between people). Furthermore, a brand can have different kinds of relationships with diverse people building on the consumer's perception of the brand.



Thus, this section has specifically outlined theory supporting the relationship basis approach that subsequently impacts brand equity. The relationship basis approach provides the foundation and evidence supporting the functioning of an entire BRQ system (Fournier 1994).

## Conclusion of Chapter 2. Brand Personality

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To conclude, this chapter was divided into two main sections. In the first section, we discussed how the concept of brand personality is associated with a number of previous researches. In the next section, we moved on to the explained theories to show the relevant association between brand personality and brand relationship quality to support the conceptual model as discussed in Chapter 1.

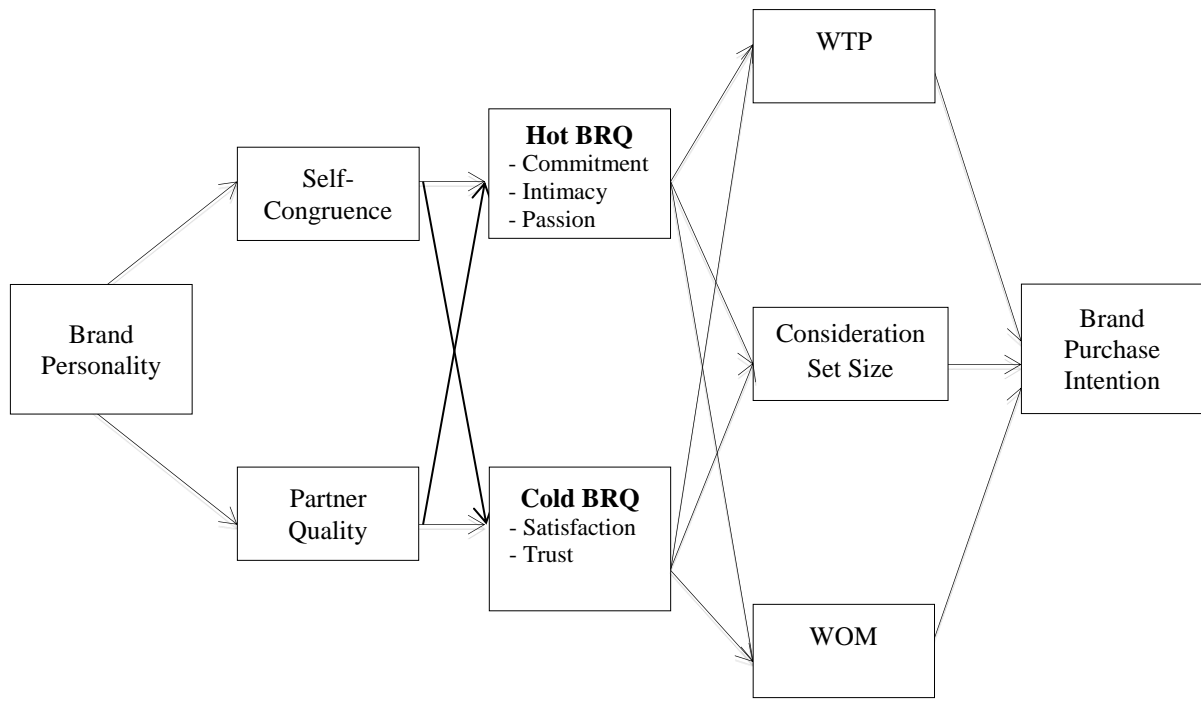
In order to build our conceptual model later, we had to decide the place of each variable to be included in our conceptual model—whether it was an antecedent or a consequence. Firstly, we presented the variables that will be considered as brand personality, antecedents, and consequences of two components of BRQ in our conceptual model. Secondly, we focused on the consequences of BRQ for brand purchase intention.

To sum up, and with a view to studying the effects of brand personality and two components of BRQ, hot and cold BRQ, on driving a higher level of brand purchase intention(s), we present our findings in Table 8.

**Table 8.** Variables to be included in our conceptual model

<b>Brand personality</b>	<b>Antecedents</b>	<b>Two components of BRQ</b>	<b>Consequences</b>	<b>Behavioral intention</b>
Brand personality (BP)	Self-congruence Partner quality	Hot BRQ Cold BRQ	WTP Consideration Set Size WOM	Brand purchase intention

Thus, our proposal model is presented as follow:



**Figure 8.** Proposed Model

The literature review in Chapters 1 and 2 helped to establish the nature of the relationship of the chosen variables with a reflection on cause and effect between brand personality and BRQ on brand purchase intention, targeting a developing country in the form of the Vietnamese market. It can be seen that brand personality is a potential antecedent of BRQ. However, the role of brand personality in BRQ is still under-investigated. Thus, although the literature on the brand relationship has rapidly evolved over the past several years, its practical implications are still in question because consumers may not in general regard a brand as humanlike (Avis 2012). There is a need to transfer the concept of brand personality into something more accessible to consumers and the concept of brand personality appeal is appropriate in this regard

(Aledda 2007). In addition, research on brand personality has been mainly undertaken in the developed world Aaker (1997).

Therefore, this current research builds on the work of Nyffenegger et al. (2015) in order to fill the above gaps. Their study demands attention for a number of reasons. Initially, Nyffenegger et al. (2015) investigated that BRQ includes a cognitive and an emotional component. The cognitive component of BRQ results from an evaluative judgment based on cognitive beliefs and evaluations in respect of the brand and its performance. Emotional BRQ, on the other hand, is reflected in the emotional feelings towards the brand and the personal relationship with the brand. However, Nyffenegger et al.'s (2015) research considered trust and satisfaction as a unidimensional construct and called it cold BRQ; they also treated passion, intimacy, and commitment as a unidimensional construct, and labeled it hot BRQ.

In the next chapter (Chapter 3), we will examine in more detail the type of relationship that brand personality has with each of the chosen variables, targeting antecedents of BRQ. Then we will propose the relationship between antecedents and consequences of the two components of BRQ, hot and cold BRQ. Last but not least, we will provide a conceptual model containing all these constructs.

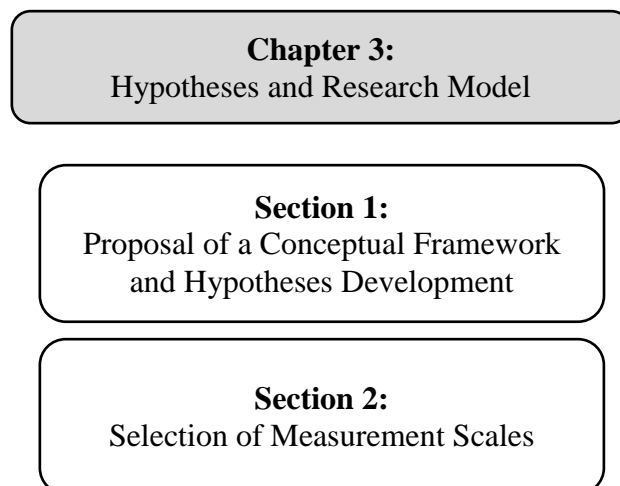
### Chapter 3. Hypotheses and Research Model

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The focus of Chapter 3 is twofold. Firstly, based on the literature review of Chapter 1 and Chapter 2, this chapter proposes a conceptual framework for the relationship between brand personality and the two components of BRQ, and hypotheses derived from the conceptual framework are developed to see how it affects brand purchase intention. Secondly, measurement scales are selected.

In this chapter, we will try to assemble a number of measures, collecting some theories issued from literature, in order to propose a conceptual model that best meets our research questions.

Thus, in section 1, we will propose our hypotheses based on the existing literature review in order to put forth a conceptual model that best answers our research questions. The measurement scales choice will be discussed in section 2 of this chapter.



**Figure 9.** Plan of Chapter 3

## **Section 1. Proposal of a Conceptual Framework and Hypotheses Development**

Having presented the different concepts assembled in our conceptual model (Chapters 1 and 2), we describe during this section our research model that responds to our research questions. Thus, we first present our hypotheses, studying the relationship between brand personality and the antecedents of two components of BRQ, self-congruence and partner quality. Then, we move to the effects of self-congruence and partner quality on two components of BRQ: hot and cold BRQ, respectively. Next, we test the impact of two components of BRQ and consequences in terms of WTP, consideration set size and WOM. Finally, we study the consequences of BRQ (WTP, consideration set size, and WOM) on brand purchase intention.

### ***1. Conceptual Model Presentation***

This study includes various concepts that revolve around six main dimensions, as presented in the previous section:

1/ Brand Personality

2/ Antecedents of BRQ

- Self-congruence
- Partner quality

3/ Two components of BRQ

- Hot BRQ
- Cold BRQ

4/ Consequences of BRQ

- WOM
- Consideration set size
- WTP price premium

5/ Relation factor

- Brand purchase intention

## ***2. Development of Research Hypotheses***

The body of literature reviewed particularly focuses on the BRQ construct, and highlights selected antecedents and consequences of two components of BRQ with the overall system of brand personality and BRQ relations. The study hypotheses are formulated from the literature review and aim to test the important relationships between variables.

A part of this study, the measurement conceptual framework, will need to be tested and, if necessary, modified for the Vietnamese context. This study assesses whether the domains are multi-dimensional—that is, whether they comprise multiple constructs. This research will focus on the measurement model validation task, which is substantially more extensive as it involves separate and complex constructs of the relationship between brand personality and antecedents and consequences of two components of BRQ representations.

### ***2.1. The Differential Effect of Brand Personality on Antecedents of BRQ***

In this part, we present our first two hypotheses related to studying the relationships between brand personality and antecedents of BRQ (self-congruence and partner quality).

#### ***2.1.1. Brand personality and self-congruence***

In terms of ideal self-congruence, self-enhancement has been identified as people's underlying trend to seek information that increases self-esteem (Malär et al. 2011). A personality of a brand that shows customers' ideal selves can support them in their self-enhancement activities by giving them the feeling of getting closer to their ideal self (Grubb and Grathwohl 1967). Thus, if the consumer sees his or her aspiration and dreams embodied in a brand (i.e., ideal self-congruence), he or she will be attracted to that brand (Boldero and Francis 2002) and become emotionally attached to it.

Based on the above discussion, this research hypothesise:

**H1:** Brand personality will have a significant effect on self-congruence.

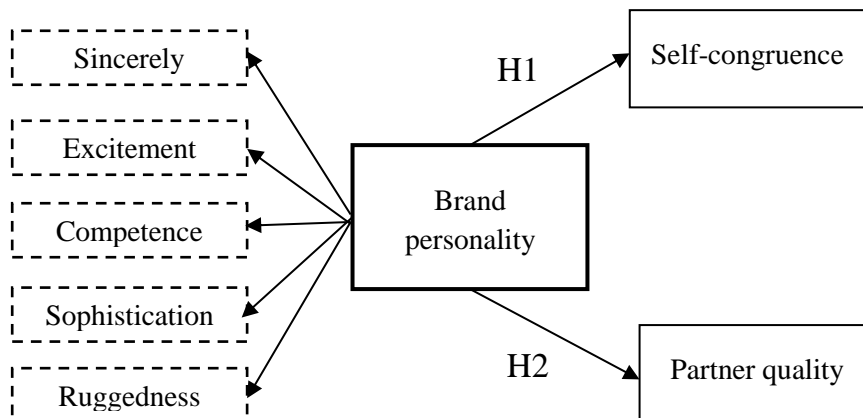
### ***2.1.2. Brand personality and partner quality***

Brand personality is one of the potential sources of relational expectations (Allen and Olson 1995), serves symbolic and expression purposes (Keller 1993; Aaker 1997) influences partner quality inferences (Blackston 1993), and has the capacity to "evoke emotions and increase the preference level" (Biel 1993, p.67). Moreover, the personality of partners in an association determines both the behaviors the partners adopt in the relationship and the character inferences they make from the observation of these behaviors (Robins, Caspi, and Moffitt 2000). Thus, the partners' traits may be a moderator of transgression effects (Aaker, Fournier, and Brasel 2000).

Based on the above discussion, this research hypothesise:

**H2:** Brand personality will have a significant effect on partner quality.

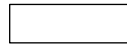
In accordance with the relationships described above, we propose a first sub-model dedicated to brand personality in respect of self-congruence and partner quality. The assumptions for this concept are shown in Figure 10.



**Figure 10.** Presentation of the sub-model on brand personality and antecedents of BRQ.



Legend for reading the sub-models:



Unidimensional variable



Multidimensional Variable



First order variable

## ***2.2. The Differential Effects of Self-Congruence and Partner Quality on Two Components of BRQ (Hot and Cold BRQ)***

### ***2.2.1. The effect of self-congruence and partner quality on hot BRQ***

The first antecedents of two components of BRQ is self-congruence, which considers as key antecedent impact on hot than cold BRQ.

The emotional attachment is convinced to exert a far greater influence on the consumer and thus demonstrate a much closer connection with the self-concept (Whan Park et al. 2010). The emotional facets are primary in rising relationship quality in that persons who are emotionally attached to a brand exhibit greater commitment to that brand. Moreover, consumers' purchases are partly influenced by an appeal to construct self-concepts and interact them with buying and using branded products (Cast and Burke 2000). Therefore, self-congruence should increase hot BRQ.

Based on Smit, Bronner, and Tolboom (2007) assume that partner quality connected to which a consumer perceives a brand that concerns, listens to, indicates interests in, and understands his/her needs. The level of partner quality infers that the consumer shows trust and dependability from the brand. This may rise emotional brand attachment (Thomson 2006, p104) and the consumer's desire to maintain such an association over time. Thus, it is assumed that partner quality may also increase hot BRQ.

We also assume that self-congruence has a greater effect on hot BRQ than on cold BRQ. Kressmann et al. (2006) indicate that a customer intends to purchase brands which have a like image to his/her self-image. Moreover, self-congruity will also increase the brand relationship quality, and vice versa. Furthermore, Aaker (1999) note

that self-congruence reflects the consumer's cognizance of the relevance between the actual self and the product/brand's personality. Thus, consumers might purchase products with a similar brand personality to establish actual or ideal self-congruence.

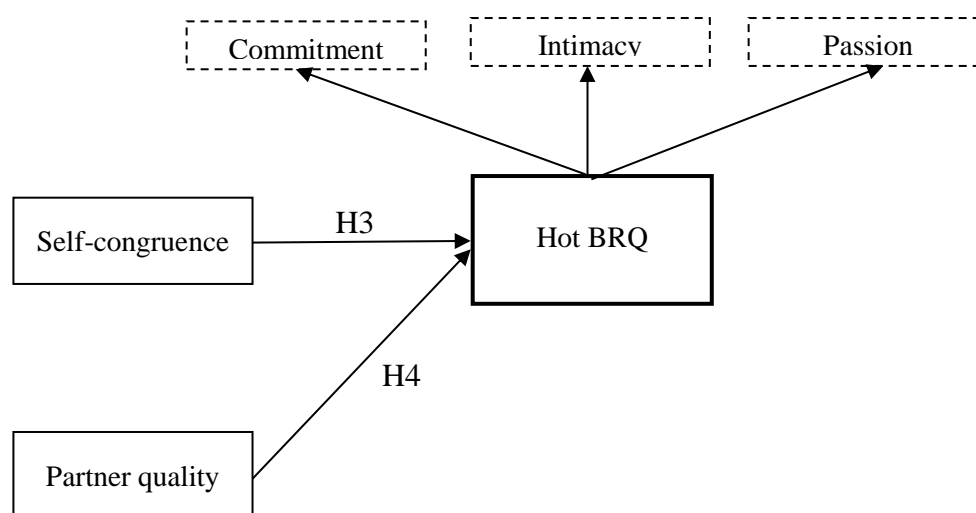
Based on the previous discussion, this study can assume that the possibility of creating a self-congruence brand has a more significant effect on hot BRQ than being treated well by the brand (partner quality). Partner quality certainly is of benefit for the customer, but it is less significant and emotional than the consumer's self-congruence.

Based on the above discussion, the research hypotheses are:

**H3:** Self-congruence will have a significant and positive effect on hot BRQ.

**H4:** Partner quality will have a significant and positive effect on cold BRQ.

**H5:** Self-congruence will have a more significant effect on hot BRQ than it will have on cold BRQ.



**Figure 11.** Presentation of the effects of self-congruence and partner quality on hot BRQ

### ***2.2.2. The effect of self-congruence and partner quality on cold BRQ***

Partner quality is considered as the second important and key role of hot and cold BRQ. This study employs partner quality to denote a consumer's evaluation of his/her relationship with a brand. The high level of partner quality indicates that the consumer perceives that the brand cares about him/her. Researchers indicate that partner quality is used to graduate beliefs about the relationship and consolidate satisfaction and loyalty levels (Sirdeshmukh, Singh, and Sabol 2002).

This argument that we assume is that partner quality has a stronger effect on cold BRQ than on hot BRQ. As discussed in previous chapter, satisfaction and trust together represents as cold BRQ. Trust permits a person to make confident predictions relating the likelihood that a relationship partner will meet his expectations. While satisfaction can be interpreted as an overall assessment of a brand based on all experiences with that brand over time (Hess and Story 2005).

Moreover, self-congruence is also considered to impact cold BRQ. While self-congruence reflects the consumer association of their self-concept with the image of a brand. It means that the high level of self-congruence, which makes consumers feel comfortable and good about themselves, can be achieved when they seek an excellent match between their concept and a brand (Chatman 1989).

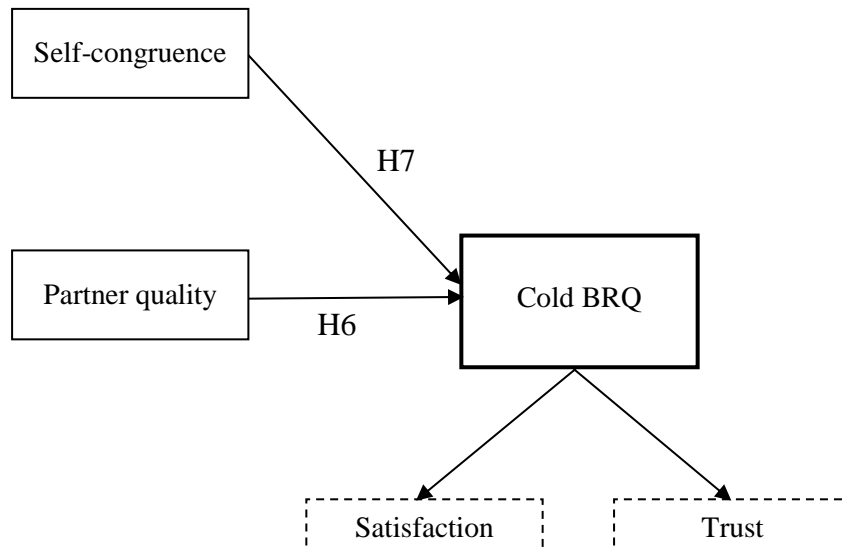
In order to evaluate partner quality, consumers have to think about prior incidents and brand experiences in reference to their fulfilled promise. This then lessens uncertainty and increases confidence in the standard and dependability of the brand. On the other hand, form one's own identity and self-expressing via a self-congruent brand certainly has benefits for the consumer, though they are less tied to the quality and reliability of the brand than when being treated well by the brand (Nyffenegger et al. 2015). Therefore, self-congruence should not be as strongly related to cold BRQ as partner quality.

Based on the above discussion, this research hypothesizes that:

**H6:** Partner quality will have a significant and positive effect on cold BRQ.

**H7:** Self-congruence will have a positive effect on cold BRQ.

**H8:** Partner quality will have a more significant effect on cold BRQ than on hot BRQ.



**Figure 12.** Presentation of the effects of self-congruence and partner quality on cold BRQ.

### **2.3. Consequences of Hot and Cold BRQ**

In these hypotheses, this study concentrates on the effects and the impact of hot BRQ and cold BRQ on different behavioral intentions of the consumer—including two variables: willingness to pay a price premium (WTP), consideration set size, and word of mouth (WOM)—which are considered influence behavioral intentions (i.e., brand purchase intention).

#### **2.3.1. The impacts of hot and cold BRQ on WTP**

The first consequence variable of hot and cold BRQ is considered as WTP. WTP is defined as “the excess price a consumer is willing to pay for a brand over comparable products” (Netemeyer et al. 2004). Overall, the WTP is based on the extent to which a consumer related value with a brand (Aaker 1996)

Cold BRQ is particularized by belief on the standard and dependability of the brand and reflects the prospect of the consumer that the brand will cause a positive consequence in terms of brand performance (Nyffenegger et al. 2015a). Therefore, the perceived risk connected with choosing such the brand is smaller than the perceived risk associated with selecting another less familiar and trusted brand (Selles 1998). This lessening of the perceived purchase may be a profit for a consumer is willing to think of the higher price. However, a price premium is not only paid for functional benefits, but also for the symbolic and emotional benefits of a brand (Sethuraman and Raju 2012). The emotional of a consumer association with a brand should impact their willingness to make financial sacrifices in order to consumer is willing to think about the higher price(Thomson, MacInnis, and Park 2005).

Based on the above discussion, this research hypothesizes that:

**H9:** Hot BRQ has a positive effect on WTP.

**H10:** Cold BRQ has a positive effect on WTP.

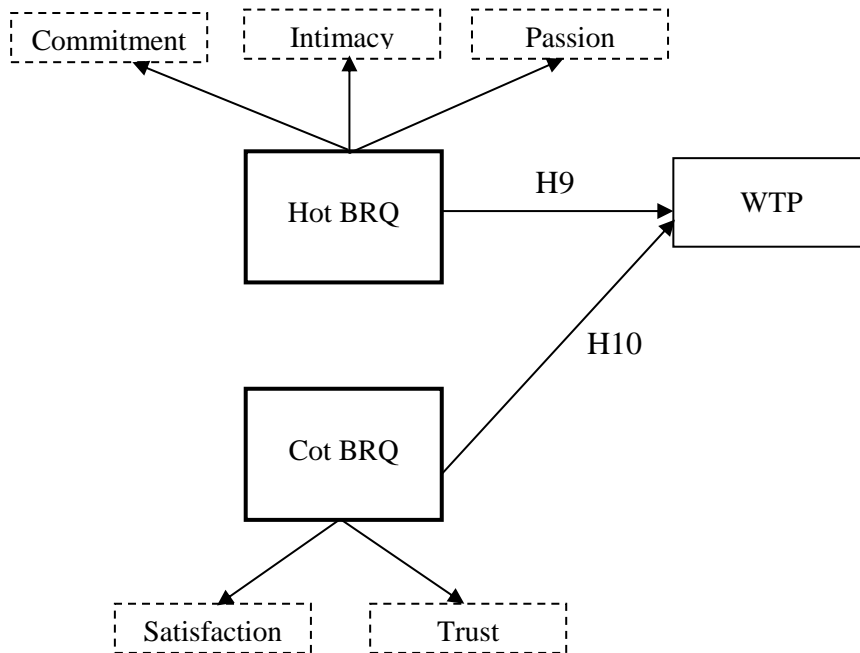
It is useful mentioning that consumer study has recognized the vital importance of considering the emotional aspects of consumer behavior (Cohen and Areni 1991). In specifically, the emotional aspects and profits of brands may play an essential role in consumer behavior than the functional brand attributes and benefits (Biel 1993). These emotional benefits are derived from the feelings or affective states the brand generates (Sweeney and Soutar 2001) and reflect the emotional component of BRQ (Nyffenegger, Malär, and Krohmer 2010).

In term of emotional brand benefits connected with hot BRQ have the potential to strongly distingue one brand from another, especially consumers form a strong emotional relationship with only a limited number of brands (Thomson, MacInnis, and Park 2005). These brands have a trend of high personal congruence for the consumer, which is therefore perceived as different from other (emotionally less relevant) brands. As a result, strong brand associations are an important factor in consumers' willingness to pay a price premium (Keller 1993). Based on the above discussion, this research hypothesizes that:

Based on the above discussion, this research hypothesizes that:

Based on the above discussion, this research hypothesizes that:

**H11:** Hot BRQ will have a more significant effect on WTP price premium than it will have on cold BRQ.



**Figure 13.** Presentation of the effects of hot and cold BRQ on WTP.

### 2.3.2. The impacts of hot and cold BRQ on consideration set size

Researchers indicate that hot BRQ is being more reachable in memory than evaluative information compares to cold BRQ. Therefore, a consumer is emotionally attached a brand that may be more important in the memory, which in turn interferes the remember of other brands in the same product class. However, the withdrawal of a brand that is highly evaluated in terms of cold BRQ requires an elaborate, unit integrative process. Such a brand is less likely to be as readily leading or as easily operated in memory as a brand with a dominant hot BRQ that requires more direct and stronger relationships between the product class and the particular brand (Nyffenegger et al. 2015).

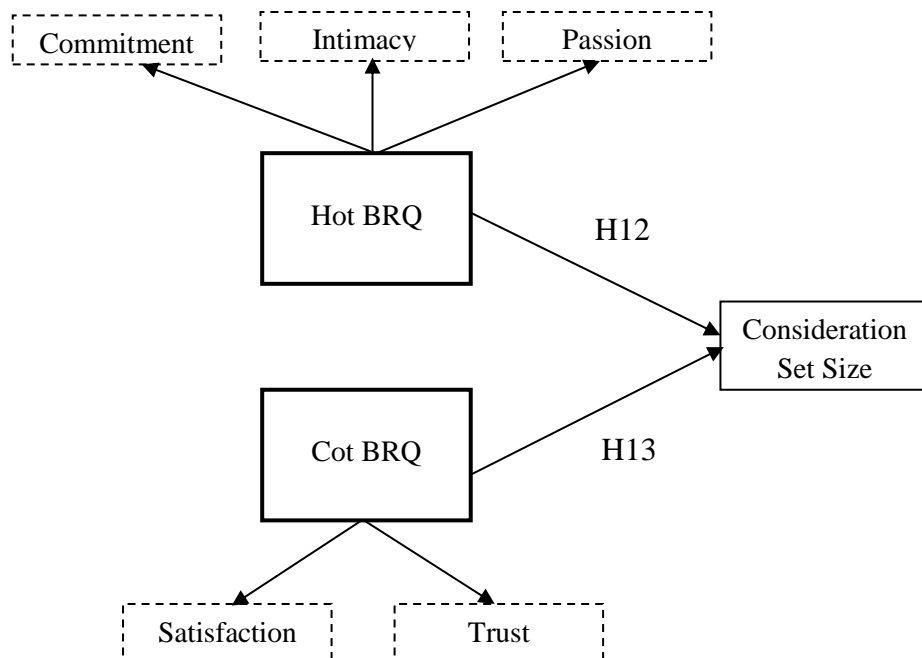
The size of the consideration set may be impacted by relationship quality in two ways. In the first place, if the consumer gives a high cold BRQ assessment with concern to a particular brand, competitive brands have to reach that positive level of cold BRQ in order to be considered as suitable alternatives. Second place, consumers show an extreme hot BRQ attachment to only a small number of brands (Thomson, MacInnis, and Park 2005). Therefore, a brand is attached to most highly in terms of hot BRQ, which reduces the desire of the consumer to consider and try competitive brands (Fournier 1994).

Based on the above discussion, this research hypothesizes that:

**H12:** Hot BRQ will have a negative effect on consideration set size.

**H13:** Cold BRQ will have a negative effect on consideration set size.

**H14:** Hot BRQ will have a more significant negative effect on consideration set size than cold BRQ.



**Figure 14.** Presentation of the effects of hot and cold BRQ on consideration set size.

### 2.3.3. The impacts of hot and cold BRQ on word of mouth

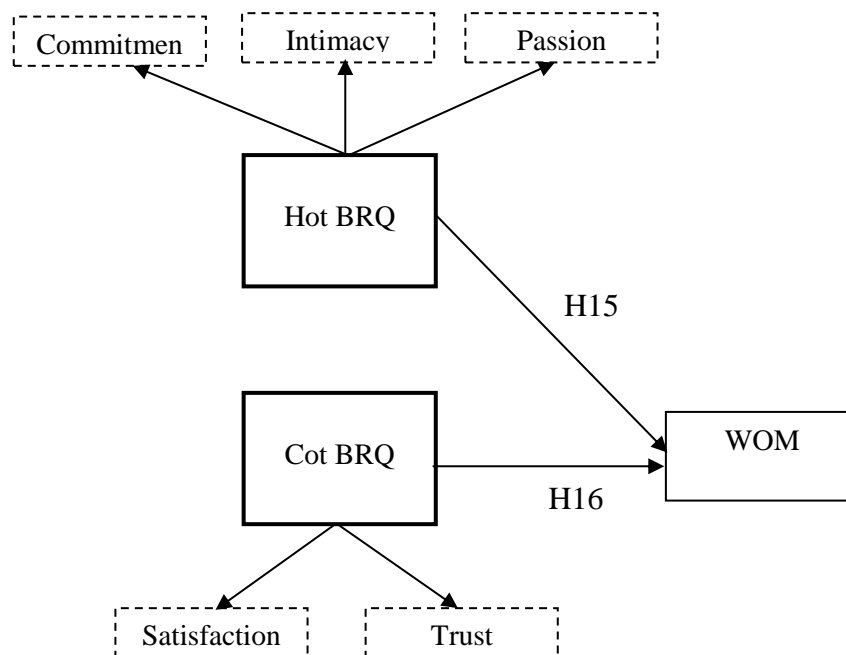
Consumers tell other persons more about objective and reasonable brand-related facts than about their emotional relationship with a brand (Fournier 1994). This recommendation is supported by the observation when suggesting a brand to other persons, consumers tend to talk explicitly about the traits of the brand's products and services (Westbrook 1987). This recommendation behavior of consumers emphasizes the vital role of cold BRQ for positive WOM. While, hot BRQ is a more holistic concept and does not provide the consumer with objective arguments that can be utilized to convince other consumers. In general, hot BRQ denotes the personal feelings of a consumer towards a brand, and the correlating information may be communicated to only a few persons (Laurenceau, Barrett, and Pietromonaco 1998).

Based on the above discussion, this research hypothesizes that:

**H15:** Hot BRQ has a positive effect on WOM.

**H16:** Cold BRQ has a positive effect on WOM.

**H17:** Cold BRQ will have a more significant positive effect on WOM than hot BRQ.



**Figure 15.** Presentation of the effects of hot and cold BRQ on WOM



## ***2.4. The Differential Effect of Consequences of BRQ on Brand Purchase***

### ***Intention***

This research concerns and concentrates on purchase intention rather than behavior because intention has larger implications and will often have a positive influence on an individual's actions (Valette-Florence, Guizani, and Merunka 2011). A consumer, who is willing to pay a price premium for the respective brand, may also purchase the corresponding brand if other brands are cheaper, which consistently leads to greater purchasing of the brand by the respective consumer. Moreover, the more brands a consumer considers purchasing (i.e., large consideration set size), the more other brands he/she may also really purchase.

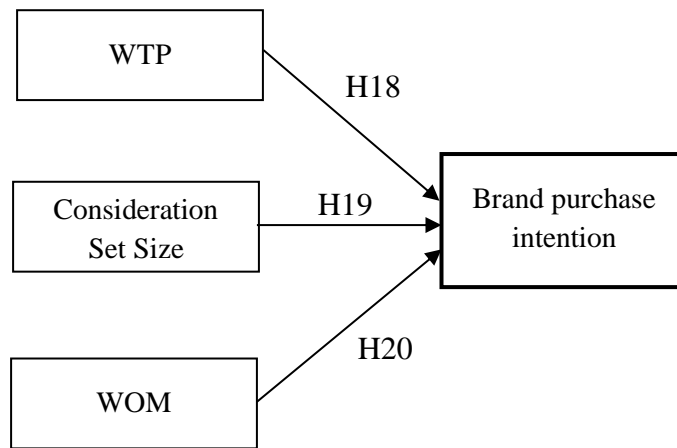
The consideration set size is a part of the memory structure of a person (Alba, Hutchinson, and Lynch 1991), it is reasonable to anticipate that knowledge impacts the information on the consideration set. So, the size or relative size that the brand occupies in a person's consideration set is therefore of importance to the likelihood of the given brand being selected. Finally, Arndt (1967, p.190) defined word-of-mouth as “oral, person-to-person communication between a perceived non-commercial communication and a receiver. It seems reasonable that consumers who recommend a brand to concerning a brand, a product, or a service offered for sale” others will also buy this brand for themselves.

Based on the above discussion, this research hypothesizes that:

**H18:** WTP will have a significant positive effect on brand purchase intention when WTP increases.

**H19:** Consideration set size will have a significant negative effect on brand purchase intention when consideration set size increases.

**H20:** WOM will have a significant positive effect on brand purchase intention when WOM increases.



**Figure 16.** Presentation of the effects of consequences of BRQ on brand purchase intention

**Table 9.** Summary of Research Hypotheses

<b>Submodel</b>	<b>Research hypotheses</b>
The different effects of brand personality on antecedents of BRQ (self-congruence and partner quality)	<p>H1. Brand personality will have a significant effect on self-congruence.</p> <p>H2. Brand personality will have a significant effect on partner quality.</p>
The effects of self-congruence and partner quality on hot BRQ	<p>H3. Self-congruence will have a significant and positive effect on hot BRQ</p> <p>H4. Partner quality will have a significant and positive effect on cold BRQ</p> <p>H5. Self-congruence will have a more significant effect on hot BRQ than it will have on cold BRQ.</p>
The effects of self-congruence and partner quality on cold BRQ	<p>H6. Partner quality will have a significant and positive effect on cold BRQ</p> <p>H7. Self-congruence will have a positive effect on cold BRQ</p> <p>H8. Partner quality will have a more significant effect on cold BRQ than it will have on hot BRQ</p>
Consequences of hot and cold BRQ	<p>H9. Hot BRQ has a positive effect on WTP</p> <p>H10. Cold BRQ has a positive effect on WTP</p> <p>H11. Hot BRQ will have a more significant effect on WTP price premium than it will have on cold BRQ.</p> <p>H12. Hot BRQ will have a negative effect on Consideration Set Size.</p> <p>H13. Cold BRQ will have a negative effect on Consideration Set Size</p>

H14. Hot BRQ will have a more negative effect on consideration set size than it will have on cold BRQ.

H15. Hot BRQ has a positive effect on WOM

H16. Cold BRQ has a positive effect on WOM

H17. Cold BRQ will have the more significant positive effect on WOM than it will have on hot BRQ.

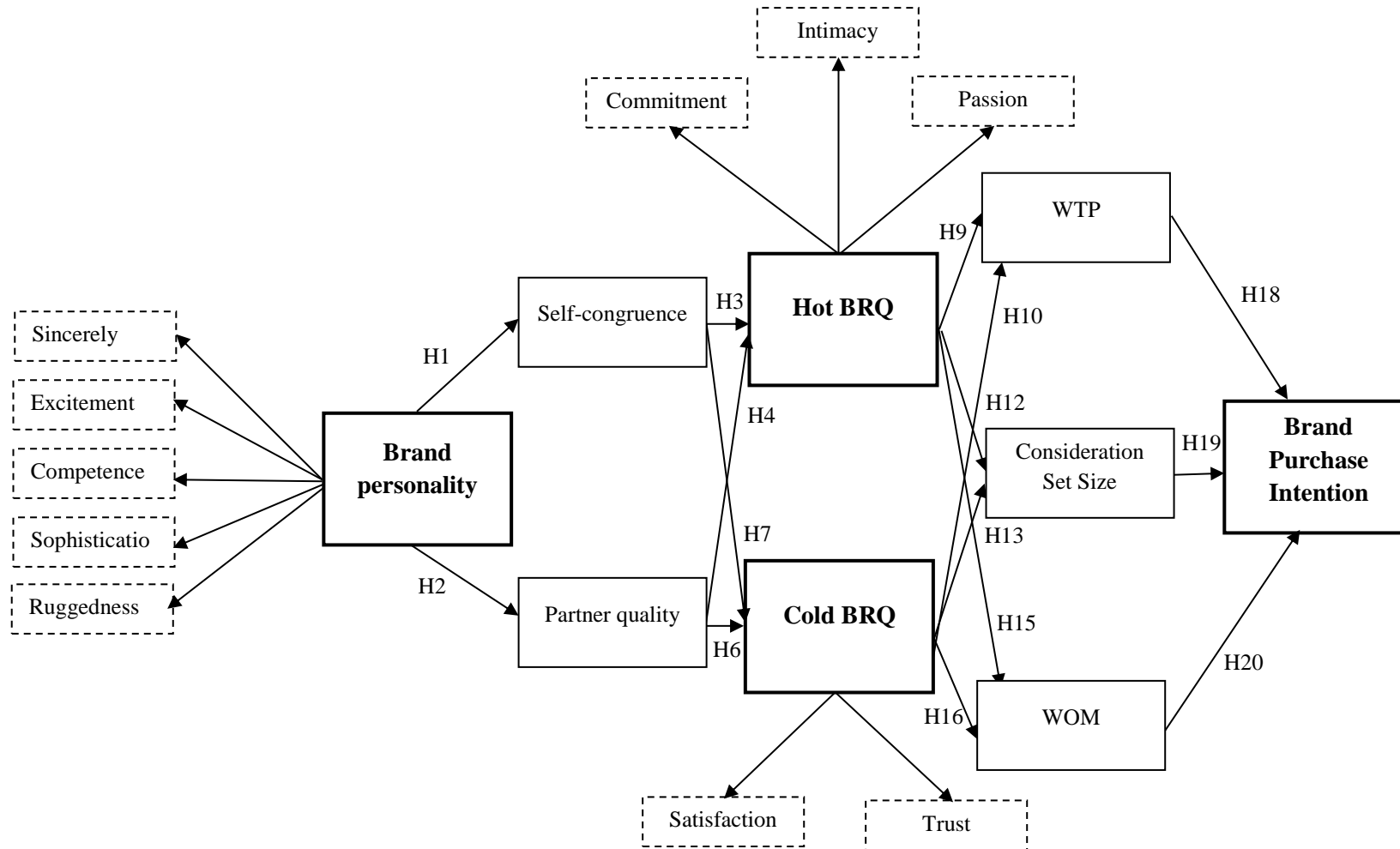
The different effects of consequences of BRQ (WTP, consideration set size, and WOM)

H18. WTP will have a significant positive effect on brand purchase intentions when WTP increases.

H19. Consideration Set Size will have a significant negative effect on brand purchase intentions when consideration set size increases.

H20. WOM will have a significant positive effect on brand purchase intentions when WOM increases.





**Figure 17.** The proposal of structural research model

## **Section 2. Selection of Measurement Scales**

It was considered prudent to base this study on existing instruments because it is important that researchers develop or use valid and reliable measures of unobservable constructs (Churchill 1979). There were three main item batteries used to test the proposed model: brand personality scale: 42 items; two components of brand relationship quality (hot and cold BRQ): 30 items. These batteries all had multiple measures for each construct under study. Besides gathering information on the item batteries, they contained questions on usage and demographic data about respondents. Question items assigned to their respective constructs are presented in the appendices.

An expert panel was also consulted about the suitability of these battery items in representing their respective constructs, and whether a Vietnamese sample may have any recognizable difficulty with the language, question ordering, and other potential systematic errors. This was done to help screen out problem questions that were found to have multiple interpretations or questionable nuances, but no such problems were judged to exist. Question ordering was considered acceptable and in line with previous studies. However, some brand personality items were added following the expert panel review, and this process is outlined next.

### ***1. Brand Personality Scale***

The BPS consists of a series of single-word items or trait descriptions measured on a six-point scale. The BPS of Aaker (1997) was adapted slightly to reflect the Vietnamese language and culture. In deciding to add items, the expert panel discussed the suitability of each trait descriptor to the Vietnamese culture. Aaker (1997) identified five underlying dimensions of brand personality. These dimensions were labeled, so that nine items represented competence, 11 items represented sincerity, 11 items represented excitement, six items represented sophistication, and five items represented ruggedness. The brand personality scale was measured on a six-point modified semantic differential scale (1 = strongly disagree; 2 = disagree; 3 = tend to disagree; 4 = tend to agree; 5 = agree; 6 = strongly agree) (Netemeyer, Bearden, and Sharma 2003). The 42 traits used to measure these dimensions are depicted in Table 10.

**Table 10.** Brand-personality dimensions and traits

Competence	Sincerely	Excitement	Sophistication	Ruggedness
Reliable	Down-to-earth	Darling	Upper-class	Outdoorsy
Hard-working	Family oriented	Trendy	Glamorous	Masculine
Secure	Small-town	Exciting	Good-looking	Western
Intelligent	Honest	Spirited	Charming	Tough
Technical	Sincere	Cool	Feminine	Rugged
Corporate	Real	Young	Smooth	
Successful	Wholesome	Imaginative		
Leader	Original	Unique		
Confident	Cheerful	Up-to-date		
	Sentimental	Independent		
	Friendly	Contemporary		

**Source:** Jennifer L. Aaker, "Dimensions of Brand Personality", Journal of Marketing Research, Vol. 34 (1997, p.347).

## ***2. Brand Relationship Quality Scale***

BRQ is an indicator of overall brand-customer relationship quality, depth, and strength (Fournier 1994). It is a reflective second-order construct based on love/passion, self-concept connection, commitment, interdependence, intimacy, and brand partner quality. The items of BRQ used in this study were taken from Thorbjørnsen's work (Breivik and Thorbjørnsen 2008; Thorbjørnsen et al. 2002): the BRQ measures were developed based on the original scale presented by Fournier (1994) and some new items added by Thorbjørnsen et al. 2002, introduced to improve convergent and discriminant validity of the BRQ dimensions.

The final measurement model used the indicators from 30 items grouped into six BRQ dimensions: passion, self-concept connection, behavioral interdependence, intimacy, partner quality/satisfaction, and personal commitment. In accordance with (Nyffenegger et al. 2015), this research divides BRQ into two main groups: hot BRQ (passion, intimacy, and commitment) and cold BRQ (trust and satisfaction).



The first component, hot BRQ, was measured in terms of passion (two items), commitment (three items), and intimacy (two items), adapted from Fournier (1994).

**Table 11.** Indicators of hot BRQ

<b>Items</b>		
<b>Passion</b>	Compared to other airlines, I feel strongly connected to X	<i>Adpted from</i> Fournier (1994)
	I feel emotionally attached to X	
<b>Commitment</b>	I feel very loyal to X	<i>Adapted from</i> Fournier (1994)
	X can count on me to always be there	
	I will stay with X through good times and bad	
<b>Intimacy</b>	There are times when I really long to be with X again	<i>Adapted from</i> Fournier (1994)
	I feel like something's missing when I haven't used with X for a while	

Note: XYZ\* is replaced by brand names: A, B, C and so forth.

The second component, cold BRQ, was measured in relation to satisfaction (three items, adapted from Oliver 1993; Aaker, Fournier, and Brasel 2004) and trust (three items, adapted from Chaudhuri and Holbrook 2001).

**Table 12.** Indicators of cold BRQ

Items		
<b>Satisfaction</b>	I am consistently satisfied with my decision to be with X	<i>Adapted from J. Aaker, Fournier, and Brasel, (2004); Oliver, (1993).</i>
	I am completely satisfied with X	
	X offers exactly what I expect from another company	
<b>Trust</b>	I rely on X	<i>Adapted from Chaudhuri and Holbrook (2001)</i>
	X is an honest brand	
	X is a safe brand	

Note: XYZ\* is replaced by brand names: A, B, C and so forth.

The next part represents the antecedents and consequences of BRQ. The antecedents of BRQ are adapted from Nyffenegger et al (2015). They consist of self-congruence (the antecedent of hot BRQ) and partner quality (the antecedent of cold BRQ). In terms of the antecedents of BRQ, partner quality was measured with three items from Fournier (1994). In addition, self-congruence was measured with four items using the procedure and scale of Sirgy (1997).

**Table 13.** Indicators of antecedents of BRQ

Items		
<b>Self-congruence</b>	Concerning our characters, brand X and I are very similar	<i>Adapted from Sirgy (1997)</i>
	I resemble the typical user of brand X very much	
	I can easily identify with brand X	
	Using brand X reflects who I am	
<b>Partner quality</b>	X takes good care of me	<i>Adapted from Fournier (1994)</i>
	X treats me like an important and valuable customer	

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X shows a continuing interest in me

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Note: XYZ\* is replaced by brand names: A, B, C and so forth.

Furthermore, word-of-mouth (WOM), consideration set size, and willingness to pay price premium (WTP) were considered as consequences of BRQ. Firstly, WTP is measured by two items adapted from Netemayer (2004). Secondly, consideration set size was measured by three items adapted from Nordfält et al. (2004) and Raju and Unnava (2005). Last but not least, WOM was measured by three items adapted from Carroll and Ahuvia (2006) and Maxham (2001).

**Table 14.** Indicators of consequences of BRQ

<b>Items</b>		
<b>WOM</b>	I have recommended X to many people	<i>Adapted from Carroll and Ahuvia (2006)</i>
	I would recommend X to my friends	
	If my friends were planning to use similarity, I would tell them to use with X	
<b>WTP</b>	The price of X would have to go up quite a bit before I would switch to another brand	<i>Adapted from Netemeyer (2004)</i>
	I am willing to pay a higher price for X than for other brands	
<b>Consideration set size</b>	I would consider no other than this brand	<i>Adapted from Nordfält (2004)</i>
	I would consider 1-3 other brands	
	I would consider 4-6 other brands	
	I would consider more than 6 other brands	
	I would consider all possible brands	

Note: XYZ\* is replaced by brand names: A, B, C and so forth.

All items were measured on a six-point Likert scale, with scale points being 1 = strongly disagree, 2 = disagree, 3 = tend to disagree, 4 = tend to agree, 5 = agree, and 6 = strongly agree (Netemeyer, Bearden, and Sharma 2003).

### **3. *Brand Purchase Intention Scale***

As defined earlier, intentions can be thought of as currently planned actions to be taken at some future point Baalbaki and Malhotra (1993). In this study, behavioral intentions were considered as a latent construct and measured based on two indicators: repurchase intention and word-of-mouth intention. Repurchase intention is the consumer's stated belief that they will repurchase a particular type of service or particular brand (Boulding et al. 1993). Word-of-mouth intention is the consumer's stated belief that they will tell others about the product/service experience, especially members of their social set who were not directly involved in the product/service encounter (Richins 1983).

In this study, purchase intentions were measured using a behavioral intentions scale adopted from Zeithaml, Berry, and Parasuraman (1996) (see Table 15). All the items are measured on a six-point Likert scale, possible responses being 1 = strongly disagree, 2 = disagree, 3 = tend to disagree, 4 = tend to agree, 5 = agree, and 6 = strongly agree (Netemeyer, Bearden, and Sharma 2003).

**Table 15.** Indicators of brand purchase intention

<b>Items</b>
Return to this brand if you visit the same destination again
Choose this brand again if you have a choice
Say positive things about this brand to other people to other people
Recommend this brand to someone who seeks your advice
Encourage your friends and relative to choose this brand
Switch to another brand in the future.

Although all the scales employed in this study were adopted from other research, items for the measures were still modified following Churchill's (1979) suggestions. Next, an expert panel in the brand field was consulted to judge the items for face validity and clarity.

### **Conclusion of Chapter 3. Hypotheses and Research Model**

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The research follows the traditional pattern. After defining the different concepts related to our research questions (Chapters 1 and 2), we focused in this chapter on presenting our research model, the hypotheses to be tested, and the chosen measurement scale for each concept.

Thus, we introduced a conceptual model that is based on the relationship between brand personality and the antecedents and consequences of BRQ (self-congruence and partner quality). The hypotheses of the relationships between the chosen constructs and the concept of the brand personality are intended to study the effects of some variables on our concept (self-congruence and partner quality).

The hypotheses in the second part (the effects of our concept) are issued in order to study the antecedents of BRQ (hot and cold BRQ). This part of our model highlights the effects of self-congruence and partner quality on hot and cold BRQ, respectively.

The hypotheses of the third part are issued in order to test the effects of hot and cold BRQ on its consequences (willingness to pay price premium, consideration set size, and word of mouth).

Thus, this chapter proposes an integrated model since it encompasses different concepts related to the notion of brand personality, two components of BRQ, and its antecedents and consequences on the brand purchase intention. Therefore, we aspire to model the concept of BRQ based on Nyffenegger et al. (2015) in order to test its relationship with brand personality and its effects on behavioral intention in the developing Vietnamese market. In the next part, we focus on our research hypotheses and our research model to ascertain the results of quantitative studies.

**Table 16.** Summary of Scales for constructs in the model

Constructs	Factors	Items	Sources
Brand personality	Sincerely	Down-to-earth, family oriented, small-town, honest, sincere, real, wholesome, original, cheerful, sentimental, and friendly.	Jennifer L. Aaker, "Dimensions of Brand Personality", Journal of Marketing Research, Vol. 34 (1997).
	Excitement	Darling, trendy, exciting, spirited, cool, young, imaginative, unique, up-to-date, independent, contemporary.	
	Competence	Reliable, hard-working, secure, intelligent, technical, corporate, successful, leader, confident.	
	Sophistication	Upper-class, glamorous, good-looking, charming, feminine, smooth.	
	Ruggedness	Outdoorsy, masculine, western, tough, rugged.	
Hot BRQ	Passion	Compared to other airlines, I feel strongly connected to X	Adapted from Fournier (1994)
		I feel emotionally attached to X	
	Commitment	I feel very loyal to X	Adapted from Fournier (1994)
		X can count on me to always be there	
		I will stay with X through good times and bad	
	Intimacy	There are times when I really long to be with X again	Adapted from Fournier (1994)
		I feel like something's missing when I haven't used with X for a while	
Cold BRQ	Satisfaction	I am consistently satisfied with my decision to be with X	Adapted from J. Aaker, Fournier, and Brasel, (2004); Oliver, (1993).
		I am completely satisfied with X	
		X offers exactly what I expect from another company	
	Trust	I rely on X	Adapted from Chaudhuri and Holbrook (2001)
		X is an honest brand	
		X is a safe brand	

Antecedents of BRQ	Self-congruence	Concerning our characters, brand X and I are very similar	<i>Adapted from Sirgy (1997)</i>
		I resemble the typical user of brand X very much	
		I can easily identify with brand X	
		Using brand X reflects who I am	
	Partner quality	X takes good care of me	<i>Adapted from Fournier (1994)</i>
		X treats me like an important and valuable customer	
		X shows a continuing interest in me	
Consequences of BRQ	WOM	I have recommended X to many people	<i>Adapted from Carroll and Ahuvia (2006); Maxham (2001)</i>
		I would recommend X to my friends	
		If my friends were planning to use similarity, I would tell them to use with X	
	WTP	The price of X would have to go up quite a bit before I would switch to another brand	<i>Adapted from Netemeyer (2004)</i>
		I am willing to pay a higher price for X than for other brands	
	Consideration set size	I would consider no other than this brand	<i>Adapted from Nordfält (2004)</i>
		I would consider 1-3 other brands	
		I would consider 4-6 other brands	
		I would consider more than 6 other brands	
		I would consider all possible brands	
Brand purchase intention		Return to this brand if you visit the same destination again	<i>Adapted from Zeithamlet., (1996)</i>
		Choose this brand again if you have a choice	
		Say positive things about this brand to other people to other people	
		Recommend this brand to someone who seeks your advice	
		Encourage your friends and relative to choose this brand	
		Switch to another brand in the future.	

Note: XYZ\* is replaced by brand names: A, B, C and so forth.



**Part 2:**

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**Brand Personality and Two Components of Brand  
Relationship Quality. An Empirical Approach.**

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## Introduction to part 2

In recent years, Vietnam has been known as the most powerful emerging emconomics in the Southeast Asia region. As far, Retailer sectors have also been drawn by its relatively young citizens of customers – of which 70 percent are aged between 15 and 64 years<sup>2</sup> – who promises to be a crucial driver of strong market growth.

Moreover, several international retail groups have entered the Vietnam's market, giving enormous choices for consumers while producing extreme competitive challenges in advance for domestic competitors.

Table 17: Foreign and domestic retailers in Vietnam market.

Foreign retailers	
Name	Year of oppening
AEON (Japan)	2014
Auchan (France)	2013
Berli Jucker (Thailand)	2014
Central Group (Thailand)	2014
E-mart (South Korea)	2015
Lotte (South Korea)	2008
NTUC Fairprice (Singapore)	2013
Spencer (UK) & Marks	2014
Parkson (Malaysia)	2014
Big C (France)	2002
Metro Cash & Carry (Thailand)	2002
Domestic retailers	
Citimart	2011
Fivimart	1997
Ocean Group	2010
Co. opmart	1996
Vincom	2010

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<sup>2</sup> <http://www.eiu.com/home.aspx>

There were many retailers expressed an intention to open stores in Vietnam in 2014. This figure indicated a fiercer aggressive environment and further boost market growth. Recent considerable investments and expansion plans by domestic and foreign retailers further underline the attract of Vietnam's retail market, as seen in Table 2 below.

Table 18: Recent major entrants, expansions and potential entrants

	New entrants	Expansions	Potential entrants
Shopping centres	AEON, SC Vivo City, Takashimaya	Big C, Citimart, Co.opmart, Fivimart, Lotte Mart, Maximark	Carrefour, Tesco Lotus, Walmart
Retailers	Banana Republic, Central Group, Christian Dior, Ermenegildo Zegna, Hermès, Payless ShoeSource, Springfield, Topshop	Baskin-Robbins, Mango (Mango He and Mango Touch), Parkson	Auchan, 7-Eleven

Source: Cushman & Wakefield Vietnam<sup>3</sup>, 2013.

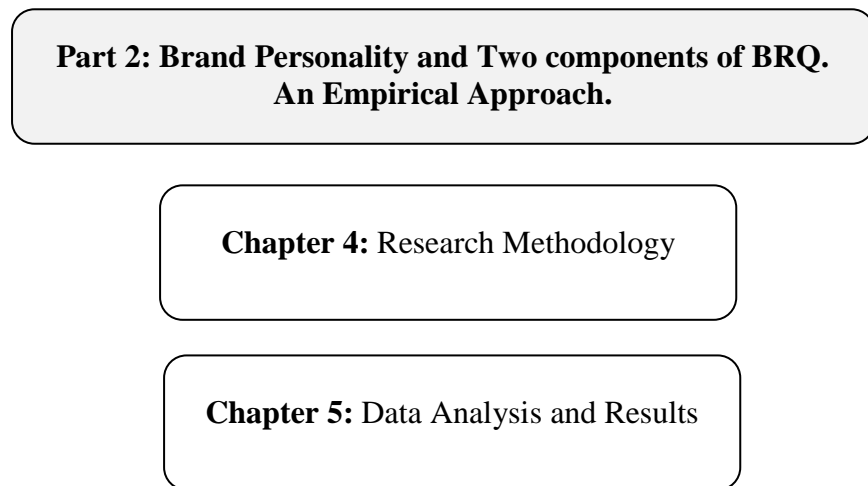
There are many retail forms such as shopping centers, supermarkets and hypermarkets will play a main role in Vietnam's future retail area growth, given the scale needed to maintain a market of 90 million consumers. In specific, the fast growth of urban residential areas is likely to outcome in greater demand for large-scale commercial centers. Currently, the modern retail channel accounts for around 20 percent of sales in Vietnam. It is clearly seen that understanding not only Vietnamese market in general but also Vietnamese's customers in particular that will help both local and national companies to win and succeed in their business market share.

The findings of this research contribute our knowkedge that help marketers understand the consumer-brand relationsship on consumer behavior. Moreover, the rusults will indicate consumers can establish a relationship with any particular brand is still unclear. Last but not least, it could answer the research questions by the cause model between brand personality on two components of BRQ, hot and cold BRQ in terms of brand purchase intention.

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<sup>3</sup> <http://www.cushmanwakefield.fr/en-gb/news/2013/06/revitalizing-vietnam-property-market/>

In Part 2 focus on the empirical study. It presents the different steps to create the new measurement scale on the relationship between brand personality and two components of BRQ: hot and cold BRQ in order to see its effects on brand purchase intention on Vietnamese market in section 1. Second, qualitative and quantitative phase presents in section 2. Third, Validation of Measurement will present in section 3 (Chapter 4: Research Methodology) Last but not least, Data analysis and results will present in chapter 5, including address the reliability and validity of the scales of measurement used, and then discuss the fit and results of the integrator model. In fact, this chapter, therefore, will answer the hypotheses presented in previous chapter.

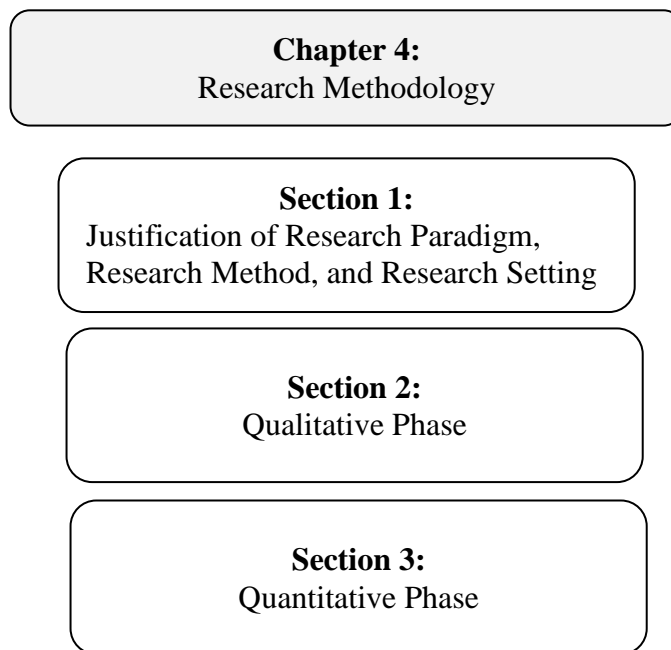


**Figure 18.** Part 2 framework

## Chapter 4. Research Methodology

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Chapter 3 presented the theoretical framework and hypotheses based on a revise of the appropriate literature. In Part 2, Chapter 4 will describe the methodology used to conduct the research. Firstly, a description of the research design is given, including the objectives of each approach used in the research. Secondly, the chapter discusses aspects of the quantitative stage. This covers explanation of the construct and measures adopted in the research, instrument design, product categories, target population, sample and sample size, data collection, and data processing analysis. Finally, validation of measurements will be presented in the third section.



**Figure 19.** Outlined Chapter 4

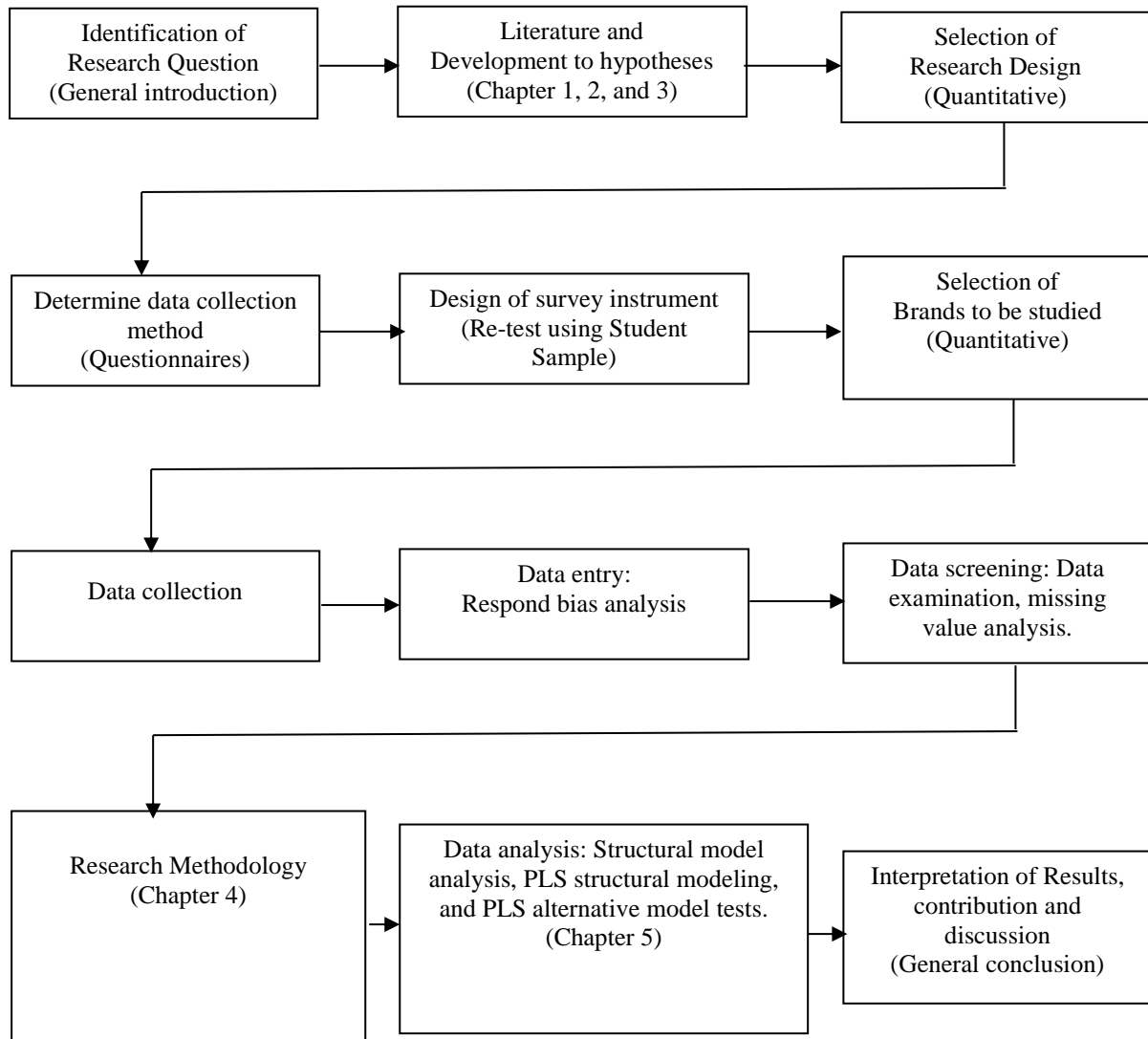
## **Section 1. Justification of Research Paradigm, Research Method, and Research Setting**

### ***1. Justification of the Research Paradigm***

To discuss the method applied to this research, it is necessary to consider its fundamental purpose. The model in our research is designed to present the relationship between, or the effect of brand personality on two components of BRQ, hot and cold BRQ, and the effect of product category involvement as a potential moderator in the relationship between brand personality and BRQ. In a literal interpretation, it could be interpreted as a cause and effect analysis: this is typical when undertaking structural equation modeling. Thus, theory development and refinement can also profit from the use of advanced methods and statistical rigour (Schmidt and Hunter 1983).

In addition, it must be recognized that such structural models or explanatory research can also be conducted in an exploratory manner (McElveen et al. 1982). That is, if alternative models are determined or the original model is altered through validation testing and purification, then the research may be exploratory (Bollen 1989). Experimental techniques are believed to be the most robust and suitable for studying cause and effect (Churchill, Brown, and Suter 1992)

**Figure 20.** Summary of the Research Process in more detail



**Source:** Adapted from Churchill (2001)



## ***2. Research Design***

This study used a mixed methods approach, including both qualitative and quantitative methods. According to the theoretical framework and hypotheses developed in Chapter 3, the study first used a qualitative approach, particularly in-depth interviews, to obtain a general understanding of consumer-brand relationships in the context of the Vietnamese market and to determine whether elements of the model were applicable within this market context. This is because qualitative research is appropriate for understanding study participants rather than fitting their answers into predetermined categories, and tends to concentrate on detailed information collected from a relatively small sample (Miller et al. 2012).

The choice of a particular study approach requires attention to the research question and the issues of generalizability, precision, and realism (Elazar Pedhazur, Liora Pedhazur Schmelkin 1991). This study is descriptive in nature. It attempts to discover the relationships between nine constructs: brand personality, self-congruence, partner quality, hot BRQ, cold BRQ, WTP, consideration size set, WOM (Fournier 1994; 1998) and brand purchase intentions. In the next stage, which is the main part of the research, the purpose was to empirically test the theoretical construct and hypotheses developed. A survey was conducted at this stage because it is an appropriate method for testing theories or relating variables in hypotheses (Creswell 2009).

## ***3. Research Setting***

With a population of more than 90 million people, Vietnam provides an appropriate case for the research of consumer brands in general, and brand personality and brand relationship quality in particular. The movement toward a market economy together with entry to the World Trade Organization has caused Vietnamese firms to change their traditional ways of doing business. Instead of focusing on purchases or sales, Vietnamese firms have gradually been recognizing the vital role of branding in their business. Vietnamese consumers' buying habits have also shifted from buying unbranded products to buying branded (Nguyen, Barrett, and Miller 2011).

(Nguyen, Nguyen, and Barrett 200). According to Viet Toan (2013), a recent survey of Vietnamese consumers undertaken by GfK (a foreign market research agency in Vietnam) shows that Vietnamese consumers are becoming more and more sophisticated in terms of making purchasing decisions. Moreover, this survey shows that “Vietnamese consumers always think twice before making a purchase. The survey results indicate that 55 percent of Vietnamese consumers spend quite a lot of time researching information on brands, 12 percent higher than the global average” (Viet Toan 2013).

Moreover, marketing has been moving from the traditional marketing (marketing mix) paradigm to the relationship marketing paradigm (Bejou 1997, p.727). Building quality brand-consumer relationships is important to the success of a brand (Susan Fournier 1998; Pentina, Zhang, and Basmanova 2013). For that reason, scholars have devoted their efforts to studying the relationship between brand and consumer and marketers are increasingly trying to build good relationships—that is, brand relationship quality. (Fournier 1998) offers a comprehensive model of the relationship between brands and consumers. Research in the area has also suggested a number of antecedents and outcomes of brand-consumer relationships (Park et al. 2009).

Among antecedents of brand relationship quality, brand personality is certainly a potential factor. After (Jennifer L. Aaker 1997) impacting article on human characteristics related to a brand, a host of studies about brand personality based on personality psychology was published in marketing journals (Eisend and Stokburger-Sauer 2013). However, the main effect role of brand personality on brand relationship quality (BRQ) is still under-investigated (Maehle, Otnes, and Supphellen 2011). There is a need to transfer the notion of brand personality into something more accessible to customers and the concept of brand personality appeal is suitable in this regard (Freling, Crosno, and Henard 2011). In addition, the research on brand personality has been mainly undertaken in the developed world (Aaker 1997; Freling, Crosno, and Henard 2011a). Little has been done by researchers in Vietnam.

With a population of over ninety million people (Euromonitor 2014) and the emerging economy, Vietnam has been proposed as a meaningful context for marketing study (Tambyah, Tuyet Mai, and Jung 2009). Constant growth in income per capita and the growth of the middle class have led to increasing brand consciousness in Vietnamese

consumers. A survey by a German-based market research agency, GfK GmbH, found that brands play a significant role in the purchase decisions of Vietnamese consumers, most of whom consider brands as a signifier of quality (Nguyen and Nguyen 2011), and, as research has indicated, Vietnamese consumers are increasingly disinclined to practice brand-switching (Nguyen, Barrett, and Miller 2011). As such, the market context of Vietnam appears to be an appropriate empirical setting for the model and constructs discussed in the previous chapter. On the practical side, in order to survive and succeed in the Vietnamese market, marketers need to understand how to build lasting relationships between their brand and their consumers and ultimately to foster brand loyalty. So far, research on emerging markets has concentrated on China and India, the two largest markets (Sheth 2011). It is argued that, as marketing strategies need to adjust to suit local cultures, more research is needed in smaller emerging markets such as the Vietnamese market (Sheth 2011).

A major consideration in this research is which brands are suitable to be studied. Most of the brands selected have to be well-known to Vietnamese people. Another consideration when choosing the brands and the products to be studied was that the brands had to come from diverse categories. A diverse category selection would make inferences more justifiable to other brand categories. Also, a diverse representation of categories was more likely to be representative of the various brand personality structures that might prevail. Another important factor in establishing the sample frame was that the awareness levels for each product class must be high (Bradley Wilson, Callaghan, and Stainforth 2007). The choice of brands and product classes for the main study was also cognizant of the 'ability or willingness to respond' factor. Overall, the final brand set was chosen to preserve consistency between international BRQ researchers (Fournier 1998). Brands were also chosen to reflect a greater breadth in brand personality. Although many brands and categories were not included, this does not necessarily imply that concepts like brand personality and BRQ are not important. However, the final decisions on brands studied were mindful of study resource constraints.

## **Section 2. Qualitative Phase**

This section describes the qualitative stage of the research. As mentioned in the second part of section 1, the objectives were to determine how Vietnamese consumers relate to brands and to determine if existing constructs are applicable in the market context of Vietnam. To do so, the research questions to be answered were: (1) how the brands reflect the brand personality of Vietnamese consumers; and (2) whether Vietnamese consumers' emotion responses to brands capture the constructs in the model developed for our research. The relational constructs' labels were not explicitly used at the onset of the research as it was more important to understand the participants through the emotions presented for hot BRQ and cognitive responses presented for cold BRQ, or through feelings and beliefs underlying the constructs, than to limit their responses by applying predetermined construct labels. As discussed in Chapters 2 and 3, brand personality and two components of BRQ (hot and cold BRQ) relate to emotional and cognitive motives; these were explicitly elicited in this research to see how consumers' feelings and beliefs evolved from these motivational aspects. Furthermore, as brand purchase intention has been a focal construct of interest for both researchers and practitioners, toward the end of the research there was an attempt to see how the participants picked up on this concept in relation to their relationships with brands.

### ***1. Procedures***

In this stage, in-depth interviews were conducted. Participants were asked for their opinions about brands and how they thought and felt about the brands they chose to discuss. Semi-structured in-depth interviews were chosen rather than focus group discussions, for both substantive and practical reasons. Firstly, in-depth interviews are best suited for exploring detailed attitudinal and behavioral information, as well as highly intimate, personal matters (Willis 2000). Secondly, they avoid undesirable peer group pressure, so less acceptable views can be expressed openly; individual interviews also avoid the danger of conformity to group responses (Willis 2000). It can be seen that retailers in the Vietnamese market offer unbranded competition as well as a wide range of levels of expense for brands. As such, in-depth interviews ensure that participants can talk about the brands they really know and experience, avoiding situations where they may feel pressured to talk about different, perhaps more expensive brands.

However, in-depth interviews also have disadvantages. They provide no opportunity for interaction between interviewees, and responses can be very rational in a one-to-one context and may not mirror the full range of emotions that affect true behavior (H. L. Willis 2000). Thus, the focus of this research was on relationships between the consumer and the brand in the consumer's lived experience: it was felt that the advantages of the approach taken would outweigh its disadvantages. In addition, this research used a semi-structured discussion guide (see Appendix 1) with prepared questions that the researcher adapted and varied in sequence as each interview developed. Given the purpose of this qualitative stage, a description rather than an interpretation of behavior was desired, and semi-structured in-depth interviews could be used effectively (Willis 2002).

## ***2. Sampling and Participants***

In this stage, this research used purposive sampling, because the need for in-depth information in qualitative research informs the choice of theoretical or purposive sampling (Emmel 2013). This method, also called judgmental sampling, is a technique in which the selection of interviewees is based on judgments about the appropriate characteristics they will (Zikmund et al. 2013). To find such participants, the researcher decided to select participants who were likely to be brand consumers in shopping malls or supermarkets where a wide variety of brands was available.

The participants were approached in malls in the central area of Ho Chi Minh City and Can Tho cities in the south of Vietnam. The participants were approached after they had made a relevant purchase, evidenced by their shopping bag, and if they appeared to be aged over eighteen. They were invited to participate in the research: if they agreed, a mutually convenient date, time, and location were set.

The sample size was not set precisely prior to the start of this stage because there were virtually no guidelines for determining the purposive sample size or prior data collection, both necessary for qualitative research (Guest, Bunce, and Johnson 2006). The final number of in-depth interviews was six, including three participants in Ho Chi Minh City and three in Can Tho City. The number of in-depth interviews stopped at six when it was observed that the consumers' thoughts and feelings towards their selected

brands mostly overlapped and repeatedly captured the constructs in the framework. The number of interviews conducted was within the range of 6 to 12 suggested by Guest, Bunce, and Johnson (2006)

### ***3. The Interview Process***

Of the six participants, two were shopping alone and their interviews were conducted in the café or food court of the shopping mall right after they agreed to be interviewed. For the other four participants, who were with friends or family, appointments were made for one or two days later. Coffee shops, including those in the shopping malls, were selected as venues for the interviews because these are typically patronized by middle-class consumers, so the participants would feel comfortable there. Furthermore, coffee shops are typically not so noisy, which allowed discussing and recording of the interviews.

All participants were assured of the anonymity of their responses in the reporting of results. All interviews lasted approximately one hour and were conducted in the Vietnamese language. They started with general questions about how participants perceived brands and quality, and then participants were asked to suggest brands they wanted to talk about further. Once the participants had selected some brands, the interviews centered on their brand stories, overall judgment, thoughts, feelings, and intentions towards those brands.

The researcher—who conducted, transcribed, and translated all these interviews—is a native Vietnamese citizen who speaks and understands Vietnamese very well. The interview recordings were played back and forth over headphones during the process of transcribing; once an interview was transcribed, it was listened to again to ensure information was not lost. The transcripts served as a primary source of data for the qualitative analysis. During the interviews, summary notes were taken and written up immediately it concluded. The participant was invited to a second meeting in which they reviewed the script and affirmed it was a true account of their thoughts and feelings.

#### ***4. The Main Purpose of Qualitative Analysis***

Based on the discussion in Chapters 1, 2, and 3 of the constructs in the hypothesized model, we focus on aspects of the relationship between brand personality and two components of BRQ which have been well tested empirically in developed Western markets (Aaker 1997; Fournier 1998; Kressmann et al. 2006; Albert, Merunka, and Valette-Florence 2013; Nyffenegger et al. 2015). Whilst noting that insights into the behavior of consumers in emerging markets are different from those in Western markets and calling for further research into emerging markets, (Sheth 2011) cited the lack of brand knowledge of many consumers in these markets and suggested that marketers focus on strategies to shape consumers' expectations rather than to access them. This seems a logical idea in emerging markets where there is consumption of and competition from unbranded products.

According to D'Andrea, Marcotte, and Dixon Morrison (2010) state that "Experience has shown Western companies that strategies that are successful in developed markets do not work well in developing or emerging markets". They have ascertained that successful brands are those that show concern for consumers and their values. The authors also proposed that in order to understand consumer behavior and win consumers' affection in the fast-changing context of an emerging market, producers or marketers should adopt openness and a sense of discovery. This is relevant advice for a market like Vietnam, where the role of brands has only recently become important (Nguyen, Barrett, and Miller 2011).

Therefore, it is necessary to determine whether Vietnamese consumers think, feel, and form ties with brands at the level of lived experience in the manner that underlies the constructs derived from the literature review based on developed markets. Instead of prematurely circumscribing the constructs—thereby precluding their understanding at the level of lived experience of the individual consumer—this stage of the research was designed to be discovery-oriented in nature. As mentioned in Chapter 4, in-depth interviews are suitable for this objective at the qualitative stage. The analysis is organized around the existing constructs in the model hypothesized in Chapter 3.

### ***5. Information on Participants***

Six participants were sampled in the shopping mall and supermarkets where a wide variety of brands were available, in the condition that maximized the participants' experiences of brands so that the results would be most useful for the analysis. The target participants were selected from three age groups (20–30, 31–40, and above 40) to see if existing constructs were applicable regardless of age, because it has been noted that consumers' motives and brand purchase intention may be different in different life stages.

The sample for the in-depth interviews was made up of three male participants and three female participants. Three participants were married and three were single. All appeared to identify with the brand/product classes consisting of packaged goods, services, and durables/semi-durables, which were divided into six categories that included soft drinks, soaps, banking services, credit cards, motorcycles, and laptop computers. A detailed description of participants is provided in Appendix 4.



## ***6. The Results of the In-Depth Interview***

This part mainly focuses on the idea of the extent to which aspects of consumer-brand relationships—from which the frameworks in the previous hypothesized model of this research were construed—are associated with the participants' opinions.

### ***6.1. Brand Personality***

All participants showed that their emotional connections with products/brands served their self-definitional targets. One participant indicated that it was her goal to have sincerity. Sincerity is defined as “the degree of warmth in a brand's personality trait” (Yang et al. 2010, p.1090). It refers to feelings of warmth and friendship that a consumer has toward a brand and may typically be associated with sincere brands, whereas passion refers to acute, momentary, positive feelings aroused toward the brand that are generally associated with exciting brands (Swaminathan, Stilley, and Ahluwalia 2009). One respondent acknowledged sincerity when we discussed soap brands:

I use this soap [Dove]. They are very nice they don't use any chemicals. I completely trust this product, which I have bought and used for a long time.  
(Participant C)

A female participant aged between 30 and 35 exhibited a sophisticated connection with brands. Sophistication is defined as “the degree of elegance and style in a brand's personality trait” (Lin 2010, p.4). A sophisticated personality denotes “good taste, is honorable, glamorous, and classy” (He 2012, p.398). Sophistication is illustrated by traits like being upper-class and charming. This is understandable because females aged 30–35 are conscious of approaching ‘middle-age’ and often seek products that express a consumer's personality and imply an individual's social status. One of the respondents explained as follows when we discussed and talked about the laptop computer, Apple:

Even though the products are highly priced, I still use them. I like the way the products are packed. It is different from others; they are very unique and trendy.  
(Participant B)

Lin (2010) explained competence as the level of trust, conviction, and patience in a brand's personality trait. It is a property of knowledge (Fournier, Breazale, and Fetscherin 2012). Knowledge is fundamentally a cognitive phenomenon. Its content is made up of entities and relationships among the entities. The entities and relationships are, of course, creations of the mind. Competence is illustrated by traits like being reliable, intelligent, and successful. One of the respondents replied as follows when we discussed the motorcycle, Honda:

All citizens are responsible for protecting the environment and its scarce resources for the future generations: the big corporates which currently run the world should see to it that they adhere to the norms. I know all the ingredients which are used in the products which I use; I also know that the company allocates a certain amount of its profit to the development of society. (Participant E)

Excitement is defined as “the degree of talkativeness, freedom, happiness, and energy shown in a brand's personality trait” (Myers and Diener 1995, p.10). Drawing on this definition, some researchers treat excitement as singular in nature, with excitement meaning the same thing to all individuals (Myers and Diener 1995). Other researchers suggest that excitement is highly subjective, meaning distinct things to each individual (Bonnans et al. 2006). Excitement is illustrated by traits such as being daring, exciting, imaginative, and up-to-date (Aaker 1997). One of the respondents replied as follows when we discussed the soft drinks Pepsi and Coca Cola:

It is everyone's responsibility to protect the environment. I put in a lot of effort to save the environment. I advise my friends and family to protect the environment: we are against chopping trees. I am a member of a group; we go once a month to different schools in our locality and ask kids to plant trees. (Participant A)

For most participants, an important underlying factor in brand personality was their self-definitional goal in relation to others in their close social environment. Given the importance of social identity to participants, this research adopted the brand personality scale from the social psychology literature.

## ***6.2. Brand Relationship Quality***

As discussed in Chapter 1, brand relationship quality taps into hot (based on emotions) and cold (based on objective-relevant beliefs) components that characterize the lasting exchange type or the communal type of relationship between consumers and brand (Bruhn, Schoenmueller, and Schäfer 2012). The majority of participants showed a degree of closeness with their brands. More specifically, some exhibited interdependence with or affection for their brands in the hypothetical situation that these brands were no longer available, although the brands might not be important to them:

I do not feel close to it [Dove] but still feel something would be missing. It is just like I get used to used it over a long time and then, without the product, I feel something missing. (Participant C)

Coca Cola is a popular and normal soft drink. However, without it, I would have a feeling of missing something. I may think that's life, sometimes we have to change, so I would search out another new brand of soft drink, but I would feel a little bit sad because I would go to the supermarket and mall very often but now my favorite brand would no longer be available there. (Participant A)

There were cases where participants exhibited some intimacy with or understanding of their brands. One participant talked about her relationship with brands as close friendships with two-way communication:

I think I know clearly the characteristics of the brand [Apple] ... I have read newspapers and it is said that their computers are elegant and of strong personality. (Participant B)

Conversely, there were cases that exhibited a lack of, or vague knowledge of, brands. For example, one participant exhibited quite vague knowledge about her brands and even mistakenly thought one of her brands was foreign when it was not. In that case, the brand name was not Vietnamese but sounded like foreign words. When asked what they knew about their brands, the participants replied:

I really know nothing about it [Sacombank]. (Participant D)

There were also cases implying a lack of love/passion or commitment or intimacy:

I don't find any differences if I live without them. I will look for other brands to replace ... I actually do not know much about brands and I also do not care much about its development or extinction. (Participant F)

There were also high levels of commitment or intimacy which characterized successful brand relationships:

I am very loyal to the brand; I would not use any other. For example, I use [Apple] computer for all every works around ten years. I can't imagine my working without it really. Now, I know that I wouldn't want to start with another laptop computer (Participant B).

It can be seen from these comments that different participants have different views of brands, such as understanding brands, two-way communication, emotional attachment or beliefs, or the feeling of missing something when a brand is no longer available.

### ***6.3. Brand Purchase Intention***

Different participants expressed various degrees of purchase intention toward their brands. It was noted that they exhibited multi-brand patterns, wherein different brands are adopted in response to various occasions and contexts, or including financial constraints:

Normally I have bought and used Dove soap, but when I have other better options, even it has a little higher price, I still have changed to buy and use the new one. (Participant C)

I like it [Apple] very much but I couldn't buy it because it costs above 1000 USD (approximately 23 million VNĐ). So, it could be a reason for me to use another laptop brand name. (Participant B)

One participant appeared to be very uninterested in brand relationships, and tended to be pragmatic when making buying decisions based on image rather than any emotional/relational connections:

I only consider the brands if they have a unique design that is suitable to my needs, not anything else ... Now I don't have any bias towards any brands. (Participant E)

In other cases, participants claimed they were not brand loyal and rather viewed their loyalty to a brand as a continuing purchase or consumption:

I don't think I have loyalty to brands ... If talking about loyalty, then I may say Apple is the one that I have used consistently, from long ago till now. (Participant E)

I'm used to this brand so I rarely switch brands. (Participant D)

In some cases, brand loyalty appeared as a result of a brand providing the ongoing satisfaction sought by participants (satisfaction is discussed in relation to brand trust). As indicated below, this group explained that continuing consumption was driven

directly by their need to maintain their social self, with little affective bonding to their brands. In one sense, this is consistent with the discussion in Chapters 1 and 2 on the direct impact of brand personality on brand relationship quality:

I don't say I can't live without it [Hoda], but I feel satisfied with it ... Unless they make me upset or they make any change, I will continue to buy and care about it. (Participant C)

I cannot talk specifically about affection. But as I use its products, and I am satisfied with the products, that means I have affection for the brand ... but if a brand cannot maintain what I need, I won't continue to buy it. If they can maintain what they are offering at this time, I will continue to buy. (Participant F)

It is seen from these comments that the outcomes of brand relationships include initial consideration, and continuing purchase and consumption. Such knowledge can greatly aid the realization of customer retention and brand building goals. It is proposed that the relationship enhancing instruments summarized above can be incorporated into a multi-dimensional construct of a cause model of some antecedents and consequences of two components of BRQ on brand purchase intention. However, for some participants, brand loyalty could reach a higher level of abstraction, as they claimed they were not quite satisfaction although they kept purchasing the same few brands. All in all, the results of the in-depth interviews led to main conclusions in relation to the previously proposed model. Firstly, all constructs derived from the literature review could be applied in the context of Vietnam and were exhibited in participants' thoughts and feelings about and commonalities with brands. Secondly, the results of the interviews were consistent with discussions of the hypotheses in Chapter 3. Therefore, there was no need to modify the research model and the hypotheses.

### **Section 3. Quantitative Phase**

During the qualitative phase, we discussed and saw how consumers' thoughts and feelings evolved from motivational aspects. Thus, the objectives of the qualitative phase were to determine how Vietnamese consumers relate to brands and if existing constructs are applicable in the market context of Vietnam. In this section, we will describe the data collection conditions for the quantitative phase and the application steps of our factor analysis, before discussing the main results. As mentioned earlier, the purpose of this study is to test the theoretical framework and hypotheses relating to the relational constructs presented in previous chapters.

#### ***1. Questionnaire Design***

The questionnaire was designed following the four-step procedure suggested by Netemeyer, Bearden, and Sharma (2003): (1) defining the construct; (2) generating a list of items from the literature to match the definitions, and comparing and judging the items on their psychometric properties in terms of the reliability, validity, and accuracy with which they reflect the construct (Bagozzi 1994); (3) refining the scale; and (4) finalizing the scale.

In the first and second steps, measurement scales of the constructs under study were adopted from the literature review. As these scales had been tested in previous studies, and the results from the quantitative stage of this research indicated the relevance of the scale items to the respective constructs, the last two steps were mainly concerned with refining and finalizing the survey instrument in the Vietnamese language.

The questionnaire was initially designed in English. The researcher applied the forward/back translation procedure proposed by Van de Vijver and Hambleton (1996). The original English version was translated into Vietnamese by one professional translator and then translated back into English by another. Back translation is necessary to avoid misinterpretation and miscommunication and was important in this case because English is not commonly used and understood by consumers in Vietnam. The original and back translated English versions of the questionnaire were compared to ensure the equivalence of meanings of all items, and refined as needed.

## ***2. Data Collection***

### ***2.1. Target Population***

For this study, the brands selected had to be well-known to most Vietnamese. The research survey participants and respondents were aged 15 or over. As the research focuses on consumer-brand relationships, it was expected that consumers would form relationships and identify with brands and products. In the Vietnamese market, outlets for such brands are concentrated in major shopping malls in Ho Chi Minh City and in the biggest cities in the south of Vietnam.

However, the researcher decided to approach customers in five big universities, malls, and supermarkets in Ho Chi Minh City and in the south of Vietnam for the survey. There are universities and shopping malls in the center of Ho Chi Minh City which were selected by the researcher. In the south of Vietnam, the focus was on universities in Can Tho. The identification and selection of individual respondents in the universities, malls, and supermarkets is presented in section 1 of Chapter 4, Part 2.

### ***2.2. Sample and Sampling Selection***

For the main research, respondents were randomly selected from a consolidated nationality residential listing database, sourced from a software directory product called Marketing Pro which consolidates some 96 million residential listings in Vietnam. Given the selected brands was used as a sample frame as it enabled widespread potential respondent accessibility. For this research, only one country, Vietnam, was selected because of time and budgetary constraints.

The sample was drawn by the computer software with the first number being selected by a random number generator. Such an approach allows greater representation of the population (Nunnally 1978). Selected participants from the database were sent the questionnaire for all brand categories.



### 2.3. Sample Characteristics

Table 19 presents the characteristics of the collected sample. As mentioned in above, the survey collected a total of 634 questionnaires.

**Table 19.** Respondent Characteristics

Characteristic		Frequency	Percent
<b>Sex</b>	Male	287	44%
	Female	356	56%
<b>Age</b>	15-24	418	66%
	25-34	166	26%
	35-44	42	7%
	45-54	8	1%
<b>Education Level</b>	Secondary level	193	29%
	Bachelor	441	66%
	Master	30	5%
<b>Marital Status</b>	Married	158	25%
	Single	467	74%
	Widow/ Divorced/Separated	9	1%
<b>Activity</b>	Student	410	65%
	Farmer, Merchant, Craftsman	8	1%
	Entrepreneur	17	3%
	Person, intellectual Profession	57	9%
	Employee	108	17%
	Worker	34	5%
<b>Income Level</b>	0 – 5 million VND*	500	79%
	6 – 10 million VND	116	18%
	11 – 15 million VND	16	2,5%
	16 – 20 million VND	2	0.5%

Note: 5 million\* approximantely 230 USD

The age distribution of respondents revealed that 66 percent were aged 15–24, 26 percent were aged 25–34, seven percent were aged 35–44, and one percent were aged

45–54. The gender split was 44 percent males and 56 percent females, with a slight over-representation of female respondents. In terms of education, more than half of the sample indicated that they had at least a Bachelor's degree, with a further quarter having secondary level and five percent having completed a Master's degree. About two thirds of the sample were students. Approximately 79 percent of respondents had a monthly income of up to 5 million VND (about 280 euros) and around 20 percent had a monthly income of more than 5 million VND.

#### ***2.4. Establishing Brands to be Studied***

A major consideration within this study was to decide which brands are suitable to study. Based on the qualitative phase, and as mentioned in the previous section, the brands selected for this research had to be the most well-known in Vietnam. Adequate brand awareness and national penetration within the mainstream market were necessary. This process removed many niche brands and regionally distributed brands. Recently, Sung and Campbell (2009) have adopted this approach in a brand personality study.

Another consideration when choosing the brands to be used was that the brands had to come from diverse categories. A diverse category selection would make inferences more justifiable to other brand categories. Also, a diverse representation of categories was more likely to be representative of the varied brand personality structures that might prevail (Bruhn, Schoenmueller, and Schäfer 2012). The choice of product class for the main study was also cognizant of an 'ability or willingness to respond' factor. Overall, the final brand set was chosen to preserve consistency between international BRQ studies Fournier (1998). Brands were also chosen to reflect a greater breadth in brand personality. Although many brands and categories were not included, this does not necessarily imply that concepts like brand personality and brand relationship quality are not important. However, the final decision on brands studied was mindful of study resource constraints. The strategy needed to ensure that responses would be received following administration of the questionnaire.

Overall, after assimilating the collective results from study, the product classes and brands to be studied are featured in Table 20.

**Table 20.** Brands selected for study.

Category type	Product class	No of effective responses	Percentage of overall sample
<b>Services</b>	Banking services	112	18.14%
	Credit cards	92	18.45%
<b>Packaged goods</b>	Soft-drinks	115	17.67%
	Soaps	117	15.30%
<b>Durables/Semi-Durables</b>	Motocycles	97	14.51%
	Laptop computers	101	15.93%
		(634)	

## **Conclusion of Chapter 4. Research Methodology**

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In conclusion, this chapter has presented the data collection and analytical methodologies. The data collection process involved a structured interview and self-administered questionnaires. This chapter presented results for six separate brands, along with the questionnaire procedures, and specifically outlined the structural equation modeling methods before providing a rationale and justification for selecting the partial least squares (PLS) path modelling as the preferred approach.

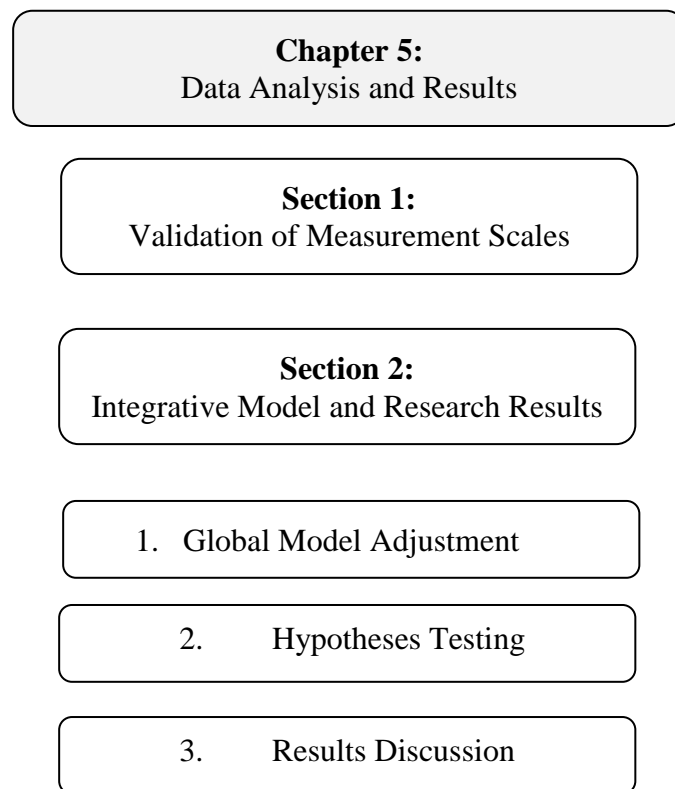
Moreover, the results of the in-depth interviews led to two main conclusions about the proposed model. Firstly, all constructs derived from the literature could be applied in the context of Vietnam, as all were exhibited in participants' thoughts, feelings about, and commonalities with brands. Secondly, the results of the interviews were consistent with discussions about hypotheses in Chapter 3. On this basis, there was no need to modify the hypotheses.

In this regard, the research suggests that consumer-brand relationships may be an alternative approach to differentiating brands (Sreejesh, Mohapatra, and Anusree 2014). As such, it was relevant to investigate a relationship-building approach to brand personality and antecedents and consequences of two components of BRQ, as in the hypothesized model.

## Chapter 5: Data Analysis and Results

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In the last chapter of our dissertation, we will start by studying the accuracy of the measurement scales used in our survey, before moving to the analysis of our results. For that reason, we will focus first on each of the measurement scales used before examining the model in its entirety. Section 1 will be devoted to validation of the measurement scales—more precisely, checking the validity and reliability of the scales. Section 2 will be devoted, in turn, to the study of our research model quality and the main results. We will then test our research hypotheses before proposing some theoretical and managerial implications in the results discussion. Figure 21 below illustrates the progress of the current chapter.



**Figure 21.** Chapter 5 framework.

## **Section 1. Measurement Scales Validation**

The choice of measurement scales was not done randomly. We tried to use the most well-known scales that have proven their validity and reliability in different contexts (see Chapter 3). The purpose of this section is to ensure the accuracy of these measures within the framework of our research context. The study was conducted in Vietnam—hence the need to make sure that measurement scales were applicable in this context.

In this section, we will start with the unidimensional scales and then move to the multi-dimensional ones. It is important to mention that we decided to use, for all constructs, a six-point Likert scale ranging from ‘strongly disagree’ to ‘strongly agree’. By doing so, we facilitated respondents’ comprehension of our questionnaire. Regarding the modeling, we used the partial least squares method (PLS) of XLSTAT software (Chin 1998; Tenenhaus et al. 2005). We preferred to use the PLS method in our research since it allowed us to overcome the multi-normality (Tenenhaus et al. 2005).

### ***1. Reliability and Validity of First Order Structure***

Firstly, the reliability has been tested using Joreskog’s rho, which has the advantage of being less sensitive to the number of items and more suited to structural equation methods. In terms of convergent validity, it is about considering the shared variance between each variable (or factor, in the case of second order structure or more): hence the use of the average variance extracted (AVE) indicator in PLS.

In Table 21, we can see that all measures have AVEs higher than (or close to) 0.50, with a Joreskog’s rho higher than (or close to) 0.80 for all (Wetzels, Odekerken-Schröder, and Van Oppen 2009). Therefore, we can confirm the reliability and convergent validity of the first order measurement scales: measurement indicators are highly correlated with the construct they are supposed to measure.

**Table 21.** Reliability and Convergent Validity of First Order Variables

First order variable	Reliability (Joreskog's rho)	Convergent Validity (AVE)	First order variable	Reliability (Joreskog's rho)	Convergent Validity (AVE)
Sincerely	0.710	0.546	Satisfaction	0.820	0.694
Excitement	0.776	0.634	Trust	0.802	0.670
Competence	0.737	0.583	Self-congruence	0.745	0.594
Sophistication	0.758	0.608	Partner quality	0.731	0.576
Ruggedness	0.716	0.551	WTP	0.794	0.657
Intimacy	0.773	0.629	Consideration set size	0.690	0.524
Commitment	0.785	0.646	WOM	0.678	0.513
Passion	0.749	0.597	Brand purchase intention	0.827	0.783

On the other hand, we had to make sure that each scale used has a weak link with other constructs: hence the interest in the discriminant validity. It has been verified that the AVE is greater than the square of correlations between constructs. We can say that the used scales only measure what they are supposed to measure.

## **2. Reliability and Validity of Second Order Structure**

Concerning the second order structures, reliability and convergent validity measures are based on the factor loadings from PLS (called path coefficients). Reliability and convergent validity are confirmed (see Table 22), with AVE greater than 0.50 and Joreskog's rho higher than (or close to) 0.80 (Wetzels, Odekerken-Schröder, and Van Oppen 2009).

**Table 22.** Reliability and convergent validity of second order variables

Second order variable	Reliability (Joreskog's rho)	Convergent Validity (AVE)
Brand personality	0.716	0.577
Hot BRQ	0.754	0.675
Cold BRQ	0.756	0.624

The discriminant validity for second order scales is also satisfied since the AVE is higher than the squared correlations between constructs (see appendix 6).



## Section 2. Integrative Model and Research Results

While the first section is devoted to the validation of measurement scales, we focus in this section on the entire model. We will first verify the adjustment of our model before moving to the next step, the results analysis. The research hypotheses will then be tested, and theoretical and managerial implications presented in the current section.

### *1. Global Model Adjustment*

To recap, for our data collection we launched a questionnaire targeting Vietnamese customers (634 respondents). The results were subsequently analyzed under the partial least square (PLS) approach. PLS is particularly suitable for complex models. This easily matches our model integrator, which is distinguished by its complex relations and where, in particular, several variable mediators are multidimensional (such as brand personality, self-congruence, partner quality, hot and cold BRQ, etc.). Therefore, the PLS approach has several advantages since it does not require independence of variables and is not sensitive to multicollinearity problems (Chin 2010).

A global adjustment indicator is also available. Proposed by (Tenenhaus et al. 2005), goodness of fit (GoF) corresponds to the geometric mean of commonalities and regression coefficient mean (Duarte and Raposo 2010):

$$\text{GoF} = \sqrt{\overline{\text{Communality}} * \overline{R^2}}$$

Wetzels, Odekerken-Schröder, and Van Oppen (2009) suggest using 0.50 as the cut-off value for commonality (Fornell and Larcker 1981) and different effects sizes of R-squares (Cohen, J. and P. Cohen 1988) to determine GoF-small (0.10), GoF-medium (0.25), and GoF-large (0.36). These may serve as baselines for validating the PLS-based complex model globally.

**Table 23** shows the absolute and relative GoF for our research model (internal and outer models). These indicators, after bootstrapping, are also mentioned with confidence intervals.

**Table 23.** Model fit indicators

	<b>GoF</b>	<b>GoF (Bootstrap)</b>	<b>Standard Error</b>	<b>Critical Ratio (CR)</b>
Absolute	0.394	0.397	0.011	35.268
Relative	0.769	0.740	0.019	40.714
External model	0.987	0.986	0.008	126.055
Internal model	0.779	0.751	0.017	45.122

We note that the values of GoF before and after bootstrapping are rough equivalents, indicating stability of our data collection. The absolute GoF after bootstrapping is equal to 0.397, while the relative GoF, which allows knowing the true maximal value of GoF, is 0.740. This leads us to conclude that the quality of the overall model is satisfactory. The GoF of the structural model (0.751) contributes to the predictive performance of the overall model as well as the measurement model (0.986).

## ***2. Testing of the Research Hypotheses***

The purpose of this subsection is to present the test results of our previously proposed research hypotheses. We will decide to accept or reject a hypothesis based on the significant relationships provided by PLS, which means reading structural links (path coefficients) significant at five percent. The organization of this subsection will follow the same path as for the model presentation.

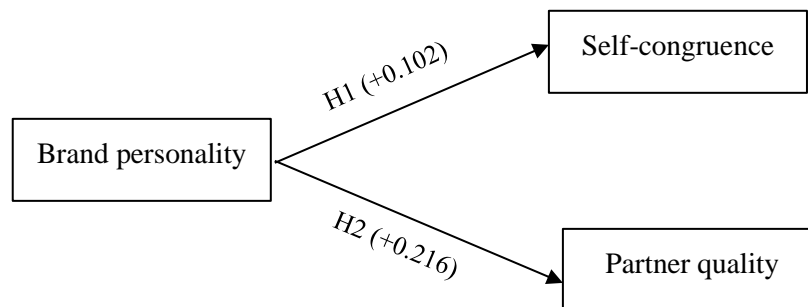
## 2.1. Brand Personality and Antecedents of BRQ

First of all, it is important to study the relationships between brand personality and antecedents of BRQ. Thus, we will test the first research hypotheses relative to the links between brand personality and antecedents of BRQ, self-congruence and partner quality.

**Table 24.** Structural coefficient and significance test concerning the effects of brand personality on self-congruence

Latent variable	Path coefficient	t-value	P-value (Pr >  t )	Bootstrapped paths	Hypotheses test
Brand Personality	0.102	1.989	0.047	0.105	H1 accepted

Note: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ .



**Figure 22.** Significant relationships between brand personality and antecedents of BRQ

**Table 25.** Structural coefficient and significance test concerning the effects of brand personality on partner quality

Latent variable	Path coefficient	t-value	P-value (Pr >  t )	Bootstrapped paths	Hypotheses test
<b>Brand Personality</b>	0.216	4.284	0.000	0.218	H2 accepted

Note: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ .

The test of these relationships using XLSTAT revealed the existence of significant relationships, since the significance tests are less than five percent ( $p < 5\%$ ) (Tables 24 and 25). In this part of our model, we tested the effects of brand personality on self-congruence and partner quality.

Based on the path coefficients, brand personality has the greatest influence on partner quality (path coefficient = 0.216); self-congruence comes in second place with a path coefficient of 0.102. The path coefficients are significant and positive, which reflects positive relationships between brand personality and self-congruence and with partner quality. Regarding our hypotheses, brand personality has a significant positive influence on self-congruence (H1 is accepted) and partner quality (H2 is accepted).

Our findings reveal that brand personality has a positive influence on the two variables self-congruence and partner quality, but clearly the levels of influence and importance are different. Cohen and Cohen (1983) define  $R^2$  values of 0.25 as large, 0.09 as medium, and 0.01 as small and argue that these figures are “broadly appropriate [to] the behavior sciences” (Cohen and Cohen 1983, p.160). All in all, between the two variables, brand personality has the stronger influence on partner quality with an  $R^2$  value equal to 0.047, which means that 4.7 percent of partner quality is explained by brand personality. In contrast to partner quality, brand personality has a small influence on self-congruence, with an  $R^2$  value equal to 0.01, which also means that only one percent of self-congruence is explained by brand personality.

## 2.2. Antecedents of *Hot and Cold BRQ*

### 2.2.1. The effects of self-congruence and partner quality on hot BRQ

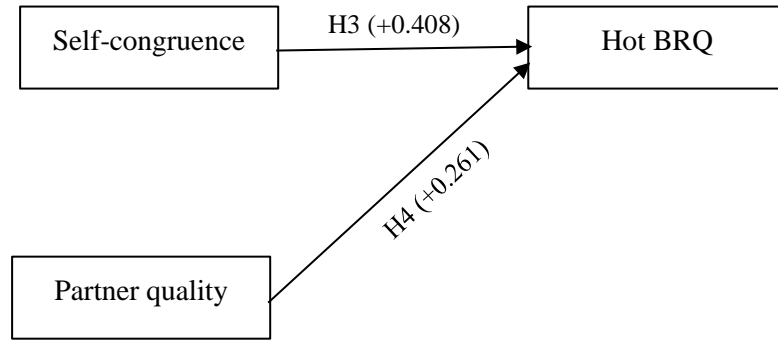
In this section, we will study the relationships of hot and cold BRQ with their antecedents as in our conceptual model—self-congruence and partner quality respectively. We will look at the hypotheses related to the links between self-congruence and partner quality in relation to hot and cold BRQ.

This research has revealed the existence of two antecedents of BRQ, which are self-congruence and partner quality. The results show that both self-congruence and partner quality have positive influences on hot BRQ (H3 and H4 are accepted). From the other side, partner quality has the same positive influence on cold BRQ (H6 and H7 are accepted).

**Table 26.** Structural coefficient and significance test concerning the effects of self-congruence and partner quality on hot BRQ.

Latent variable	Path coefficient	t-value	P-value (Pr >  t )	Bootstrapped paths	Contribution to R <sup>2</sup>	Hypotheses test
Self-congruence	0.408	9.026	0.000	0.381	66.652%	H3 accepted
Partner quality	0.261	5.782	0.000	0.268	33.384%	H4 accepted

Note: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ .



**Figure 23.** Significant relationships between self-congruence and partner quality on hot BRQ

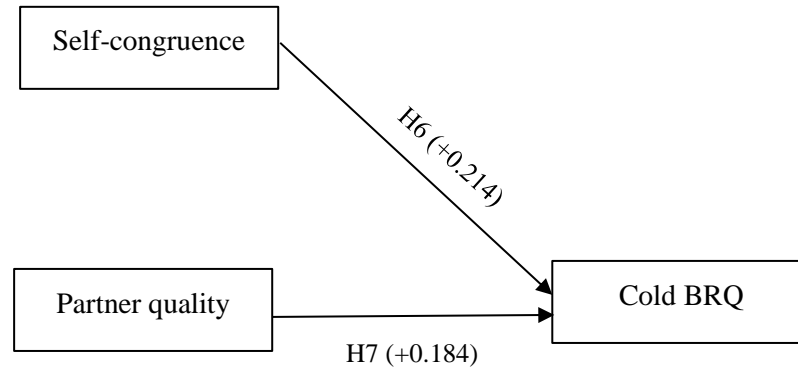
Based on the data analysis results from Table 26, we look at the  $R^2$ : the two variables (self-congruence and partner quality) together explain 29.5 percent of hot BRQ ( $R^2 = 0.295$ ). If we look at the contribution to the  $R^2$  column, we see that self-congruence contributes 66.652 percent of the  $R^2$  whereas partner quality explains 33.348 percent. Furthermore, based on the path coefficients, self-congruence has a greater influence on hot BRQ (path coefficient = 0.408) than partner quality (path coefficient = 0.261). We can conclude that self-congruence has a more positive effect on hot BRQ than partner quality (H5 is accepted).

### 2.2.2. The effects of self-congruence and partner quality on cold BRQ

**Table 27** Structural coefficient and significance test concerning the effects of partner quality and self-congruence on cold BRQ.

Latent variable	Path coefficient	t-value	P-value (Pr >  t )	Bootstrapped paths	Contribution to $R^2$	Hypotheses test
<b>Self-congruence</b>	0.214	4.198	0.000	0.206	55.970%	H6 accepted
<b>Partner quality</b>	0.184	3.599	0.000	0.194	44.030%	H7 accepted

Note: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ .



**Figure 24.** Significant relationships between self-congruence and partner quality on cold BRQ

Regarding Table 27, we look at the  $R^2$ : the two variables (self-congruence and partner quality) together explain 10.2 percent of cold BRQ ( $R^2 = 0.102$ ). According to the contribution to  $R^2$  column, we also see that self-congruence contributes 55.970 percent of the  $R^2$  whereas partner quality explains 44.030 percent. Furthermore, based on the path coefficients, self-congruence has a greater influence on hot BRQ (path coefficient = 0.214) than partner quality (path coefficient = 0.184). We can conclude that partner quality has a less positive effect on cold BRQ than self-congruence (H8 is rejected).

### ***2.3. Consequences of Hot and Cold BRQ***

In this part of our research model, we test the effects of two components of BRQ (hot BRQ and cold BRQ) on its three consequences (WTP, consideration set size, and WOM). We observe that these influence our concept in some way.

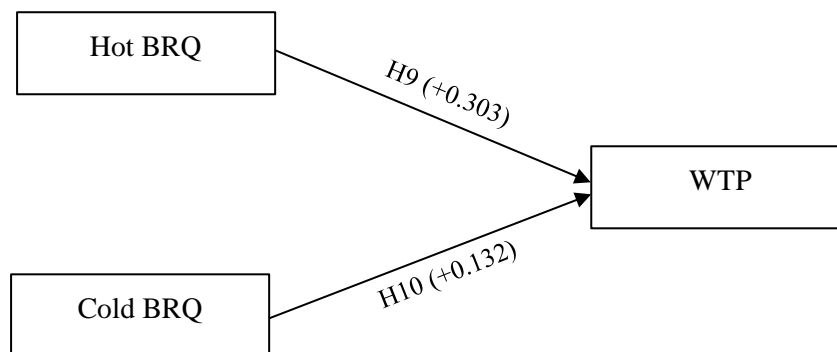
#### ***2.3.1. The impacts of hot and cold BRQ on WTP***

Based on the path coefficients in Table 28, hot BRQ (path coefficient = 0.303) has greater influence on WTP (H9 is accepted). Cold BRQ has a p-value of  $0.011 < 5\%$ , leading to acceptance of H10.

**Table 28.** Structural coefficient and significance test concerning the effects of hot BRQ and cold BRQ on WTP

Latent variable	Path coefficient	t-value	P-value (Pr >  t )	Bootstrapped paths	Contribution to R <sup>2</sup>	Hypotheses test
Hot BRQ	0.303	5.844	0.000	0.301	76.531%	H9 accepted
Cold BRQ	0.132	2.556	0.011	0.140	23.469%	H10 accepted

Note: \* p<0.05, \*\*p<0.01, \*\*\* p< 0.001.



**Figure 25.** Significant relationships between hot and cold BRQ on WTP

Our study reveals both hot and cold BRQ positively influence WTP. We look at its R<sup>2</sup>: hot and cold BRQ together explain 14 percent of WTP. We also look at the contribution to R<sup>2</sup> column, which shows that hot BRQ contributes 76.531 percent of the R<sup>2</sup>, whereas cold BRQ explains 23.449 percent. Furthermore, based on the path coefficients, hot BRQ has a greater influence on WTP (path coefficient = 0.303) than cold BRQ (path coefficient = 0.132). We found that hot BRQ has a more positive effect on WTP than cold BRQ (H11 is accepted).

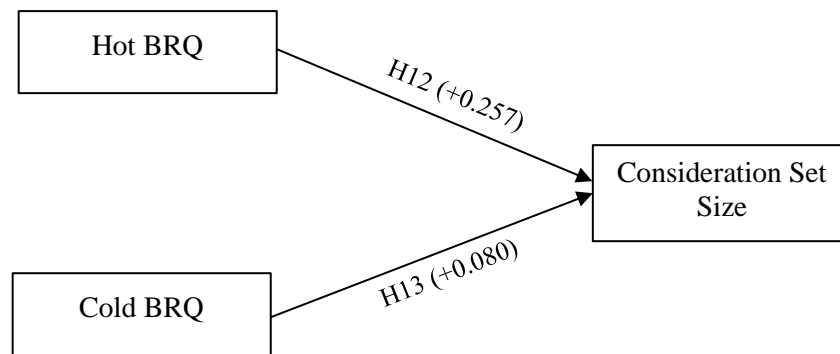


### 2.3.2. The impacts of hot and cold BRQ on consideration set size

**Table 29.** Structural coefficient and significance test concerning the effects of Hot BRQ and Cold BRQ on Consideration Set Size

Latent Variable	Path coefficient	t-value	P-value (Pr >  t )	Bootstrapped paths	Contribution to R <sup>2</sup>	Hypotheses test
Hot BRQ	0.257	4.819	0.000	0.260	83.936%	H12 rejected
Cold BRQ	0.080	1.439	0.136	0.084	16.064%	H13 rejected

Note: \* p<0.05, \*\*p<0.01, \*\*\* p< 0.001



**Figure 26.** Significant relationships between hot and cold BRQ on Consideration Set Size

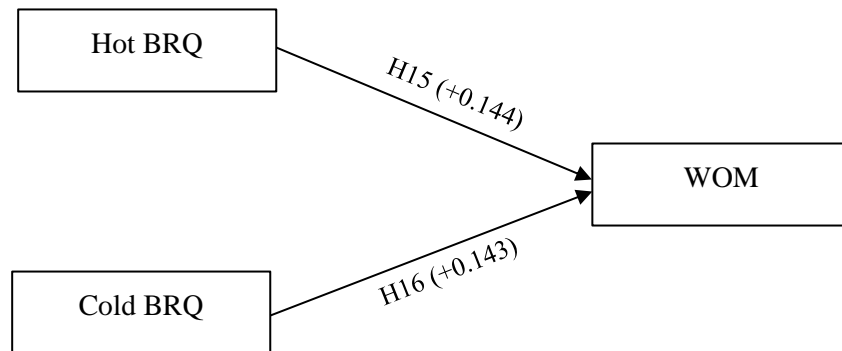
Consideration set size is in second place in terms of consequences of BRQ. We can see from Table 29 that hot BRQ (path coefficient = 0.257) has a more positive influence on consideration set size than cold BRQ (path coefficient = 0.080, p-value = 0.136 > 0.05). Therefore, H13 is rejected. Previous literature assumes that both hot and cold BRQ negatively impact consideration set size and hot BRQ will have a more negative effect on consideration set size than cold BRQ. Our research reveals that the two variables positively influence consideration set size; therefore H12, H13, and H14 are rejected.

### 2.3.3. The impacts of hot and cold BRQ on word of mouth

**Table 30.** Structural coefficient and significance test concerning the effects of Hot BRQ and Cold BRQ on WOM

Latent variable	Path coefficient	t-value	P-value (Pr >  t )	Bootstrapped paths	Contribution to R <sup>2</sup>	Hypotheses test
<b>Hot BRQ</b>	0.144	2.653	0.008	0.145	50.120%	H15 accepted
<b>Cold BRQ</b>	0.143	2.644	0.009	0.153	49.880%	H16 accepted

Note: \* p<0.05, \*\*p<0.01, \*\*\* p< 0.001



**Figure 27.** Significant relationships between hot and cold BRQ on WOM

Regarding WOM as the third placed consequence of BRQ, both hot and cold BRQ positively influence WOM, but on a low level. We look at its R<sup>2</sup>: the two variables (hot and cold BRQ) together explain 5.7 percent of WOM. Looking at the contribution to R<sup>2</sup> column, it is seen that hot and cold BRQ contribute appropriately the same level, with hot BRQ explaining 50.120 percent of the R<sup>2</sup> and cold BRQ explaining 49.880 percent. Furthermore, based on the path coefficients, hot BRQ has a greater influence on WTP (path coefficient = 0.144) than cold BRQ (path coefficient = 0.143), so both H15 and

H16 are accepted. We also found hot BRQ has a more positive effect on WOM than cold BRQ. Based on the hypotheses, cold BRQ will have a more significant positive effect on WOM than hot BRQ, so H17 is rejected.

#### ***2.4. Consequences of BRQ and Brand Purchase Intention***

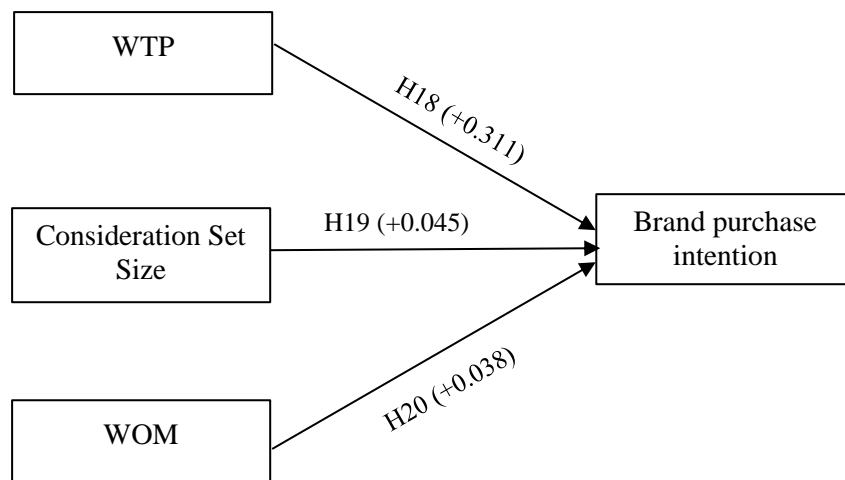
In our final hypotheses testing, we study the consequences of BRQ (WTP, consideration set size, and WOM) on brand purchase intention. Thus, we test these relationships by checking the related hypotheses.

**Table 31.** Structural coefficient and significance test concerning the effects of WTP, Consideration set size and WOM on brand purchase intention.

<b>Latent Variable</b>	<b>Path coefficient</b>	<b>t-value</b>	<b>P-value (Pr &gt;  t )</b>	<b>Bootstrapped Paths</b>	<b>Contribution to R<sup>2</sup></b>	<b>Hypotheses test</b>
<b>WTP</b>	0.311	6.271	0.000	0.322	93.324%	H18 accepted
<b>Consideration set size</b>	0.045	0.904	0.367	0.047	4.175%	H19 rejected
<b>WOM</b>	0.038	0.765	0.445	0.048	2.500%	H20 rejected

Note: \* p<0.05, \*\*p<0.01, \*\*\* p< 0.001.

So far, our research has looked at the three variables (WTP, consideration set size and WOM). We have found that consideration set size and WOM have no relationship with brand purchase intention (H19 and H20 are rejected). It can be seen that only WTP positively influences brand purchase intention, with an R<sup>2</sup> value equal to 0.107, which also means that only 10.7 percent of WTP is explained by brand purchase intention. Therefore, H18 is accepted.



**Figure 28.** Significant relationships between consequences of BRQ on brand purchase intention

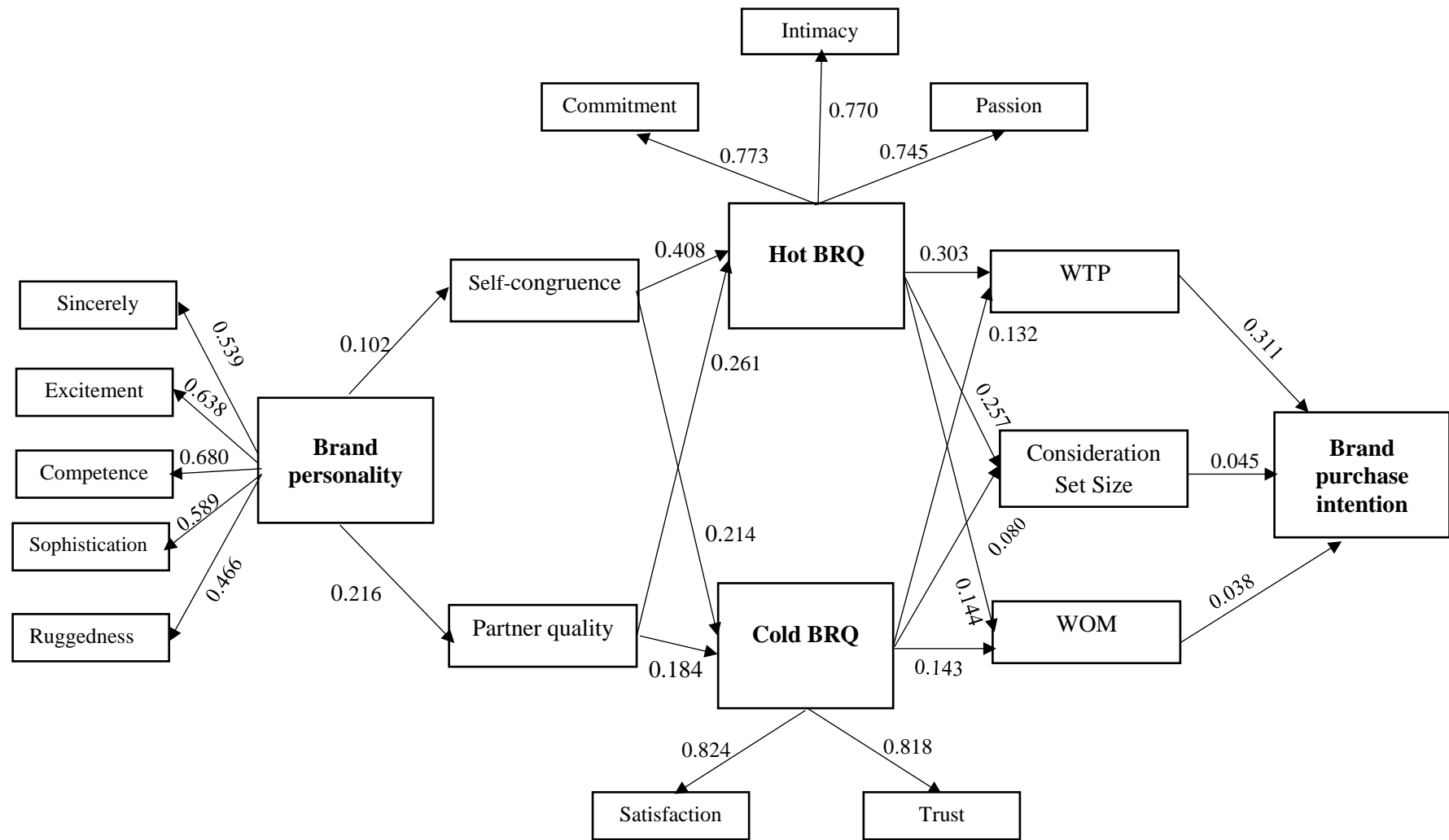
**Table 32.** Research Hypotheses

<b>Sub model</b>	<b>Research hypotheses</b>	<b>Hypotheses test</b>
<b>The different effects of brand personality on antecedents of BRQ</b>	H1. Brand personality will have a significant effect on self-congruence.	Accepted
	H2. Brand personality will have a significant effect on partner quality.	Accepted
<b>The effects of self-congruence and partner quality on hot BRQ</b>	H3. Self-congruence will have a significant and positive effect on hot BRQ	Accepted
	H4. Partner quality will have a significant and positive effect on hot BRQ	Accepted
	H5. Self-congruence will have a more significant effect on hot BRQ than partner quality will have on hot BRQ.	Accepted
<b>The effects of self-congruence and partner quality on cold BRQ</b>	H6. Partner quality will have a significant and positive effect on cold BRQ	Accepted
	H7. Self-congruence will have a positive effect on cold BRQ	Accepted
	H8. Partner quality will have a more significant effect on Cold BRQ than self-congruence will have on cold BRQ	Rejected
<b>Consequences of hot and cold BRQ</b>	H9. Hot BRQ has a positive effect on WTP	Accepted
	H10. Cold BRQ has a positive effect on WTP	Accepted
	H11. Hot BRQ will have a more significant effect on WTP price premium than it will	Accepted

	have on cold BRQ.	
	H12. Hot BRQ will have a negative effect on Consideration Set Size.	Rejected
	H13. Cold BRQ will have a negative effect on Consideration Set Size	Rejected
	H14. Hot BRQ will have a more negative effect on consideration set size than it will have on cold BRQ.	Rejected
	H15. Hot BRQ has a positive effect on WOM	Accepted
	H16. Cold BRQ has a positive effect on WOM	Accepted
	H17. Cold BRQ will have the more significant positive effect on WOM than it will have on hot BRQ.	Rejected
<b>The different effects of consequences of BRQ (WTP, consideration set size, and WOM)</b>	H18. WTP will have a significant positive effect on brand purchase intentions when WTP increases.	Accepted
	H19. Consideration Set Size will have a significant negative effect on brand purchase intentions when consideration set size increases.	Rejected
	H20. WOM will have a significant positive effect on brand purchase intentions when WOM increases.	Rejected

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**Figure 29.** PLS Structural Model with Significant Relationship



### **3. Results Discussion**

In this part, we conduct a deep analysis of our research results in order to generate some theoretical and managerial implications. We will first discuss the effects of brand personality on antecedents of BRQ (self-congruence and partner quality) and then move on to the second research question, discussing the impacts of hot and cold BRQ on purchase intention in order to obtain the second objective of this study.

#### **3.1. Brand Personality and Antecedents of BRQ: Findings**

**RQ1.** What are the effects, if any, of brand personality scale (BPS) on antecedents of two components of BRQ in the emerging market context of Vietnam?

As it was stated at the starting of this thesis, our study aimed to examine the relationship between brand personality and antecedents of BRQ (self-congruence and partner quality). To answer this question, we reviewed the variables appearing as antecedents of BRQ. Then, based on the literature review and our quantitative studies, we supposed the antecedents of BRQ from Nyffenegger et al. (2015), which include self-congruence and partner quality, to show the relationship between brand personality and two components of BRQ through these two variables.

*Brand personality.* Brand personality was chosen for this research for a number of reasons. Firstly, the role of brand personality in brand relationship quality is still under-investigated (Eisend and Stokburger-Sauer 2013). Furthermore, study on brand personality has been mostly undertaken in developed countries (Freling, Crosno, and Henard 2011). It has little been recognized and researched in the Vietnamese market. Secondly, we are studying the impact of brand personality on two components of BRQ: we were interested to know how these relationships affect brand purchase intention in the context of the Vietnamese market.

## Antecedents of BRQ

This research builds on the work of Nyffenegger et al. (2015) to test the relationship between brand personality and two components of BRQ through the two most critical factors that surfaced, being self-congruence and partner quality.

*Self-congruence.* The more the brand reflects the customer's self (i.e., self-congruence), the greater the personal association felt by the customer between the self and the brand. Thus, if the consumer notices his or her aspirations and dreams embodied in a brand, he or she may be attracted to the brand (Boldero and Francis 2002) and become emotionally attached to it.

*Partner quality.* Brand personality is one of the potential sources of relational expectancies (Allen and Olson 1995) and influences partner quality inferences (Max Blackston 1993). According to Auhagen and Hindle (1997), partner quality is the perceived personality of the partners in a relationship and the character inferences they make from the observations of their behaviors.

Our findings reveal that brand personality has a positive influence on the two variables self-congruence and partner quality, but it is clearly seen that there are different levels of influence and importance. Overall, brand personality has a positive influence on both variables, with a stronger influence on partner quality than on self-congruence but at quite a low level. It is clearly seen that the  $R^2$  is equal to 0.047, which means that 4.7 percent of partner quality is explained by brand personality; this is in contrast to self-congruence, with an  $R^2$  equal to 0.010, which means that around one percent of self-congruence is explained by brand personality.

From a managerial perspective, the understanding of brand personalities enables a company to better develop the emotional profits of a brand and to establish long-term customer-brand relationships. As became obvious, the results outline that brand personality positively affects both self-congruence and partner quality, but at a low level. Only around one percent of self-congruence was explained by brand personality. Thus, functional congruity refers to “the match between consumers’ ideal expectation of utilitarian product features and their perceptions of how brand is perceived along the

same features” (Kressmann et al. 2006). Furthermore, Kressmann et al. (2006), self-congruity is probably to favorably bias consumers in the ways they process the utilitarian aspects of a brand. On the other hand, if self-congruity is low, consumers are likely to form an unfavorable attitude toward brand, which should bias their estimation the brand built on the functional attributes. Moreover, Sirgy (1985) self-congruence theory, consumers prefer brands with personalities likable to their own personality, or with self-congruence. To improve this relationship, firms or managers should invest in study to identify their aim consumers’ self-concepts and attract their brand with a clear personality that matches their customers’ personalities (Kressmann et al. 2006).

We also found that brand personality positively affected partner quality, though only around 4.7 percent of partner quality was explained by brand personality. The notion of brand partner quality is suggested as a parallel indicator of the person’s evaluation of the brand’s performance in its partnership role. This evaluation is determined by the degree to which the brand is seen to possess certain personality traits conducive to continued relationship success (Fournier 1994). The findings showed that only the personality of competence and excitement had significant effects on the perceptions of partner quality. Aaker (1997) argues the two brand personality dimensions competence and excitement find an equivalent in the human personality since they are connected to innate parts of the human spirit. According to competence brands tend to develop the idea of responsibility, dependability and security; and brand with a personality of excitement tend to build less stable short-lived flings (Fournier 1994). Emphasizing the importance of the personality of competence and excitement has considerable impact on partner quality, suggesting that these brand personalities may be important determinant of consumers’ perceived quality of brands. Taking in account the consumer as a partner in the relationship, managers must have a comprehensive understanding of how the personalities of their consumers relate to competence and excitement that might induce better quality and stability for the relationships with brands. Furthermore, knowing that brand personality plays a significant role in building partner quality, the firm needs to create a distinctive brand personality and communicate its brand as a part of the consumer’s life.

### ***3.2. The Relationship between Antecedents and Consequences of Hot and Cold BRQ and Brand Purchase Intention***

**RQ2:** What is the relationship between antecedents and consequences of hot and cold BRQ and brand purchase intention in the emerging market context of Vietnam?

To answer this question, we reviewed the existing literature with self-congruence and partner quality as the variables, being antecedents of hot and cold BRQ respectively. Then, and based on the previous literature review and our quantitative studies to show that the influence of each antecedent and consequence depends on whether BRQ is hot or cold as well as on the stage of the consumer-brand relationship.

#### ***3.2.1. Antecedents of hot and cold BRQ***

In our study, self-congruence depicts the consumer's perception of the conform between him/her self and the brand's personality. This may be the most important element influencing the consumer decides on a certain brand as a consumer tends to purchase a brand which has an image similar to their own self-image (Blackston 1992). Furthermore, our research focus on self-congruence reflects that ideal self-congruence is the consumer's perception of the perfect fit between the actual self and the brand's personality (Aaker 1999).

Partner quality is defined as "reliability and predictability in executing its partnership role" (Fournier 1998, p.365). Similar to the conception of reciprocity in interpersonal associations, partner quality inferences include of whether the brand/company treats the consumer well, indicates interest in, and cares about him or her (Aaker, Fournier, and Brasel 2004). Our research uses partner quality to denote a consumer's estimation of his/her association with the brand and these researchers adapted from (Carroll and Ahuvia 2006), hot BRQ was defined "as the strength and intensity of a consumer's personal connection and closeness with a brand based on the positive feelings the consumer develops for the brand" (Nyffenegger et al. 2015). These feelings consider hot impact from the brand's linkage to the self (Park and MacInnis 2006). Moreover, these authors Nyffenegger et al. (2015) considered hot BRQ built on the triangular

theory of love. Sternberg (1986) assumes that there are three fundamental dimensions, which manifested itself via three emotional factors (i.e., passion, intimacy, and commitment), underlying the varieties of love which people experience. This second component, cold BRQ is based on the conceptualization of relationship quality in the relationship marketing area, where satisfaction and trust are often considered as main dimensions (Crosby, Evans, and Cowles 1990). Cold BRQ was defined cold BRQ as the strength and depth of a consumer's beliefs in an evaluation of the service brand's performance (Nyffenegger et al. 2015). Our research reveals the effects of self-congruence and partner quality generally influence hot and cold BRQ, respectively.

Based on the data analysis results, these two variables, self-congruence and partner quality, positively affect hot BRQ with an  $R^2$  equal to 0.295 and together explain 29.5 percent of hot BRQ. In terms of path coefficients, self-congruence has a greater influence on hot BRQ (path coefficient = 0.408) than partner quality (path coefficient = 0.261). We can conclude that self-congruence has a greater positive effect on hot BRQ than partner quality. While self-congruence and partner quality also positively affect cold BRQ with an  $R^2$  equal to 0.102 and together explain 10.2 percent of cold BRQ. In terms of path coefficients, self-congruence has a greater influence on cold BRQ (path coefficient = 0.214) than partner quality (path coefficient = 0.184). We can conclude that partner quality has a less positive effect on cold BRQ than self-congruence.

From a managerial perspective, the existing literature has shown that both self-congruence and partner quality of the brand influence general brand relationship quality. By taking a more differentiated view on these antecedents, the results reveal that the impact of each antecedent depends on hot or cold BRQ.

First, we found that hot BRQ was more strongly driven by self-congruence than by partner quality. As previously discussed, self-congruence has high relevancy in emotionally associating consumers with a brand, while partner quality is less important for emotional brand relationships (Malär et al. 2011). Self-congruence plays a vital role in creating the emotional brand attachment to occur (Chaplin and Roedder John 2005). This may be the important thing that is influencing customer decision on a certain brand. Thus, consumer tends to purchase brands which have a similar image to his/her self-image (Gamble and Blackwell 2001). Managers have to apply a range of strategies

and techniques for encouraging and enticing attractive persons into a relationship, and making them see the potential that the relationship offers for the satisfaction of their needs. Moreover, researchers found that emotional aspects are principal in increasing relationship quality in that individuals who are emotionally attached to a brand exhibit greater commitment to it (Thomson, MacInnis, and Whan Park 2005) and consumers' intense emotions such as love toward a brand promote long-term relationship with that brand (Fournier 1998). The findings indicate that commitment has driven positive and significant effects on self-congruence compared with intimacy and passion. In this situation, managers should be encouraged as these will heighten later chances for the development of commitment in order to establish long term relationship of consumers with the brand. They should try to attempt to formalize a pledge between the customer and the brand should be also made.

Second, we also found that cold BRQ was more strongly driven by self-congruence than by partner quality, in contrast to our expectations that cold BRQ would be driven more by partner quality than by self-congruence. Furthermore, self-congruence reflects the connection of consumer's self-concept with the image of a brand. The high level of self-congruence which makes consumers feel comfortable and good about themselves can be obtained when they find an excellent match between their notion and a brand (Chatman 1989). According to Chatman (1989), trustworthiness is evaluated by trustees on the basis of the trustee characteristics that they perceive. They contended that a high level of trust is generated if individuals have identified or had a close connection with others. Managers should increase the levels of consumers' levels of satisfaction and trust with the brand. According to Bennett and Rundel-Thiele (2005) indicated that satisfaction is linked to loyalty. It seems to describe consumers' buying habit including all of their consistent purchasing behaviors. Moreover, satisfaction with the preferred brand is one of the determinants of customer repurchase intention for a brand (Selnes 1993). In a similar vein, managers should increase consumers' trust to their brands. Trust will help companies or firms to improve and expand a consumer's beliefs, attributions about the reliability, safety, and honesty of a brand (Chaudhuri and Holbrook 2001). Importantly, trust is one important component of consumers' association with brands (Blackston 1992).

We also found – in contrast in with previous expectations – that partner quality has less effect on cold than that of hot BRQ. In this situation, managers should concentrate on the brand's partner quality in order to increase hot BRQ instead of cold BRQ. In particular, efforts should be made to treat long-term customers well and give them the feeling of being an important and valued customer. Last but not least, brand managers should not merely concentrate on how consumers perceive the brand and how they emotionally bond with it: managers should also emphasize how the brand treats and rewards its customers in exchange for their emotional attachment toward the brand (Nyffenegger et al. 2015).

### ***3.2.2. Consequences of hot and cold BRQ***

A further important result of our study is a deeper understanding of the outcomes of hot and cold BRQ in a branding context. We focus on WTP, consideration set size, and WOM as consequences of BRQ to see how these variables affect brand purchase intention in the context of the Vietnamese market.

Willingness to pay a price premium (WTP) is defined as “the excess price a consumer is willing to pay for a brand over comparable products” (Netemeyer et al. 2004, p.209). Reduction of the perceived purchase risk may be a benefit for which a consumer is willing to pay a higher price. The brand tends to be of high personal relevance for the consumer and is therefore perceived as different from other brands. Strong and unique brand associations are an important driver of customers' willingness to pay a price premium (Keller 1993). The consideration set size is defined as “the number of brands in the same product category that a consumer considers when making a purchase decision” (Desai and Hoyer 2000, p.309). WOM refers as “an informal, person to person communication between a perceived non-commercial communicator and a receiver concerning a brand, a product, an organization” (Anderson 1998, p.5). Many researchers argue that the WOM communication process is known as one of the most powerful forces in the market-place (Mowery, Oxley, and Silverman 1996) because informal information from WOM communication is thought to have a strong influence on consumers' evaluation of products/brands and/or sellers and future purchase decisions (Richins 1987).

In terms of consequences of BRQ, our study reveals that hot and cold BRQ have a positive effect on WTP, consideration set size, and WOM, but at quite low levels. It can be seen that WTP has an  $R^2$  equal to 0.140, which means that 14 percent of hot and cold BRQ together is explained by WTP. We found that hot BRQ (path coefficient = 0.303) has a greater positive effect on WTP than cold BRQ (path coefficient = 0.132). Consideration set size has an  $R^2$  equal to 0.088, which means that 8.8 percent of hot and cold BRQ together is explained by consideration set size. We found that hot BRQ (path coefficient = 0.257) has a greater positive effect on consideration set size than cold BRQ (path coefficient = 0.080). In a similar vein, WOM has an  $R^2$  equal to 0.057, which means that around 5.7 percent of hot and cold BRQ together is explained by WOM, hot BRQ (path coefficient = 0.144) having a greater positive effect on WOM than cold BRQ (path coefficient = 0.143).

From a managerial perspective, the consequences of hot and cold BRQ include WTP, consideration set size, and WOM. Therefore, marketing managers should try to positively impact both hot and cold BRQ of their customers in relation to the outcome of BRQ.

First, our study reveals that hot BRQ has a significant influence on WTP than cold BRQ. This finding supports the previous study suggests that consumers' emotional association to a brand should influence their willingness to make financial sacrifices (i.e., to pay a price premium) in order to possess the brand and the related emotional benefits (Thomson, MacInnis, and Park 2005). From managers' perspective, it is therefore worthwhile to take the extent of a consumer's brand commitment into account and improve it, because consumers indicate higher WTP as their attachment to the brand increases. Moreover, WTP is also positive associated with cold BRQ. This finding suggests that consumer's satisfaction level could influence a firm's pricing strategy. Specifically, managers should potentially charge a premium price for their brand or product if they have a high level of customer satisfaction and trust.

Second, we found that both hot and cold BRQ have a positive effect on consideration set size. These results have conversely expected as negative effects.



Last but not least, the results show that WOM has driven by hot than cold BRQ. The finding indicates that brand performance improves not much by satisfaction and trust of cold BRQ. Hot BRQ is a stronger overall predictor of a brand's performance, where it may pay to place more emphasis on the emotional components of the consumer-brand relationship, which supports the call for emotional branding as a cornerstone of differentiation and sustainable competitive advantage (Atkin 2004). Managers should emphasize and differentiate the emotional aspects of their brands in order to establish and uphold consumer-brand relationships.

Regarding the effects of consequences of two components of BRQ on brand purchase intention, the finding reveals that the consequences of BRQ include three variables: WTP, consideration set size, and WOM. We found that consideration set size and word of mouth have no relationship with brand purchase intention (H19 and H20 are rejected). It can be seen that only WTP has a positive influence on brand purchase intention with an  $R^2$  value equal to 0.107, which means that just 10.7 percent of WTP is explained by brand purchase intention.

From a managerial perspective, our results show that brand purchase intention is more strongly impact-driven by WTP. This insight can guide firms or managers or providers with regarding to pricing decisions. Instead of lowering price, it may pay them to focus on the emotional component they provide to customers and build up hot BRQ. Thus, in order to do so, brands/products might successfully implement price increases.

## **Conclusion of Chapter 5. Data Analysis and Results**

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The ultimate purpose of our thesis was to study the relationship between brand personality and two components of BRQ, hot and cold BRQ, targeting Vietnamese consumers' perspective. Therefore, we assembled different constructs in order to present a global model and study the modeling results.

Initially, we were interested in validating all the measurement scales, an essential phase before reading or analyzing any academic outcome. After being assured of the reliability and validity of the measurements, we studied the quality adjustment of our model which was revealed to be satisfactory. Secondly, we focused on the results of the study in order to accept or reject our research hypotheses.

Importantly, thanks to a large data collection ( $N = 634$ ) and modeling on XLSTAT, we could verify the existence of relationships between different constructs and subsequently test our research hypotheses.

In this research, we specify a model of direct effects that links the first sub-model of the relationship between brand personality and antecedents of BRQ (self-congruence and partner quality) and the effects of antecedents of BRQ on two components of BRQ (hot and cold BRQ) and, at the same level, see the effect of hot and cold BRQ on its consequences (WTP, consideration set size, and WOM). As a final step, we study the effect of consequences of BRQ on brand purchase intention. Thirteen out of twenty hypotheses were accepted. All in all, our results demonstrated significant results and allowed us to respond positively to our research objectives.

## **General Conclusion**

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The main purpose of this research was to examine empirically the relevance of various dimensions of brand personality to antecedents and consequences of hot and cold brand relationship quality in the context of the emerging Vietnamese market. There were two main research questions to be answered to achieve this purpose.

### **Objectives**

To achieve this purpose, firstly, the literature relating to consumer-brand relationships, brand personality, and antecedents and consequences of hot and cold brand relationship quality (BRQ) was reviewed. According to the review and the identification of research gaps, a theoretical model and hypotheses were developed. A methodology was formulated that comprised both qualitative and quantitative approaches. Six in-depth interviews and a survey with a sample of 634 were collected in Ho Chi Minh City and in the biggest cities in the south of Vietnam. The survey data were first analyzed using confirmatory factor analysis to assess and refine the measurement scales; they were then subjected to structural equation modeling to assess the theoretical model and test the proposed hypotheses.

In this general conclusion, the main findings of this research are summarized, followed by a discussion of the research contribution, consisting of theoretical contributions and managerial implications of this study in section 1. Section 2 then discusses acknowledgements and limitations, including both theoretical limitations and methodological limitations of the research. The general conclusion ends by looking at future research directions.

## **Section 1. Research Contributions**

The main concern of this study was to understand and indicate a causal model between brand personality and two components of BRQ in relation to driving a higher level of brand purchase intention, and in so doing, to stimulate new thinking for marketing management of the brand in the context of an emerging market such as Vietnam. Many theoretical and methodological contributions were developed regarding the relationship between brand personality and the antecedents and consequences of two components of BRQ in the Vietnamese market. Last but not least, we would be able to identify many managerial applications for firms or companies, not only in terms of understanding the relationship between brands and customers but also in improving their market shares with their competitors.

### ***1. Theoretical Contributions***

The current research contributes to the literature by introducing empirical evidence from the emerging market of Vietnam. Vietnam has only recently transitioned to a market-oriented economy, and brands and branding are relatively new concepts to consumers and marketers (Nguyen, Barrett, and Fletcher 2006). Marketing strategies based on insights into consumer behavior in developed and Western market contexts may not be applicable to emerging market contexts: the previous literature has proposed that more study should be done in emerging markets to advance theory and maintain managerial relevance (Burgess and Steenkamp 2006). Given the intensified and fragmented rivalry in emerging markets, it is relevant to examine brand personality and two components of BRQ in such a context. Recently, the study on the brand personality scale (Aaker 1997) and brand relationship quality have been revived, with attention focusing on relational perspectives (Fournier and Yao 1997). This study has indicated evidence for the emerging market context of Vietnam on the relationship between constructs that capture the importance of the association between brand personality and antecedents and consequences of hot and cold BRQ from the relational perspective.

Prior to testing the theoretical model, the findings of this research are summarized around the key issues, addressed by both qualitative and quantitative data collection to determine the relevance of the existing constructs in the context of Vietnam. The

existing constructs are mainly focused on brand personality, antecedents, two components and consequences of hot and cold BRQ, and its effects on brand purchase intention.

As the results indicate, brand personality has positive effects on self-congruence and partner quality as antecedents of hot and cold BRQ. This study provides evidence of the role of the consumer's self-concept with regard to personality-directed brand management. According to Sirgy's (1996) self-congruence theory, consumers are thought to prefer brands with personalities similar to their own personality. It is also empirically evident in this study that brand personality is positively influenced by partner quality. Brand personality is one potential source of relationship expectations, in particular, those relationship expectancies relating to partner quality based on the sum of inferences consumers make through the observation of a brand's behavior (Blackston 1993). Partner quality inferences have their basis in socio-emotional benefits and have the purpose of defining the belief the customer has in his association with a brand (Aaker, Fournier, and Brasel 2004). With these findings, this study supports the first research question, in that brand personality has a positive impact on antecedents of hot and cold BRQ.

This study took into account antecedents of hot and cold BRQ, indicating that both the self-congruence and partner quality of a brand generally influence BRQ (Aaker, Fournier, and Brasel 2004; Huber et al. 2010). Our study reveals that self-congruence and partner quality have a positive influence on hot and cold BRQ, respectively. Based on the results, we found that self-congruence has more significant effect on hot BRQ than on cold BRQ. The results have highlighted that self-congruence is strongly appropriate for emotionally connecting consumers with a brand (Hennig-Thurau, Gwinner, and Gremler 2002). This finding may be interpreted by the important role of personal relationship and reciprocity as relational profits in consumer-brand relationships (Hennig-Thurau, Gwinner, and Gremler 2002). Self-congruence seems to be equally important for emotional brand relationships to develop.

In terms of partner quality, the findings show that partner quality has a more significant effect on hot BRQ than on cold BRQ. This is highly relevant for emotionally attracting consumers with a brand (Malär et al. 2011). These results for both hot and cold BRQ

may offer another explanation for why both self-congruence and partner quality increased hot BRQ: such a shift in the relative importance of BRQ is in line with dynamic models in marketing which confirm that loyalty drivers evolve over time (Johnson, Herrmann, and Huber 2006).

Regarding the consequences of hot and cold BRQ, the results reveal that hot BRQ is more strongly related to WTP, consideration set size, and WOM than cold BRQ. The finding indicates that both satisfaction and trust are enough to improve brand performance. The important role of hot BRQ in brand performance found in this study adds knowledge to the literature, where the role of emotions has been already studied in other contexts (Mattila and Enz 2002). Our study further illustrates the effects of consequences of BRQ on brand purchase intention. Our results reveal that it is only WTP which has a strong impact on brand purchase intention, while other consequences have no relationship with brand purchase intention. This result could guide marketers or managers in their business with regard to pricing decisions. As shown above, hot BRQ has a stronger impact on consumers' WTP. Based on these results, instead of lowering prices, it may be important for providers to focus on the emotional value that is provided to customers and to build up hot BRQ. In doing so, brands might successfully implement price increases (Nyffenegger et al. 2015).

## ***2. Managerial Implications***

The current research has a number of managerial implications. Firstly, managers need to take into account hot and cold aspects when designing and developing their brand or product experience. Our results reveal that investment in hot and cold BRQ has an economic impact by influencing marketplace behaviors. Moreover, this managerial implication is particularly important for managers in emerging market contexts such as Vietnam.

The findings of our study show that hot BRQ has a strong and significant influence on consumers' WTP. Cold BRQ, however, was found to strongly impact consumers' WOM. Therefore, hot BRQ, which is the emotional relationship quality, mainly increases the loyalty behavior of customers; in contrast, cold BRQ helps to attract new customers through positive word-of-mouth communication by customers (Nyffenegger

et al. 2015). Both the retention of current customers and the attraction of new customers are main drivers for the sustainable future of the brand (Bruhn 2003). Managers therefore need to try to positively impact both hot and cold BRQ of their customers.

Antecedents of hot and cold BRQ may also play an important role in managerial implications. As discussed above, our research shows that self-congruence has greater impact on hot than on cold BRQ, while partner quality has less influence on both hot and cold BRQ. Our results indicate that self-congruence has a positive influence on both hot and cold BRQ overcome partner quality. Therefore, in order to emotionally connect potential customers to their brands, managers or marketers need to adopt a customer-oriented perspective when defining brand personality. This also means that marketing communications and the behavior of frontline personnel have to create a brand personality association with similarity perceptions (Nyffenegger et al. 2015).

## **Section 2. Research Limitations**

Like all other research, this current study has some limitations. Two main limitations are identified. The first limitation is theoretical limitations, which means that the weaknesses may be associated with the choice of concepts and theories. The second limitation is concerned with methodological limitations, which means the sample size and analysis methods.

### ***1. Theoretical Limitations***

As with any research, this study has some theoretical limitations that should be considered in the interpretation of the findings.

The first identified limitation is that this research mainly focuses on self-congruence and partner quality as antecedents of hot and cold BRQ. We should consider another potential antecedent of hot and cold BRQ, such as particular brand-related association variables and customer characteristics. For instance, brand experience and a consumer's personality might be considered as new potential variables as antecedents of two components of BRQ. Thus, the two dimensions of effective and sensory brand experience may be more important drivers of hot BRQ, whereas intellectual and

behavioral brand experience might have higher relevance in growing cold BRQ (Nyffenegger et al. 2015). Furthermore, a consumer's personality may also be a relevant antecedent of the hot and cold components since personality affects relationship quality (Asendorpf and Wilpers 1998).

Secondly, this thesis collected data from one country, Vietnam, with six product classes divided into three brand/product categories. This follows the approach taken by Fournier (1994), which contrasts with Aaker and Fournier (1995), who had substantially larger brand sets allowing for greater generalizability. The choice of brand/product categories may have an effect on this research. It has been suggested that the relationship between adjacent stages of consumer-brand relationships may be moderated by product categories (Evanschitzky and Wunderlich 2006). Based on the product classes, this research should concern the effect of product class involvement as a moderator in the relationship between brand personality and self-congruence and partner quality as antecedents of hot and cold BRQ. The role of the moderating effect may support the idea that a dynamic perspective on brand relationships is a worthwhile avenue for further research (Fournier 1994).

In addition, there are limitations relating to the measurement scales. In this research, we concentrate on the effects of brand personality on antecedents of BRQ, self-congruence and partner quality. This construct is less actionable because it does not specify which aspects marketers should focus on to influence the direct effect of brand personality on brand relationship quality (Breivik and Thorbjørnsen 2008). Moreover, model modifications were employed to improve the fit indices at the expense of deleting a number of indicators, particularly for brand personality, self-congruence, partner quality, and brand purchase intention. While the remaining items for each construct were capable of capturing aspects of that construct, this should be acknowledged as a limitation of this research.



## ***2. Methodological Limitations***

Although the randomness of the sample choice did not cause theoretical concerns, the lack of control of the environment in which the respondents filled out the questionnaires may have biased the results. The respondents completed the questionnaires in various settings—for example, sitting in the classroom, in the departmental common room, or at home. The author did not have control over the environment settings and was unable to prevent the respondents from discussing their questionnaires. In the classroom settings, the respondents were quite well-behaved because a classroom setting simulated a laboratory setting. However, the author used the break time between lectures to collect data, and since the respondents were not obliged to participate in the research, it was impossible to avoid their leaving the classroom or chatting with each other. Moreover, the majority of the research participants collected the questionnaires from their volunteer participants. For those participants, the environments in which they completed the questionnaires may have been even more diverse.

However, after talking to some of the respondents immediately after they had filled in the questionnaires, the author found that the respondents did not realize what the true research objective was. Therefore, the responses may not have been distorted. Because of the constraints of time and finances, the author was unable to purify the experiment setting. This is an inherent disadvantage of field experiments and it is recognized.

When explaining these results, the first point should have in mind that product category interactions might bias results. Thus, although this research depended on a rich database, future researchers may expand the number of different categories. It may also be advisable that more brand personalities be introduced to further enlarge the findings to a larger domain. Moreover, this research study of the Vietnamese perception of brand personality adapting on the American Framework (Aaker 1997) shows that there were significant differences in personalities across the brands under research. The stronger impacts were found for competence and excitement and the weak effects for sincerely, sophistication and ruggedness.

It is noted that sample size is related to differences in analysis methods. Some methods (such as SEM) require at least 200 samples to generate robust results, while others (such

as ANOVA) do not need a massive sample size. One of the key advantages of applying a SEM is that it takes the measurement errors into account. However, a different method, which also considers the measurement errors and requires far fewer samples, has been identified, being PLS-PM (partial least square path modeling) (Chin 1998, 295). If PLS-PM had been applied, the samples could have been split into two sets, and one of the sets could have been used to validate the results. However, the software needed to conduct PLS-PM is not yet publicly available. By the time the author obtained a licensed copy of XLSTAT software, it was mid-March 2017. Because of time constraints (learning another new software and re-analyzing the results), the study relied on PLS-PM, PLS-SEM and regression analysis.

Moreover, due to time and budget constraints, this research collected data from one country, Vietnam, for the most famous brands and in only six product classes. Although a relevant sample was randomly collected, there are obvious shortcomings. There was no validation sample collected and, as such, this work should be deemed more exploratory than strictly confirmatory. Therefore, split half methods could not be entertained as a large sample size is needed to ensure result robustness.

Furthermore, while the research was conducted in Vietnam, a market with both emerging and transitional characteristics, the results may not be generalized directly to other emerging or transitional countries; as such, the model presented here should be considered carefully in the specific context of the country to which it applied in future research.

### **Section 3. Future Research Directions**

To overcome the limitations of this study and to extend the current body of literature, future research is recommended in the following directions.

It must be acknowledged that some people will notice brands as having the same brand personality profile. This is not altogether surprising, nor problematic: “it does not always guarantee a similar behavioral response toward the brand”. Managers are ultimately interested in tools that can predict future consumption and herein lies one of the disadvantages of using brand personality measures in isolation from other measures

(Hayes, Strosahl, and Wilson 1999). Further research to improve self-congruence measurement is also encouraged. It is important to increase relevant scales to reconcile human and brand personality along these lines (Magin et al. 2003). In the future, self-congruence measures may become more advanced and enable finer distinction between the elements of the actual, the ideal, and the ideal social self in congruity assessment (Hess Jr, Ganesan, and Klein 2003).

In agreement with Fournier (1998), the full range of relationship types is recommended for further study attention. However, the application of hot and cold BRQ may not be suitable for all circumstances, such as emerging markets as Vietnamese market, and the reason why consumers select not to form associations is of primary interest (Veloutsou 2007). Thus, lifetime brand relationships (Macrae, Stangor, and Hewstone 1996) and relationship stages (Fournier 1998) need to be integrated with a mix of real-time and self-report data (Guest, Bunce, and Johnson 2006). Recent structural changes in communication and marketing strategies facilitated by advancements in modern technology (e.g., online communication, blogs, online communities, etc.) enable greater reciprocity and brand attachment (Blattberg, Glazer, and Little 1994). As a result of the changes in technology, further research is necessary within these emerging areas to determine effective strategies for long-term relationship building.

Further research may consider a longitudinal study design, as this may be more appropriate for making inferences about causal relationships between constructs (Judd and Kenny 1981). Longitudinal designs have been debated to have the potential to advance knowledge on how consumer-brand relationships evolve and develop, as well as to consider the moderating effect of certain consumer characteristics such as gender on the different stages of consumer-brand relationships (Evanschitzky and Wunderlich 2006).

Further study in diverse emerging markets could discover specific emerging market characteristics that may impact or moderate relationships between constructs. For instance, consumers in emerging market contexts may consume different brands depending on whether their consumption is conspicuous or private (Schmitt and Pan 1994). Further investigation involving samples from other emerging economies in Asia, such as Thailand, Malaysia, or Indonesia, would be beneficial because those markets

have different political, economic, and sociocultural systems that may affect the nature of the constructs used in this study. Generally, the results of this research will have greater validity if such investigation into different emerging market contexts is conducted.

### **A brief for closing**

This research has generally achieved the objectives stated in the general introduction. It provides a meaningful contribution to the literature on branding and emerging markets. Many conceptual and empirical provide evidence supporting the vital role of brand personality and two components of brand relationship quality in affecting and relating to brand purchase intention. Moreover, the findings emphasize the role of brand personality and two components of BRQ in building strong consumer-brand relationships. Through them, this study has tried to illustrate how there is the important relationship between consumers and brands in emerging market as Vietnamese market. Thus consumer-brand relationships are new ideas for the study of consumer behavior and strategic management of the brand has been advanced. Moreover, the results have practical implications for managers in Vietnam, who need to focus not only on emotion to enhance positive perceptions of consumers and their brand, but also on building strong interaction between their brands and their consumers. For future research should address the limitations of this research and extend the body of literature by considering longitudinal designs and replicating the study in different consumer product, product categories, or service categories, as well as in different emerging and transitional markets.

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## **Appendices**

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## **Appendix 1. In-depth interview guide**

We are going to talk about brands of your interest in your daily life. So please feel free to share things from your life as vivid as possible. There is no right or wrong answer. We just want to hear your stories and experiences. Let's start by introducing about ourselves.

### **1. General opinions**

How often do you go shopping? Where do you usually shop? What types of products/brands do you usually shop?

Tell me a story about your brand purchasing / your general shopping / what you find important in your life / your routine.

### **2. Brand personality**

2.1. How would you associate brands? How would you associate the quality of brands?

2.2. How do you relate your perception of quality with brands?

### **3. Brand relationship quality**

3.1. Can you give me 3 brand names?

3.2. Why did you choose the brand(s) [brand name]? Is/are the brand(s) special for you?  
How?

3.3. Thinking about when you are with / bought the brand(s) [brand name]/ thinking back the stories you are telling, could you describe your thinking/feeling do you have for the brand [brand name]? Possible probe as follows

3.3.1. How you think/evaluate what the brand has done to you?

3.3.2. What kind of emotion and cognitive do you have for the brand (and how this feeling and belief compared with those for other brands)? What do you feel if the brand does not exist anymore?

3.3.5. How important this brand is to you? How do you feel when someone criticizes this brand?

3.3.6. Your likelihood to use/buy this brand?

#### **4. Brand purchase intention**

4.1. How do you view your brand purchase intention? Would you repurchase this brand as your brand in future?

*Thank you very much for your participation and providing valuable information in this research project.*

## Appendix 2. Survey questionnaire (English)



Dear Participants,

I am a research student at Université Grenoble Alpes, France. This is an academic study with the purpose of investigating the attitudes of Vietnamese towards Brand Personality and Brand Relationship Quality. The purpose of this research project is to determine whether or not various hypothesized consumer brand relationship exist based on the interaction between the consumer and brand.

Participation is voluntary and you are free to withdraw from the study anytime. To ensure strict confidentiality, all questionnaire scripts will be shredded after a storage period of fifteen years.

All questionnaire scripts will be kept anonymous. The information you give only be used for research purposes, and your identity and individual answers will be kept confidential. Participation will take ten to ten minutes of your time.

You must be at least 15 years old to participate.

Your participation is greatly appreciated.

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Ecole Doctorale Sciences de Gestion  
BP 47  
38040 GRENOBLE Cedex 9  
FRANCE

## **Section 1: General personality questions about *You***

This section asks a number of questions about your personality characteristics. There are no rights or wrong answers, so answer the questions as honestly as you can. Please indicate to what extent you agree with each description by circling the most appropriate number box:

- 1: Strongly Disagree
- 2: Disagree
- 3: Tend to Disagree
- 4: Tend to Agree
- 5: Agree
- 6: Strongly Agree

		Strongly Disagree			→	Strongly Agree		
		1	2	3	4	5	6	
1	Down to earth	1	2	3	4	5	6	
2	Family oriented	1	2	3	4	5	6	
3	Small town	1	2	3	4	5	6	
4	Honest	1	2	3	4	5	6	
5	Sincere	1	2	3	4	5	6	
6	Real	1	2	3	4	5	6	
7	Wholesome	1	2	3	4	5	6	
8	Original	1	2	3	4	5	6	
9	Cheerful	1	2	3	4	5	6	
10	Sentimental	1	2	3	4	5	6	
11	Friendly	1	2	3	4	5	6	
12	Daring	1	2	3	4	5	6	
13	Trendy	1	2	3	4	5	6	
14	Exciting	1	2	3	4	5	6	
15	Spirited	1	2	3	4	5	6	
16	Cool	1	2	3	4	5	6	
17	Young	1	2	3	4	5	6	
18	Imaginative	1	2	3	4	5	6	
19	Unique	1	2	3	4	5	6	
20	Up-to-date	1	2	3	4	5	6	
21	Independent	1	2	3	4	5	6	
22	Contemporary	1	2	3	4	5	6	
23	Reliable	1	2	3	4	5	6	
24	Hard working	1	2	3	4	5	6	
25	Secure	1	2	3	4	5	6	
26	Intelligent	1	2	3	4	5	6	
27	Technical	1	2	3	4	5	6	
28	Corporate	1	2	3	4	5	6	
29	Successful	1	2	3	4	5	6	



30	Leader	1	2	3	4	5	6
31	Confident	1	2	3	4	5	6
32	Upper class	1	2	3	4	5	6
33	Glamorous	1	2	3	4	5	6
34	Good looking	1	2	3	4	5	6
35	Charming	1	2	3	4	5	6
36	Feminine	1	2	3	4	5	6
37	Smooth	1	2	3	4	5	6
38	Outdoorsy	1	2	3	4	5	6
39	Masculine	1	2	3	4	5	6
40	Western	1	2	3	4	5	6
41	Tough	1	2	3	4	5	6
42	Rugged	1	2	3	4	5	6

## **Section 2: General brands questions about favorite brand of *soft drink(s)***

This section asks a number of questions about your personality characteristics. **Now, imagine your favorite brand of *soft drink(s)*.** Please indicate to what extent you agree with each description by circling the most appropriate number box:

	Do you have a favorite brand of soft drink(s)? <input type="checkbox"/> Yes, my favorite brand of soft drink(s) is:..... <input type="checkbox"/> No, but my most frequent purchased/drank brand of soft drinks is:.....
Possible brands of soft drink(s): <b>Twister, Pepsi, Coca-Cola, Mirinda, Fanta, Sting, 7up, Sprite, Vfresh etc.</b>	

- 1: Strongly Disagree  
 2: Disagree  
 3: Tend to Disagree  
 4: Tend to Agree  
 5: Agree  
 6: Strongly Agree

		<div> <div>Strongly Disagree</div> <div>→</div> <div>Strongly Agree</div> </div>					
1	Down to earth	1	2	3	4	5	6
2	Family oriented	1	2	3	4	5	6
3	Small town	1	2	3	4	5	6
4	Honest	1	2	3	4	5	6
5	Sincere	1	2	3	4	5	6
6	Real	1	2	3	4	5	6
7	Wholesome	1	2	3	4	5	6
8	Original	1	2	3	4	5	6
9	Cheerful	1	2	3	4	5	6

10	Sentimental	1	2	3	4	5	6
11	Friendly	1	2	3	4	5	6
12	Daring	1	2	3	4	5	6
13	Trendy	1	2	3	4	5	6
14	Exciting	1	2	3	4	5	6
15	Spirited	1	2	3	4	5	6
16	Cool	1	2	3	4	5	6
17	Young	1	2	3	4	5	6
18	Imaginative	1	2	3	4	5	6
19	Unique	1	2	3	4	5	6
20	Up-to-date	1	2	3	4	5	6
21	Independent	1	2	3	4	5	6
22	Contemporary	1	2	3	4	5	6
23	Reliable	1	2	3	4	5	6
24	Hard working	1	2	3	4	5	6
25	Secure	1	2	3	4	5	6
26	Intelligent	1	2	3	4	5	6
27	Technical	1	2	3	4	5	6
28	Corporate	1	2	3	4	5	6
29	Successful	1	2	3	4	5	6
30	Leader	1	2	3	4	5	6
31	Confident	1	2	3	4	5	6
32	Upper class	1	2	3	4	5	6
33	Glamorous	1	2	3	4	5	6
34	Good looking	1	2	3	4	5	6
35	Charming	1	2	3	4	5	6
36	Feminine	1	2	3	4	5	6
37	Smooth	1	2	3	4	5	6
38	Outdoorsy	1	2	3	4	5	6
39	Masculine	1	2	3	4	5	6
40	Western	1	2	3	4	5	6
41	Tough	1	2	3	4	5	6
42	Rugged	1	2	3	4	5	6

### **Section 3: Relationship questions about your favorite of *soft drink(s)***

This section asks a number of questions about your personality characteristics. **Now, imagine your favorite brand of soft drink(s).** Please indicate to what extent you agree with each description by circling the most appropriate number box:

- 1: Strongly Disagree  
 2: Disagree  
 3: Tend to Disagree  
 4: Tend to Agree  
 5: Agree  
 6: Strongly Agree


		<div style="display: flex; align-items: center; justify-content: space-between;"> <div>Strongly Disagree</div> <div>→</div> <div>Strongly Agree</div> </div>					
1	I am consistently satisfied with my decision to be with this brand.	1	2	3	4	5	6
2	I am completely satisfied with this brand.	1	2	3	4	5	6
3	This brand offers exactly what I expect from another company.	1	2	3	4	5	6
4	I rely on this brand.	1	2	3	4	5	6
5	This brand is an honest brand.	1	2	3	4	5	6
6	This brand is a safe brand.	1	2	3	4	5	6
7	I feel very loyal to these brands.	1	2	3	4	5	6
8	This brand can count on me to always be there.	1	2	3	4	5	6
9	I will stay with this brand through good times or bad.	1	2	3	4	5	6
10	Compared to other brands, I feel strongly connected to this brand.	1	2	3	4	5	6
11	I feel emotionally attached to this brand.	1	2	3	4	5	6
12	There are times when I really long to be with this brand again.	1	2	3	4	5	6
13	I feel like something's missing when I haven't used with this brand for a while.	1	2	3	4	5	6
14	Concerning our characters, this brand and me very similar.	1	2	3	4	5	6
15	I resemble the typical user of this brand very much.	1	2	3	4	5	6
16	I can easily identify with this brand.	1	2	3	4	5	6
17	Using this brand reflects who I am.	1	2	3	4	5	6
18	This brand takes good care of me.	1	2	3	4	5	6
19	This brand treats me like an important and valuable customer.	1	2	3	4	5	6
20	This brand shows a continuing interest in me.	1	2	3	4	5	6
21	The price of this brand would have to go up quite a bit before I would switch to another brand	1	2	3	4	5	6

22	I am willing to pay a higher price for this brand than for other brands.	1	2	3	4	5	6
23	I would consider no other than this brand	1	2	3	4	5	6
24	I would consider 1-3 other brands.	1	2	3	4	5	6
25	I would consider 4-6 other brands	1	2	3	4	5	6
26	I would consider more than 6 other brands.	1	2	3	4	5	6
27	I would consider all possible brands.	1	2	3	4	5	6
28	I have recommended this brand to many people.	1	2	3	4	5	6
29	I would recommend this brand to my friends.	1	2	3	4	5	6
30	If my friends were planning to use similarity, I would tell them to use with this brand.	1	2	3	4	5	6

#### **Section 4: Brand Purchase Intention about *soft drink(s)***

This section asks a number of questions about *brand purchase intention of your soft drink(s)*. There are not right or wrong answers, so answer the questions as honestly as you can. Please indicate to what extent you agree with each description by circling the most appropriate number box:

- 1: Strongly Disagree
- 2: Disagree
- 3: Tend to Disagree
- 4: Tend to Agree
- 5: Agree
- 6: Strongly Agree

		Strongly Disagree  Strongly Agree					
1	Return to this brand if you want the same the same detonation again	1	2	3	4	5	6
2	Choose this brand again if you have a choice	1	2	3	4	5	6
3	Say positive things about this brand to other people to other people	1	2	3	4	5	6
4	Recommend this brand to someone who seeks your advice	1	2	3	4	5	6
5	Encourage your friends and relative to choose this brand	1	2	3	4	5	6
6	Switch to another brand in the future.	1	2	3	4	5	6

**Section 5: Personal details and Demographic questions**

1	<b>Your gender:</b> <input type="checkbox"/> Male <input type="checkbox"/> Female
2	<b>My age group is:</b> <input type="checkbox"/> 15-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and over
3	<b>Education obtained:</b> <input type="checkbox"/> No diploma <input type="checkbox"/> Primary level <input type="checkbox"/> Secondary level <input type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> Ph. D <input type="checkbox"/> Postdoc
4	<b>Your marital status:</b> <input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widow <input type="checkbox"/> Divorced/Separated <input type="checkbox"/> Defector Relationship (living together) <input type="checkbox"/> Autres Stable Relationship (not living together)
5	<b>Your activity:</b> <input type="checkbox"/> Student <input type="checkbox"/> Farmer, Merchant, Craftsman <input type="checkbox"/> Entrepreneur <input type="checkbox"/> Person, intellectual Profession <input type="checkbox"/> Employee <input type="checkbox"/> Worker <input type="checkbox"/> Unemployed <input type="checkbox"/> Retire <input type="checkbox"/> Others:.....
6	<b>Your Monthly Income Level:</b> <input type="checkbox"/> 0 – 5 mil. VND <input type="checkbox"/> 6 – 10 mil. VND <input type="checkbox"/> 11 – 15 mil. VND <input type="checkbox"/> 16 – 20 mil. VND <input type="checkbox"/> 21 – 25 mil. VND <input type="checkbox"/> 26 – 30 mil. VND <input type="checkbox"/> 31 – 35 mil. VND <input type="checkbox"/> 36 – 40 mil. VND <input type="checkbox"/> 41 – 45 mil. VND <input type="checkbox"/> 46 – 50 mil. VND <input type="checkbox"/> 51 mil. VND and over

**You have completed the questionnaire thank you for your time and effort!**

### Appendix 3. Survey questionnaire (Vietnamese)



Xin chào các bạn tham gia thân mến,

Tôi là nghiên cứu sinh tại Đại học Grenoble Alpes, Cộng Hoà Pháp. Đây là một nghiên cứu khoa học mang tính chất học thuật với mục đích điều tra thái độ của người Việt Nam về mối quan hệ giữa ***cá tính thương hiệu và chất lượng liên quan đến thương hiệu***. Mục đích của nghiên cứu này là để xác định có hay không mối quan hệ giữa người tiêu dùng với thương hiệu với giả thuyết dựa trên sự tương tác giữa người tiêu dùng và thương hiệu.

Việc tham gia là tự nguyện và bạn có thể tự do rút khỏi nghiên cứu bất cứ lúc nào. Để đảm bảo bí mật nghiêm ngặt, tất cả các bảng câu hỏi sẽ được huỷ bỏ sau một thời gian lưu trữ của mười lăm năm.

Các thông tin bạn cung cấp được sử dụng cho mục đích nghiên cứu, những câu trả lời liên quan đến cá nhân sẽ được giữ bí mật. Sự tham gia sẽ mất khoảng 5-10 phút thời gian của bạn.

Tôi chân thành cảm ơn và đánh giá rất cao đối với sự tham gia nhiệt tình của bạn.

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## BẢNG CÂU HỎI

### **Phần 1: Các câu hỏi chung về tính cách của Bạn**

Phần này hỏi một số câu hỏi về đặc điểm cá tính của bạn. Không có câu trả lời đúng hay sai, cho nên bạn có thể trả lời những câu hỏi một cách trung thực nhất mà bạn có thể. Xin cho biết mức độ nào bạn đồng ý với mỗi mô tả bằng cách khoanh tròn các số phù hợp nhất:

- 1: Rất không đồng ý
- 2: Không đồng ý
- 3: Có xu hướng không đồng ý
- 4: Có xu hướng đồng ý
- 5: Đồng ý
- 6: Rất Đồng ý

		Rất không đồng ý				→	Rất đồng ý	
1	Không có ảo tưởng	1	2	3	4		5	6
2	Định hướng gia đình	1	2	3	4		5	6
3	Đơn giản	1	2	3	4		5	6
4	Chân thật	1	2	3	4		5	6
5	Chân thành	1	2	3	4		5	6
6	Thực tế	1	2	3	4		5	6
7	Thuần khiết	1	2	3	4		5	6
8	Suy nghĩ độc lập	1	2	3	4		5	6
9	Vui vẻ	1	2	3	4		5	6
10	Đa cảm	1	2	3	4		5	6
11	Thân thiện	1	2	3	4		5	6
12	Đáng yêu	1	2	3	4		5	6
13	Phong cách	1	2	3	4		5	6
14	Thú vị	1	2	3	4		5	6
15	Nhiệt huyết	1	2	3	4		5	6
16	Ấn tượng	1	2	3	4		5	6
17	Trẻ trung	1	2	3	4		5	6
18	Sáng tạo	1	2	3	4		5	6
19	Đặc biệt	1	2	3	4		5	6
20	Xu hướng	1	2	3	4		5	6
21	Độc lập	1	2	3	4		5	6
22	Xu hướng hiện đại	1	2	3	4		5	6
23	Đáng tin cậy	1	2	3	4		5	6
24	Chăm chỉ	1	2	3	4		5	6
25	An toàn	1	2	3	4		5	6

26	Thông minh	1	2	3	4	5	6
27	Kỹ năng đặc biệt	1	2	3	4	5	6
28	Hợp tác	1	2	3	4	5	6
29	Thành công	1	2	3	4	5	6
30	Lạnh đạo	1	2	3	4	5	6
31	Tự tin	1	2	3	4	5	6
32	Thuộc tầng lớp thượng lưu	1	2	3	4	5	6
33	Rộng lượng	1	2	3	4	5	6
34	Ưu nhìn	1	2	3	4	5	6
35	Quyền rũ	1	2	3	4	5	6
36	Tính cách truyền thống (nữ)	1	2	3	4	5	6
37	Trầm tĩnh	1	2	3	4	5	6
38	Hướng ngoại	1	2	3	4	5	6
39	Tính cách truyền thống (nam)	1	2	3	4	5	6
40	Tây hoá	1	2	3	4	5	6
41	Cương quyết	1	2	3	4	5	6
42	Mạnh mẽ	1	2	3	4	5	6

**Phần 2: Dưới đây là những câu hỏi tổng quan về những thương hiệu nước giải khát**

Phần này hỏi một số câu hỏi về đặc điểm cá tính của bạn. Bây giờ, hãy tưởng tượng <b>thương hiệu yêu thích của bạn nước giải khát</b> . Vui lòng cho biết đến mức độ nào bạn đồng ý với mỗi mô tả bằng cách khoanh tròn các số phù hợp nhất:	
	Bạn đã có một thương hiệu nước giải khát yêu thích?
	<input type="checkbox"/> Có, thương hiệu nước giải khát yêu thích của tôi là:..... <input type="checkbox"/> Không, nhưng tôi thường xuyên mua/uống thương hiệu nước giải khát là:.....
Những thương hiệu có thể bạn yêu thích: <b>Twister, Pepsi, Coca-Cola, Mirinda, Fanta, Sting, 7up, Sprite, Vfresh, SảXì etc.</b>	

- 1: Rất không đồng ý  
 2: Không đồng ý  
 3: Có xu hướng không đồng ý  
 4: Có xu hướng đồng ý  
 5: Đồng ý  
 6: Rất Đồng ý

		Rất không đồng ý				→	Rất đồng ý	
		1	2	3	4		5	6
1	Không có ảo tưởng	1	2	3	4		5	6
2	Định hướng gia đình	1	2	3	4		5	6
3	Đơn giản	1	2	3	4		5	6
4	Chân thật	1	2	3	4		5	6
5	Chân thành	1	2	3	4		5	6
6	Thực tế	1	2	3	4		5	6



7	Thuần khiết	1	2	3	4	5	6
8	Suy nghĩ độc lập	1	2	3	4	5	6
9	Vui vẻ	1	2	3	4	5	6
10	Đa cảm	1	2	3	4	5	6
11	Thân thiện	1	2	3	4	5	6
12	Đáng yêu	1	2	3	4	5	6
13	Phong cách	1	2	3	4	5	6
14	Thú vị	1	2	3	4	5	6
15	Nhiệt huyết	1	2	3	4	5	6
16	Ấn tượng	1	2	3	4	5	6
17	Trẻ trung	1	2	3	4	5	6
18	Sáng tạo	1	2	3	4	5	6
19	Đặc biệt	1	2	3	4	5	6
20	Xu hướng	1	2	3	4	5	6
21	Độc lập	1	2	3	4	5	6
22	Xu hướng hiện đại	1	2	3	4	5	6
23	Đáng tin cậy	1	2	3	4	5	6
24	Chăm chỉ	1	2	3	4	5	6
25	An toàn	1	2	3	4	5	6
26	Thông minh	1	2	3	4	5	6
27	Kỹ năng đặc biệt	1	2	3	4	5	6
28	Hợp tác	1	2	3	4	5	6
29	Thành công	1	2	3	4	5	6
30	Lạnh đạo	1	2	3	4	5	6
31	Tự tin	1	2	3	4	5	6
32	Thuộc tầng lớp thượng lưu	1	2	3	4	5	6
33	Rộng lượng	1	2	3	4	5	6
34	Ưu nhìn	1	2	3	4	5	6
35	Quyền rũ	1	2	3	4	5	6
36	Tính cách truyền thống (nữ)	1	2	3	4	5	6
37	Trầm tĩnh	1	2	3	4	5	6
38	Hướng ngoại	1	2	3	4	5	6
39	Tính cách truyền thống (nam)	1	2	3	4	5	6
40	Tây hoá	1	2	3	4	5	6
41	Cương quyết	1	2	3	4	5	6
42	Mạnh mẽ	1	2	3	4	5	6

**Phần 3: Những câu hỏi có liên quan đến mối quan hệ về thương hiệu nước giải khát yêu thích**

Phần này hỏi một số câu hỏi về đặc điểm cá tính của bạn. Bây giờ, hãy tưởng tượng **thương hiệu yêu thích của bạn nước giải khát**. Vui lòng cho biết đến mức độ nào bạn đồng ý với mỗi mô tả bằng cách khoanh tròn các số phù hợp nhất:

- 1: Rất không đồng ý  
 2: Không đồng ý  
 3: Có xu hướng không đồng ý  
 4: Có xu hướng đồng ý  
 5: Đồng ý  
 6: Rất Đồng ý

		Rất không đồng ý			Rất đồng ý		
		1	2	3	4	5	6
1	Tôi luôn hài lòng với quyết định của tôi là với thương hiệu này.	1	2	3	4	5	6
2	Tôi hoàn toàn hài lòng với thương hiệu này.	1	2	3	4	5	6
3	Thương hiệu này cung cấp chính xác những gì tôi mong đợi từ một công ty khác.	1	2	3	4	5	6
4	Tôi dựa vào thương hiệu này.	1	2	3	4	5	6
5	Thương hiệu này là một thương hiệu đáng tin.	1	2	3	4	5	6
6	Thương hiệu này là một thương hiệu an toàn.	1	2	3	4	5	6
7	Tôi cảm thấy rất trung thành với những thương hiệu này.	1	2	3	4	5	6
8	Thương hiệu này có thể dựa vào tôi để luôn ở đó.	1	2	3	4	5	6
9	Tôi sẽ ở lại với thương hiệu này thông qua thời gian tốt hay xấu.	1	2	3	4	5	6
10	So với các thương hiệu khác, tôi cảm thấy được kết nối chặt chẽ với thương hiệu này.	1	2	3	4	5	6
11	Tôi cảm thấy tình cảm gắn liền với thương hiệu này.	1	2	3	4	5	6
12	Có những lúc tôi thực sự lâu dài được với thương hiệu này một lần nữa.	1	2	3	4	5	6
13	Tôi cảm thấy như một cái gì đó còn thiếu khi tôi đã không được sử dụng với thương hiệu này trong một thời gian.	1	2	3	4	5	6
14	Liên quan đến nhân vật của mình, thương hiệu này và tôi rất giống nhau.	1	2	3	4	5	6
15	Tôi giống như người sử dụng điển hình của thương hiệu này rất nhiều.	1	2	3	4	5	6

16	Tôi có thể dễ dàng xác định với thương hiệu này.	1	2	3	4	5	6
17	Sử dụng thương hiệu này phản ánh con người tôi.	1	2	3	4	5	6
18	Thương hiệu này sẽ chăm sóc tốt cho tôi.	1	2	3	4	5	6
19	Thương hiệu này đối xử với tôi như một khách hàng quan trọng và có giá trị.	1	2	3	4	5	6
20	Thương hiệu này cho thấy một sự quan tâm liên tục trong tôi.	1	2	3	4	5	6
21	Giá của thương hiệu này sẽ phải đi lên khá một chút trước khi tôi sẽ chuyển sang thương hiệu khác	1	2	3	4	5	6
22	Tôi sẵn sàng trả giá cao hơn cho thương hiệu này so với các thương hiệu khác.	1	2	3	4	5	6
23	Tôi sẽ không xem xét gì khác hơn so với thương hiệu này	1	2	3	4	5	6
24	Tôi sẽ xem xét 1-3 nhãn hiệu khác.	1	2	3	4	5	6
25	Tôi sẽ xem xét 4-6 nhãn hiệu khác	1	2	3	4	5	6
26	Tôi sẽ xem xét nhiều hơn 6 thương hiệu khác.	1	2	3	4	5	6
27	Tôi sẽ xem xét tất cả các thương hiệu có thể.	1	2	3	4	5	6
28	Tôi đã đề nghị thương hiệu này với nhiều người.	1	2	3	4	5	6
29	Tôi muốn giới thiệu thương hiệu này với bạn bè của tôi.	1	2	3	4	5	6
30	Tôi luôn hài lòng với quyết định của tôi là với thương hiệu này.	1	2	3	4	5	6

#### **Phần 4: Các câu hỏi liên quan đến thương hiệu nước giải khát bạn dự định mua**

Phần này hỏi một số câu hỏi **về thương hiệu nước giải khát mà bạn dự định mua**. Không có câu trả lời đúng hay sai, nên bạn có thể trả lời những câu hỏi một cách trung thực nhất mà bạn có thể. Vui lòng cho biết đến mức độ nào bạn đồng ý với mỗi mô tả bằng cách khoanh tròn các hộp số phù hợp nhất:

- 1: Rất không đồng ý
- 2: Không đồng ý
- 3: Có xu hướng không đồng ý
- 4: Có xu hướng đồng ý
- 5: Đồng ý
- 6: Rất Đồng ý

		Rất không đồng ý			→	Rất đồng ý	
1	Quay trở lại thương hiệu này nếu bạn muốn cùng một điểm đến một lần nữa	1	2	3	4	5	6
2	Chọn thương hiệu này một lần nữa nếu bạn có một sự lựa chọn.	1	2	3	4	5	6
3	Nói những điều tích cực về thương hiệu này cho người khác để người khác.	1	2	3	4	5	6
4	Đề nghị các thương hiệu này cho những người tìm kiếm lời khuyên của bạn.	1	2	3	4	5	6
5	Khuyến khích bạn bè và người thân của bạn để lựa chọn thương hiệu này.	1	2	3	4	5	6
6	Chuyển sang một thương hiệu khác trong tương lai.	1	2	3	4	5	6

**Phần 5: Những câu hỏi chi liên liên quan đến cá nhân của bạn:**

1	<b>Giới tính của bạn:</b> <input type="checkbox"/> Nam <input type="checkbox"/> Nữ
2	<b>Nhóm tuổi của bạn là:</b> <input type="checkbox"/> 15-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 và trên 65
3	<b>Trình độ:</b> <input type="checkbox"/> Không có bằng cấp <input type="checkbox"/> Tiểu học <input type="checkbox"/> Trung học cơ sở <input type="checkbox"/> Cử nhân <input type="checkbox"/> Thạc Sĩ <input type="checkbox"/> Tiến Sĩ <input type="checkbox"/> Sau Tiến Sĩ
4	<b>Tình trạng hôn nhân của bạn:</b> <input type="checkbox"/> Kết hôn <input type="checkbox"/> Độc thân <input type="checkbox"/> Đán ông/bà góa vợ/chồng <input type="checkbox"/> Ly hôn/Ly thân <input type="checkbox"/> Sống chung với nhau <input type="checkbox"/> Mối quan hệ khác (không sống chung với nhau)
5	<b>Hoạt động của bạn:</b>

	<input type="checkbox"/> Sinh viên <input type="checkbox"/> Nông dân, Thợ thủ công <input type="checkbox"/> Doanh nhân <input type="checkbox"/> Nghề nghiệp trí tuệ <input type="checkbox"/> Nhân viên <input type="checkbox"/> Công nhân <input type="checkbox"/> Thất nghiệp <input type="checkbox"/> Nghỉ hưu <input type="checkbox"/> Khác:.....
5	<b>Mức thu nhập hàng tháng của bạn:</b> <input type="checkbox"/> 0 – 5 triệu đồng <input type="checkbox"/> 6 – 10 triệu đồng <input type="checkbox"/> 11 – 15 triệu đồng <input type="checkbox"/> 16 – 20 triệu đồng <input type="checkbox"/> 21 – 25 triệu đồng <input type="checkbox"/> 26 – 30 triệu đồng <input type="checkbox"/> 31 – 35 triệu đồng <input type="checkbox"/> 36 – 40 triệu đồng <input type="checkbox"/> 41 – 45 triệu đồng <input type="checkbox"/> 46 – 50 triệu đồng <input type="checkbox"/> Trên 50 triệu đồng

**Cảm ơn bạn đã tham gia và hoàn thành bảng câu hỏi.**

#### **Appendix 4. Participant characteristics in in-depth interviews**

<b>Participants *</b>	<b>Sex</b>	<b>Age</b>	<b>Occupation/ Education</b>	<b>Househol d status</b>	<b>Brands discussed</b>
<b>A</b>	Male	20-25	Student Aslo working part-time and living with parents.	Single	Soft-drinks (Coca-cola; Pepsi; Xaxi)
<b>B</b>	Male	35-40	Manager in retail company Got an IMBA	Married with one son.	Laptop computers (Hp; Acer; Apple)
<b>C</b>	Female	20-25	Student Also working part-time and living with parents.	Single	Soaps (Lux; Dove; Rexona)
<b>D</b>	Female	30-35	Marketing manager for a local company.	Married with one daughter.	Banking services (Sacomebank; BIDV Bank; Vietcomebank)
<b>E</b>	Male	40-45	Staff in one of local firm. Got a bachelor degre in business.	Married with two sons.	Motorcycles (Honda; Suzuki; Yamaha)
<b>F</b>	Female	20-25	Student Also working part-time and living with parents	Single	Credit cards (Sacomebank; BIDV Bank; Vietcomebank)

Note: \* Participants' name removed in compliance with ethical requirements

**Appendix 5. Lists of brands in the survey**

<b>Brand</b>	<b>International brand?</b>	<b>Vietnamese brand?</b>
Lifebouy	X	
Nivia	X	
Enchanteur	X	
Dove	X	
Lux	X	
Coast	X	
Rexona	X	
Lux	X	
Camay		X
Safeguard	X	
Pepsi	X	
Coca-cola	X	
Mirinda	X	
Sting		X
Xaxi		X
Fanta	X	
7up	X	
V-fresh	X	
la-vie	X	
Twister	X	
Vietcombank		X
Sacombank		X
Abbank		X
Vietinbank		X
BIDV bank		X
DongA bank		X
Metro bank		X
Agribank		X
HSBC	X	
Vpbank		X
Dell	X	
Apple	X	
Toshiba	X	
Acer	X	
Sony	X	
Samsung	X	
Lenovo	X	
Asus	X	
Vaio	X	
Fujisu	X	
Yamaha	X	
Suzuki	X	

Honda	X	
Vespa	X	
Piaggio	X	
SYM	X	
Kawasaki	X	
BMW	X	
Decati	X	
Benelli	X	
HSBC	X	
ACB bank		X
Techcombank		X
Vietcombank		X
BIDV		X
Sacombank		X
Citibank		X
Viettinbank		X
VIBbank		X
DongAbank		X



## **Appendix 1 Reliability and convergent validity**

### **Reliability and validity of first order structures**

Reliability and convergent validity of first order measurement scales

<b>Brand personality (adapted from Jennifer L. Aaker, 1997)</b>				
<b>Items</b>		<b>Loading</b>	<b>Convergent validity (AVE)</b>	<b>Reliability (Joreskog's rho)</b>
Sincerely	Cheerful	0.586	0.546	0.710
	Friendly	0.865		
Excitement	Trendy	0.781	0.634	0.776
	Unique	0.812		
Competence	Technical	0.787	0.583	0.737
	Successful	0.730		
Sophistication	Upper-Class	0.835	0.608	0.758
	Charming	0.712		
Ruggedness	Masculine	0.577	0.558	0.716
	Western	0.878		

### **Antecedents of BRQ**

<b>Self-congruence (adapted from Sirgy, 1997)</b>				
<b>Items</b>		<b>Loading</b>	<b>Convergent validity (AVE)</b>	<b>Reliability (Joreskog's rho)</b>
Self-congruence	Concerning our characters, brand X and I are very similar	0.745	0.594	0.745
	I can easily identify with brand X	0.795		

<b>Partner quality (adapted from Fournier, 1994)</b>				
<b>Items</b>		<b>Loading</b>	<b>Convergent validity (AVE)</b>	<b>Reliability (Joreskog's rho)</b>
Partner quality	X takes good care of me	0.774	0.576	0.731
	X treats me like an important and valuable customer	0.747		

### Consequences of BRQ

<b>WTP (adapted from Netemeyer, 2004)</b>				
<b>Items</b>		<b>Loading</b>	<b>Convergent validity (AVE)</b>	<b>Reliability (Joreskog's rho)</b>
WTP	The price of X would have to go up quite a bit before I would switch to another brand	0.773	0.657	0.749
	I am willing to pay a higher price for X than for other brands	0.847		

<b>Consideration Set Size (adapted from Nordfalt, 2004)</b>				
<b>Items</b>		<b>Loading</b>	<b>Convergent validity (AVE)</b>	<b>Reliability (Joreskog's rho)</b>
Consideration Set Size	I would consider no other than this brand	0.869	0.524	0.690
	I would consider 4-6 other brands	0.541		

<b>WOM (adapted from Carroll and Ahuvia, 2006; Maxham, 2001)</b>				
<b>Items</b>		<b>Loading</b>	<b>Convergent validity (AVE)</b>	<b>Reliability (Joreskog's rho)</b>
WOM	I have recommended X to many people	0.819	0.513	0.678
	If my friends were planning to use similarity, I would tell them to use with X	0.595		

<b>Brand purchase intention (adapted from Carroll and Ahuvia, 2006; Maxham, 2001)</b>				
<b>Items</b>		<b>Loading</b>	<b>Convergent validity (AVE)</b>	<b>Reliability (Joreskog's rho)</b>
Brand purchase intention	Return to this brand if you visit the same destination again	0.776	0.615	0.827
	Choose this brand again if you have a choice	0.830		
	Say positive things about this brand to other people	0.743		



Discriminant Validity of first order measurement scales

	Brand personality				Antecedents		Hot BRQ		Cold BRQ		Consequences						
	Sincere	Excitem	Compet	Sophisti	Rugged	Self-con	Partner	Commit	Intimac	Passion	Satisfac	Trust	WTP	CSS	WOM	BPI	
	Sincerely	1															
Brand personality	Excitement	0.025	1														
	Competence	0.032	0.093	1													
	Sophistication	0.010	0.055	0.063	1												
	Ruggedness	0.010	0.038	0.039	0.055	1											
	Self-congruence	0.006	0.001	0.000	0.000	0.000	1										
	Partner quality	0.005	0.006	0.016	0.001	0.003	0.056	1									
	Commitment	0.013	0.006	0.000	0.001	0.001	0.109	0.107	1								
Hot BRQ	Intimacy	0.022	0.002	0.002	0.001	0.006	0.091	0.064	0.086	1							
	Passion	0.005	0.000	0.001	0.000	0.002	0.114	0.051	0.091	0.128	1						
Cold BRQ	Satisfaction	0.002	0.003	0.001	0.000	0.003	0.009	0.027	0.015	0.064	0.037	1					
	Trust	0.009	0.009	0.002	0.006	0.014	0.026	0.037	0.033	0.068	0.031	0.078	1				
	WTP	0.008	0.000	0.000	0.003	0.002	0.034	0.021	0.045	0.059	0.046	0.046	0.027	1			
Consequences	Consideration Set Size	0.006	0.004	0.003	0.003	0.000	0.072	0.043	0.041	0.041	0.031	0.017	0.014	0.016	1		
	WOM	0.006	0.000	0.000	0.007	0.000	0.017	0.014	0.021	0.038	0.011	0.014	0.013	0.001	0.007	1	
BPI	Brand purchase intention	0.000	0.008	0.010	0.006	0.013	0.047	0.019	0.039	0.034	0.036	0.069	0.015	0.091	0.003	0.008	1
	AVE	0.546	0.634	0.583	0.608	0.551	0.594	0.576	0.646	0.629	0.597	0.694	0.670	0.657	0.524	0.513	0.615

Discriminant validity of first order measurement scales is satisfied since the AVE is greater than the square of correlations between constructs.

## Reliability and convergent validity of second order measurement scales

### Brand personality

Brand personality (adapted from Jennifer L. Aaker, 1997)				
Items		Loading	Convergent validity (AVE)	Reliability (Joreskog's rho)
Sincerely	Cheerful	0.586	0.577	0.716
	Friendly	0.865		
Excitement	Trendy	0.781		
	Unique	0.812		
Competence	Technical	0.787		
	Successful	0.730		
Sophistication	Upper-Class	0.835		
	Charming	0.712		
Ruggedness	Masculine	0.577		
	Western	0.878		

### Hot BRQ

Passion (adapted from Fournier, 1994)				
Items		Loading	Convergent validity (AVE)	Reliability (Joreskog's rho)
Passion	Compared to other brands, I feel strongly connected to X	0.828	0.675	0.754
	I feel emotionally attached to X	0.714		
Commitment	X can count on me to always be there	0.823		
	I will stay with X through good times or bad	0.784		
Intimacy	There are times when I really long to be with X again	0.811		
	I feel like something's missing when I haven't used with X for a while	0.775		

### Cold BRQ

<b>Satisfaction (adapted from Fournier, 1994)</b>				
<b>Items</b>		<b>Loading</b>	<b>Convergent validity (AVE)</b>	<b>Reliability (Joreskog's rho)</b>
Satisfaction	I am consistently satisfied with my decision to be with X	0.815	0.624	0.756
	I am completely satisfied with X	0.851		
Trust	X is an honest brand	0.826		
	X is a safe brand	0.811		

### **Reliability and validity of second order structures**

#### Discriminant validity of the second order measurement scales

	Brand personality	Hot BRQ	Cold BRQ
Brand personality	<b>1</b>		
Hot BRQ	0.006	<b>1</b>	
Cold BRQ	0.017	0.115	<b>1</b>
AVE	0.213	0.340	0.436

Discriminant validity of the second order measurement scales is satisfied since the AVE (Average Variance Extracted) is greater than the square of correlations between constructs.





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## **RESUME EN FRANCAIS**

### **Un modèle causal de certains antécédents et conséquences des dimensions chaude et froide de la qualité de la relation à la marque: un test empirique dans un contexte Vietnamien.**

#### **Résumé de thèse**

Cette recherche se concentre sur Un modèle causal de certains antécédents et conséquences des dimensions chaude et froide de la qualité de la relation à la marque: un test empirique dans un contexte Vietnamien. L'enquête est basée sur les théories de la personnalité de la marque, des antécédents (auto-congruence et qualité des partenaires), les conséquences (volonté de payer une prime de prix, la taille de l'ensemble de considération et le bouche-à-oreille), chaud et froid BRQ et intention d'achat de la marque. L'objectif de cette recherche est double: d'abord, déterminer les effets de la personnalité de la marque sur les antécédents de deux composantes de la BRQ dans le contexte du Vietnam; et deuxièmement, étudier les impacts des antécédents et les conséquences de deux composantes de la BRQ sur l'intention d'achat de la marque dans le contexte du Vietnam. Pour répondre aux objectifs de la recherche, des données ont été recueillies, axées sur six classes de produits et une recherche empirique basée sur des enquêtes avec 634 répondants. En ce qui concerne le courant de développement théorique, l'utilisation d'une modélisation de chemin PLS a été utilisée pour analyser les données. La contribution clé de cette recherche permet de mieux comprendre le comportement des consommateurs dans le contexte de la marque du marché vietnamien. Les résultats montrent que le chaud BRQ a été une influence plus forte et significative sur la volonté du consommateur de payer une prime de prix. Cependant, le froid BRQ a fortement influencé le bouche à oreille du consommateur. Par conséquent, le chaud BRQ, qui est la qualité de la relation émotionnelle, augmente principalement le comportement de fidélité des clients; en revanche, le froid BRQ aide à attirer de nouveaux clients' grâce à une communication positive de bouche à oreille des clients. La rétention des clients actuels et l'attrait des clients des nouvelles sont des moteurs essentiels de l'avenir durable d'une marque ou d'un produit. Les gestionnaires ont donc besoin d'avoir un impact positif sur le chaud et froid de BRQ de leurs clients. Sur la base des résultats de la

recherche, ils devraient se concentrer sur la volonté de payer une prime de prix afin d'améliorer et d'augmenter leur intention d'achat de marque.

## **Introduction**

Étant donné que la notion de relation de marque de consommation a été introduite par Fournier's (1998). Les relations multidimensionnelles développées entre les consommateurs et les marques ont rendu pour les universitaires du marketing et les implications profondes des praticiens pour comprendre les perceptions et les comportements des consommateurs (Belk, 1988; Chaudhuri et Holbrook, 2001; Fournier et Lee, 2009; Muniz et O'guinn, 2001). Dans la théorie de l'étude, les relations de marque sont une partie importante de la vie des consommateurs: elles incluent un processus de fourniture de sens, s'étendent à travers plusieurs dimensions, et prennent une diversité de formes ainsi que d'évolution et de charge sur une série d'interactions et en réponse au contexte changements (Fournier, 1994; 1998). Alors que le contexte théorique fructueux d'une perspective de relation de marque prépare la manière dont les chercheurs à concevoir et à examiner les liens entre les consommateurs et les marques, la relation de la parole facilite également une connaissance approfondie des orientations des attitudes et des comportements des consommateurs qui éclairent les spécialistes du marketing peuvent encourager, gérer et maintenir de solides relations de marque et sécuriser un avantage compétitif durable (Herz et Brunk, 2017). La qualité de la relation de marque (BRQ) est connue dans la littérature pour l'utilisation commerciale des théories des relations personnelles. Sur la base de cela, l'évaluation du BRQ devrait être formée sur la base de la preuve de l'expérience que la marque avait fournie au consommateur (Fournier, 1998). Depuis les années 1980, l'expérience de la consommation a fait l'objet d'un certain nombre d'études marketing. L'accent expérientiel (Holbrook et Hirschman 1982, Pine, Gilmore et autres, 1998) a répandu l'idée que le consommateur n'est pas seulement

un décideur rationnel, mais que son choix est également basé sur des sentiments et des émotions. Plus récemment, les chercheurs ont noté que les consommateurs peuvent attacher du sens ou du sentiment aux marques (Albert, Merunka et Valette-Florence 2008; Monga 2002) et que les consommateurs diffèrent non seulement de la perception et de l'évaluation des marques, mais aussi de la façon dont ils se rapportent aux marques (Aggarwal, 2004). Ainsi, les chercheurs et les praticiens sont très intéressés par la prédiction et le contrôle de la maintenance des relations de marque de consommation. L'intérêt a porté sur la qualité de ces relations (la qualité de la relation de marque, Fournier 1994, 1998a). Par conséquent, la qualité de la relation de marque est perçue par le consommateur et reflète ses pensées, ses sentiments et ses comportements à l'égard d'une marque (Fournier, 1994).

Après la conceptualisation originale d'Aaker et Fournier (1995), la personnalité de la marque est considérée comme analogue à la personnalité humaine qui prétend que la marque peut développer des caractéristiques de personnalité caractéristiques. McCrae et Costa Jr (1997) ont défini les traits de personnalité comme des "styles de pensée, de sens et d'action, and relativement passifs". Hawken, Ogilvy et Schwartz (1982) proposent qu'une marque possède des personnalités qui "peuvent les fabriquer ou les casser sur le marché" (p.14) et Aaker (1997) permet à une marque d'avoir des aspects affectifs et symboliques de la personnalité humaine au-delà de l'utilitaire d'attributs fonctionnels (Keller, 1993). De plus, Aaker (1997) soutient également que la personnalité de la marque peut aider les praticiens à distinguer leurs marques dans un marché concurrentiel des produits ou des services. Selon Keller (1993) et Aaker (1997) soutiennent également que la personnalité de la marque peut fournir aux clients une fonction émotionnelle et / ou symbolique qui influe sur les décisions d'achat du consommateur.

Dans cette étude, nous accordons une attention particulière à l'effet de la personnalité de la marque sur la qualité de la relation de marque. Comme une articulation raffinée de la loyauté, BRQ encapsule les composants essentiels du lien de marque de consommation (D. A. Aaker 1996; Fournier 1994). Pour mieux comprendre les fonctions qui existent entre la personnalité de la marque et le BRQ, on examine divers modèles de structure. Une revue de littérature étendue démontre qu'il y a un intérêt considérable pour chaque domaine individuel. Par conséquent, pour se pencher davantage sur le modèle de base relationnel, cette étude se concentre spécifiquement sur la mesure et la validation de trois domaines distincts mais interdépendants: la personnalité de la marque, la qualité de la relation de marque avec deux composants: chaud et froid BRQ et intention d'achat de la marque. Les constructions principales sont décrites ci-après.

La première construction intégrée à cette recherche, la personnalité de la marque, est conceptuelle et opérationnalisée d'abord à partir de la théorie bien établie de la personnalité humaine (Norman, 1963), avec Aaker et Fournier (1995) raffinant cette théorie pour développer une personnalité de marque échelle (BPS). Aaker (1997) croit que "les traits de personnalité sont associés directement à une marque par les personnes associées à la marque - telles que l'image utilisateur de la marque". Aaker a identifié cinq dimensions de la personnalité de la marque (Compétence, Excitation, Ruggedness, Sincérité et Sophistication) et a déclaré que deux dimensions (Sophistication and Ruggedness) parmi cinq dimensions de la personnalité de la marque sont différentes de l'une des cinq dimensions de la personnalité humaine des "Big Five" (Aaker, 1997). Aaker (1997) a déclaré que "ce schéma suggère que les dimensions de la personnalité de la marque pourraient fonctionner de différentes façons ou influencer la préférence des consommateurs pour différentes raisons" (p.354). Au début de la recherche, il a également été démontré que les dimensions de la personnalité de la marque peuvent être formées

par des interactions directes ou indirectes entre le consommateur et la marque, alors que les dimensions de la personnalité humaine pourraient être générées en fonction des attitudes, des comportements et des croyances d'un individu (Park, Jaworski et MacInnis 1986; Plummer, 2000).

Le deuxième domaine de construction, la qualité de la relation de marque a été définie comme "un indicateur basé sur le client de la force et la profondeur de la relation homme-marque" (Fournier, 1994). Fournier (1994) a soutenu que la qualité de la relation de marque reflète l'intensité et la viabilité de l'association durable entre un consommateur et une marque. En un sens, Qualité de la relation de marque (BRQ) capture l'effet magnétique positif qui maintient la personne et la marque ensemble face à la résistance et à la tension. La qualité de la relation de haute qualité implique que l'association entre la personne et la marque est susceptible de se développer et que, dans des conditions favorables, elle prospérera (Aaker, 2012).

En outre, la plupart des recherches empiriques sur la qualité de la relation de marque ont été menées dans des contextes de marché développés, principalement occidentaux (J. Aaker, Fournier et Brasel, 2004; Park, Kim et Kim 2002; Albert, Merunka et Valette-Florence, 2013; Fournier, 1998; Huber et al., 2010; Thorbjørnsen et al., 2002). Parmi ceux-ci, certaines recherches ont examiné la qualité de la relation de marque comme résultat (J. Aaker, Fournier et Brasel, 2004; Chang et Chieng, 2006; Thorbjørnsen et al., 2002; Mize et Kinney, 2008), et d'autres l'ont examiné comme un prédicteur des résultats de la relation, y compris l'intention de rachat et les actions pour soutenir les marques (Breivik et Thorbjørnsen, 2008; Huber et al., 2010; Kressmann et al., 2006; Park, Kim et Kim, 2002). Compte tenu de la discussion ci-dessus et du contexte de la recherche présentée au chapitre 1, il est nécessaire d'examiner les relations



entre la qualité de la relation de marque et d'autres constructions connexes dans le contexte d'un marché émergent tel que le Vietnam.

Depuis Fournier (1998), la qualité de la relation de marque (BRQ) est devenue une construction centrale dans la compréhension de l'évaluation à long terme des marques par les consommateurs. À ce modèle, le consommateur devrait établir des relations à long terme avec des marques basées non sur des dimensions cognitivo-utilitaires, mais aussi sur des dimensions efficaces basées sur les collections d'interactions qu'elles avaient vécues avec la marque (Belk, 1988). BRQ est connu dans la littérature pour utiliser les théories des relations personnelles. Sur la base de cela, les investissements dans les relations à long terme entre les marques et les clients revêtent une importance cruciale pour le développement des entreprises (Wulf, Odekerken-Schröder et Iacobucci, 2001). Il a également été reconnu que les consommateurs peuvent attacher des sens et des sentiments aux marques et que les consommateurs diffèrent non seulement de la façon dont ils perçoivent et évaluent les marques, mais aussi dans leur relation avec les marques (p. Ex. Albert, Merunka et Valette-Florence, 2008; Monga, 2002, Fajer et Schouten, 1995).

Les chercheurs et les praticiens sont très intéressés par la prédiction et le contrôle de la maintenance des relations de marque de consommation. L'accent a été mis sur la qualité de ces relations (appelée qualité de la relation de marque (BRQ), par exemple Fournier, 1994, 1998). Étant donné que le développement de la relation forte de la marque de consommation devrait affecter positivement les réponses comportementales des consommateurs, les fournisseurs tentent de trouver des moyens de renforcer les liens entre la marque et le consommateur en améliorant continuellement le niveau de qualité de la relation de marque (Tsai et al., 2011; Nyffenegger et al., 2015). Ainsi, la qualité de la relation de marque (BRQ) est perçue par le consommateur et reflète ses pensées, ses sentiments et ses comportements envers une marque (Fournier, 1994).

La qualité de la relation de marque est un indicateur développé par Fournier (1998), représentant la force et la profondeur de la relation entre une personne et une marque et reflète six concepts cognitifs et efficaces de construction de relations. De plus, Nyffenegger et al., (2015) valident empiriquement que les croyances cognitives et affectives/émotionnelles des clients sur la marque de services ont une influence particulière sur plusieurs manifestations de fidélité à la marque. Ils soutiennent également que cette conceptualisation BRQ bidimensionnelle a des implications importantes pour mieux comprendre le rôle du BRQ dans l'établissement et le développement de relations solides avec les marques de consommation.

Par conséquent, cette étude étend le travail de Nyffenegger et al, (2015) comme suit. Tout d'abord, Nyffenegger et al., (2015) ont examiné l'effet des éléments cognitifs et émotionnels sur la loyauté comportementale et comportementale, ce qui a bien compris la compréhension de cela. Deuxièmement, Nyffenegger, Malär et Krohmer (2010) ont étudié l'effet de la qualité de la relation de marque (BRQ), qui se manifeste par des composantes cognitives (c'est-à-dire la confiance et la satisfaction) et les composantes émotionnelles (i.e. passion, intimité et engagement) sur les attitudes et fidélité comportementale. Selon Nyffenegger et al., (2015), les auteurs ont considéré la confiance et la satisfaction comme une construction unidimensionnelle et l'ont appelée froide BRQ; Ils ont également traité la passion, l'intimité et l'engagement en tant que construction unidimensionnelle et l'ont appelé chaud BRQ. Cette étude examine le rôle du chaud et du froid en tant que deux composants du BRQ dans le contexte des produits/marques, largement basé sur une distinction entre les attitudes chaudes et froides (C. W. Park et MacInnis, 2006). En outre, la recherche axée sur la mesure et l'évaluation de BPS et de BRQ, individuellement et conjointement, se développe, mais elle est relativement infiltrée. Il y a eu un intérêt choisi pour les universités et les milieux d'affaires dans les deux domaines (Melser et

Ringham, 1998; B. Wilson, 2011). La personnalité de la marque est essentielle pour construire la relation de marque de consommation. (Fournier 1994; 1998) croit qu'il est nécessaire d'étudier l'impact de la personnalité de la marque sur le BRQ.

Nyffenegger, Malär et Krohmer (2010) ont soutenu que l'effet de la qualité de la relation de marque (BRQ), qui se manifestait par trois facteurs émotionnels (i.e., passion, intimité et engagement) et deux composants cognitifs (c'est-à-dire la confiance et la satisfaction). Dans cette recherche, nous nous adaptons et considérons trois facteurs émotionnels comme chaud BRQ et deux composants cognitifs comme à froid BRQ (Nyffenegger et al, 2015).

Généralement, ces deux domaines de construction ont été sélectionnés en raison de leur développement à grande échelle et de leurs propriétés psychométriques. En outre, la compréhension de la marque comme personnalité permet à une entreprise de mieux exploiter les avantages émotionnels d'une marque et de construire des relations à long terme avec la marque de consommation et avec elle aussi et l'intention de l'achat de la marque. En dehors de cela, la compréhension de la marque comme personnalité facilite la différenciation des autres compétitions. De plus, l'étude examinera l'impact de la personnalité de la marque et du BRQ dans un marché émergent au Vietnam et montrera comment cet effet chaud et froid BRQ sur les facteurs relatifs du BRQ, comme la communication de bouche à oreille, la volonté des consommateurs de payer un prix premium, et considère la taille définie sur l'intention d'achat de la marque envers les clients Vietnamiens.

L'identification du problème et de l'écart de recherche constitue une opportunité pour la recherche sur les relations avec les marques de consommation, car cela est essentiel pour établir le lien entre la personnalité de la marque et deux composantes de la qualité de la relation de marque dans le contexte du marché émergent du Vietnam. Le but de cette recherche est

d'examiner empiriquement la pertinence de diverses dimensions de la personnalité de la marque et de deux composants du chaud et froid BRQ dans le contexte du marché vietnamien.

La personnalité de la marque et le BRQ, seuls et conjointement, se développent, mais sont, comparativement, encore à ses balbutiements. Cliffe et Motion (2005) établissent, à partir de résultats d'entrevue approfondis intégrant des équipes de consommation et de gestion dans un domaine de parrainage, la personnalité de la marque est essentielle à la construction de relations de marque de consommation. Fournier (1994; 1998) estime qu'il est nécessaire d'étudier l'effet de la personnalité de la marque sur le BRQ. D.Aaker (1996, p. 165) établit un argument solide pour enquêter sur des liens spécifiques entre la personnalité de la marque et le BRQ lorsqu'il déclare: "le comportement de la marque et les motivations imputées, en plus d'affecter la personnalité de la marque, peuvent également influencer directement la relation client-marque". Plus récemment, il a également été souligné qu'il "... ne sait pas si la personnalité de la marque affecte certaines facettes de l'équité de la marque fondée sur le consommateur" (Netemeyer et al, 2004). Beaucoup d'autres sont également d'accord avec la nécessité d'une telle recherche (Korchia, 1999; Hille et Phillips, 1996). La majorité des marques de premier plan ont des images qui développent deux ou plusieurs personnalités polyvalentes (Opoku, Abratt et Pitt, 2006). Sweeney et Brandon (2006) soulignent également qu'il est essentiel pour les gestionnaires de comprendre la personnalité de la marque pour répondre efficacement aux conditions dynamiques du marché.

**Ensemble, les objectifs de cette dissertation sont donc deux:**

**Objectif 1:** La recherche vise à déterminer les effets de la personnalité de la marque sur les antécédents de deux composants de la BRQ dans le contexte du Vietnam.

**Objectif 2:** La recherche vise à étudier les impacts des antécédents et les conséquences de deux composants de la BRQ sur l'intention d'achat de la marque dans le contexte du Vietnam.

## **1. Développement des hypothèses**

L'ensemble de la littérature examinée, en particulier la construction de la qualité de la marque (BRQ), met en évidence les antécédents sélectionnés et les conséquences de deux composants de BRQ avec le système global de la personnalité de la marque et des relations BRQ. Les hypothèses de l'étude sont formulées à partir de la revue de la littérature et visent à tester les relations importantes entre les variables. Une partie de cette étude, le cadre conceptuel de mesure devra être testé et, si nécessaire, modifié pour le contexte vietnamien. Ceci est communément connu sous le nom de validation du modèle de mesure (Chin, 1998). Cette étude évalue si les domaines sont multidimensionnels, qu'il s'agisse de constructions multiples. Dans ces études de recherche, le test des modèles de mesure peut être explicitement démarré dans des hypothèses distinctes (Byrne, 2001). Dans cette recherche, elle se concentrera sur la tâche de validation du modèle de mesure. Elle est beaucoup plus étendue car elle implique une relation séparée et complexe entre la personnalité de la marque et les antécédents et les conséquences de deux composantes des représentations BRQ.

### ***L'effet différentiel de la personnalité de la marque sur les antécédents de la BRQ***

Plus, la marque reflète le consommateur (i.e., l'auto-congruence) et plus le lien personnel que le consommateur ressent entre le soi et la marque. En termes d'auto concentration idéale, l'auto-amélioration a été identifiée comme la tendance sous-jacente des gens à rechercher des informations qui augmentent leur estime de soi (Ditto et Lopez, 1992). Une personnalité d'une marque qui indique que les êtres idéaux des consommateurs peuvent les soutenir dans leurs activités d'auto-amélioration en leur donnant le sentiment de se rapprocher de leur soi idéal (Grubb et Grathwohl, 1967). Ainsi, si le consommateur voit ses aspirations et ses rêves

incorporés dans une marque (i.e., l'auto concentration idéale), il sera attiré par cette marque (Boldero et Francis, 2002) et s'y attache émotionnellement.

*Ainsi, notre première hypothèse est la suivante:*

H1: La personnalité de la marque aura un effet significatif sur l'autosuffisance.

La personnalité de la marque est l'une des sources potentielles d'attentes relationnelles (Allen et Olson, 1995), sert à des fins symboliques et d'expression (Keller, 1993, JL Aaker, 1997), influe sur les inférences de la qualité des partenaires (Blackston, 1993) et a la capacité de évoquer des émotions et augmenter le niveau de préférence (Biel, 1993). Selon Auhagen & Hindle (1997), la personnalité des partenaires dans une relation est déterminante à la fois dans les comportements que les partenaires adoptent dans la relation et les inférences qu'ils produisent à partir de l'observation de ces comportements. Ainsi, les traits du partenaire peuvent être un modérateur des effets de transgression (J. Aaker, Fournier et Brasel, 2004).

*Ainsi, notre deuxième hypothèse est la suivante:*

H2: La personnalité de la marque aura un effet important sur la qualité des partenaires.

**Les effets différentiels de l'auto-congruence et la qualité des partenaires sur deux composants de BRQ (chaud et froid BRQ)**

**L'effet de l'auto-congruence sur chaud BRQ**

L'étude précédente sur les relations de marque de consommation a clairement démontré que la compréhension des composantes émotionnelles de ces relations est très pertinente tant pour les spécialistes du marketing que pour les praticiens (Fournier, 1998). Les sentiments qu'une marque génère ont le potentiel de différencier fortement une marque par rapport à l'autre, d'autant plus que les consommateurs se lient de manière émotionnelle à un nombre limité de marques (Thomson, MacInnis et Park, 2005b).

L'importance de l'établissement et du maintien de la relation de marque, la littérature scientifique sur l'image de marque a mis l'accent sur les aspects émotionnels. Les savants antérieurs ont reconnu que les aspects émotionnels et symboliques des objectifs centraux dans les expériences de consommation (Holbrook et Hirschman, 1982), les chercheurs ont récemment accordé une plus grande attention à ces aspects émotionnels, tels que les sentiments de connexion avec une marque (connexion à soi-même) (Fournier, 1998), les perceptions de la proximité de soi avec une marque (attachement émotionnel) (Fournier, 1998) et le sentiment d'amour pour une marque (l'amour de la marque) (Carroll et Ahuvia, 2006b, Fournier, 1998b).

Bien que de solides pièces jointes soient construites au fil du temps par interaction entre la marque et le consommateur, créant des émotions importantes et incluant des émotions puissantes, des attitudes peuvent être formées sans aucune interaction directe avec la marque (Baldwin et al, 1996). En outre, contrairement à l'attachement émotionnel, les consommateurs peuvent avoir des attitudes favorables à de nombreuses marques, y compris celles qui ne jouent aucun rôle dans leur vie (Thomson, 2006). On croit que la nature puissante de l'attachement émotionnel exerce une influence beaucoup plus grande sur le consommateur et montre ainsi une relation beaucoup plus étroite avec le concept de soi (Whan Park et al, 2010).

En outre, les chercheurs constatent que les aspects émotionnels sont les principaux dans l'amélioration de la qualité des relations chez les individus qui sont attachés à une marque en présence d'un engagement plus important (Thomson, MacInnis et Park, 2005b) et les émotions intenses des consommateurs telles que l'amour envers une marque de promotion relation à long terme avec cette marque (Aron et Westbay 1996b, Carroll et Ahuvia 2006b, Susan Fournier 1998b). En outre, les consommateurs sont plus dévoués aux marques, ils sentent des points communs et des marques qui présentent des aspects importants de l'identité (Fournier, 1998).

Une prémisse fondamentale est que les achats des consommateurs sont en partie motivés par le désir de construire des concepts de soi et de les communiquer à travers l'achat et l'utilisation de produits de marque (Cast et Burke, 2002). Par conséquent, l'auto concentration réelle devrait augmenter le chaud BRQ.

Dans la littérature sur la psychologie sociale, un autre élément clé de la qualité des relations est la réciprocité. Les gens ont tendance à aimer les autres qui les aiment et les traiter bien (Newcomb, 1956). Selon le consommateur, être bien traité par une marque est un signal qu'il est "comme" et que cette marque "se soucie" et réagit à ses besoins. Cela peut augmenter l'attachement émotionnel de la marque (Thomson, 2006) et le désir du consommateur de maintenir une telle relation au fil du temps. En fait, cela suppose que la qualité des partenaires peut également augmenter chaud BRQ.

La qualité des partenaires est une évaluation de la relation partenaire (Fournier, 1998). Il se réfère à la mesure dans laquelle un consommateur perçoit qu'une marque (ou une entreprise) s'occupe d'écouter, montre des intérêts et comprend ses besoins (Smit, Bronner et Tolboom, 2007b). Un niveau élevé de qualité de partenaire infère que le consommateur montre sa foi et sa fiabilité sur la marque (Kressmann et al, 2006; Thorbjørnsen et al, 2002). La recherche antérieure sur la psychologie sociale pose que l'engagement d'une personne dans une relation est influencé par la connaissance et les intérêts d'un partenaire dans la relation (Pietromonaco, Laurenceau et Barrett, 2002).

Selon des études antérieures, les deux antécédents devraient avoir des effets positifs sur chaud BRQ (Nyffenegger et al, 2015). Cependant, dans cette étude, nous considérons que l'autosuffisance a plus d'effet sur le BRQ chaud que sur froid BRQ (Nyffenegger et al, 2015). Tout d'abord, l'auto-congruence peut améliorer les réponses efficaces, comportementales et



comportementales des consommateurs au produit/marque (J. Aaker, 1999; Grohmann, 2009). Ainsi, l'auto-congruence joue un rôle essentiel dans la création de l'attachement émotionnel de la marque (Chaplin et Roedder John, 2005). C'est peut-être l'important qui influence la décision de la clientèle sur une certaine marque. Par conséquent, le consommateur a tendance à acheter des marques qui ont une image similaire à son image de soi (Blackwell et al, 2001, p.339). Ce phénomène générera une relation forte et intime entre le consommateur et la marque. Cette relation se réfère à la qualité de la relation de marque (Kressman et al, 2006). Un client qui a trouvé l'image de marque est congruent avec son auto-image développera et maintiendra la relation avec la marque sélectionnée. Cela signifie également que l'auto connexion plus forte augmentera la qualité de la relation de marque et vice versa.

Deuxièmement, l'auto-congruence reflète la perception du consommateur de l'adéquation entre le soi réel et la personnalité du produit/bande, alors que l'auto-congruence idéale est l'apparence de la personnalité du produit / de la marque avec le soi idéal du consommateur (Aaker, 1999). Selon Aaker (1999) axé sur le produit et a proposé que les consommateurs préfèrent les marques avec l'auto-congruence. Il a utilisé une étude empirique pour montrer l'impact de l'auto-congruence sur l'évaluation de la marque des consommateurs, à savoir, il a proposé que les consommateurs dont la personnalité correspond à la marque ont une plus grande initiative par rapport à ceux dont la personnalité ne correspond pas à la marque. D'autre part, les consommateurs pourraient acheter des produits avec une personnalité de marque similaire pour établir une auto concentration réelle ou idéale. L'autosuffisance se réfère à la cohérence entre le soi du consommateur et la personnalité ou l'image de marque (Aaker, 1999). En particulier, le conducteur des besoins humains est une motivation humaine. Dans le cas, ce sont les motifs émotionnels qui jouent un rôle important pour inciter les clients à prendre une décision d'acheter un produit non seulement

pour obtenir un avantage fonctionnel mais aussi pour les avantages émotionnels; par exemple, le prestige et le statut (O'Shaughnessy et O'Shaughnessy, 2002). Les clients utilisent souvent la marque de produit pour montrer qui ils sont parmi les autres. Keller (2008) a indiqué que les clients choisiraient et consommeraient la marque qui a la personnalité qui est cohérente et cohérente avec leur concept de soi. Kressmann (2006) renvoie le terme pour le phénomène en tant que congruence de l'image de soi. La congruence de l'image de soi mentionne la correspondance entre l'auto-concept des consommateurs et l'image de l'utilisateur d'une marque donnée.

Sur la base de la discussion précédente, cette étude peut supposer que la possibilité de façonner qu'une marque auto-congruente est un effet plus important sur le BRQ chaud que bien traitée par la marque (qualité partenaire). La qualité des partenaires a certainement un avantage pour le client, mais ils sont moins importants et émotionnels que l'auto concentration du consommateur.

*Sur la base de la discussion ci-dessus, cette hypothèse de recherche est la suivante:*

H3: L'auto-congruence aura un effet significatif et positif sur chaude BRQ

H4: La qualité des partenaires aura un effet significatif et positif sur froid BRQ

H5: L'auto-congruence aura un effet plus important sur chaud BRQ qu'il n'en aura sur froid BRQ.

### **L'effet de la qualité des partenaires sur froid BRQ**

La deuxième composante de BRQ est la qualité de partenaire, qui joue un rôle important en tant qu'antécédent clé du BRQ froid. Les inférences de la qualité des partenaires sont naturelles dans les jugements d'équité et de justice, dans les avantages socio-émotionnels et ont pour but d'étalonner la conviction que le consommateur a dans sa relation avec la marque. Il comprend des aspects de la fiabilité, de la fiabilité, de la confiance, du soutien et de la responsabilité, en ce

qui concerne la performance de la marque en termes de respect des promesses, d'évitement des échecs, de processus de résolution de problèmes et d'intérêts à long terme des consommateurs.

Cette étude emploie la qualité des partenaires pour désigner une évaluation par le consommateur de sa relation avec une marque. Un haut niveau de qualité de partenaire indique que le consommateur perçoit que la marque s'intéresse à ses besoins. Les chercheurs montrent également que la qualité des partenaires comprend des aspects de la prévisibilité, de la fiabilité et de la foi qui influencent fortement le développement de la confiance (Wieselquist et al., 1999). En outre, la recherche a montré que les inférences de qualité des partenaires sont utilisées pour étalonner les croyances sur la relation (Fletcher et Kininmonth, 1992) et déterminer les niveaux globaux de satisfaction et de fidélité (Sirdeshmukh, Singh et Sabol, 2002).

Dans le même ordre d'idées, on s'attend à ce que l'autosuffisance influe sur le BRQ froid. Ainsi, l'auto-congruence apparaît si le consommateur compare son auto-concept avec l'image d'une marque. Selon Dunn et Schweitzer (2005), la fidélité est évaluée par les fiduciaires sur la base des caractéristiques du fiduciaire qu'ils perçoivent. Ils ont soutenu qu'un niveau élevé de confiance est généré si les individus ont identifié ou ont un lien étroit avec d'autres.

L'auto-congruence reflète la connexion du concept de soi du consommateur à l'image d'une marque. Un niveau élevé d'auto-congruence qui permet aux consommateurs de se sentir à l'aise et de bons sur eux-mêmes peut être atteint lorsqu'ils trouvent une excellente correspondance entre leur concept et une marque (Chatman, 1989a).

Le deuxième argument que nous supposons que la qualité du partenaire est un effet plus important sur froid BRQ que sur chaud BRQ. La satisfaction et la confiance sont tous deux des constructions qui représentent une évaluation globale d'un partenaire de relation (Selnes, 1998). La satisfaction et la confiance, ensemble, associent à un composant de qualité relationnelle qui se

caractérise par une confiance dans la fiabilité de la qualité de la marque. La confiance provient d'une connaissance accumulée qui permet à une personne de faire des prédictions confiant quant à la probabilité qu'un partenaire relationnel connaisse le sien (Johnson et Grayson, 2005). Dans un contexte de marque, la confiance de la marque représente "la volonté (...) de s'appuyer sur la capacité de la marque à remplir sa fonction déclarée" (Chaudhui et Holbrook, 2001) et reflète l'attente du consommateur de la compétence de la marque (Fournier et Mick, 1999 Rust et Oliver, 1993). Également basé sur le contexte de la marque, la satisfaction peut être expliquée comme une évaluation globale d'une marque basée sur toutes les expériences avec cette marque au fil du temps (Garbarino et Johnson, 1999).

Pour évaluer la qualité des partenaires, les consommateurs doivent réfléchir aux incidents antérieurs et aux expériences de marque en fonction de leur promesse accomplie. Cela réduit l'incertitude et augmente la confiance dans la qualité et la fiabilité de la marque. D'autre part, façonner sa propre identité et son auto-expression par l'intermédiaire d'une marque auto-congruente a certainement des avantages pour le consommateur, mais ils sont moins liés à la qualité et à la fiabilité de la marque que d'être bien traités par la marque (qualité partenaire). Par conséquent, l'auto-congruence réelle ne devrait pas être aussi fortement liée au froid BRQ que la qualité de partenaire.

*Sur la base de la discussion ci-dessus, ces hypothèses de recherche sont les suivantes:*

H6: La qualité des partenaires aura un effet significatif et positif sur froid BRQ

H7: L'auto-congruence aura un effet positif sur froid BRQ

H8: La qualité des partenaires aura un effet plus important sur froid BRQ que sur chaud BRQ.

### **Conséquences du chaud et froid BRQ**

L'ensemble des hypothèses liées aux implications de performance des deux composants de BRQ. Dans ces hypothèses, cette recherche met l'accent sur les effets généraux et l'impact relatif du BRQ chaud et de froide BRQ sur les différentes intentions comportementales du consommateur (i.e., La volonté de payer une prime de prix (WTP), la taille du jeu et le bouche à oreille (WOM), qui à son tour influence les résultats comportementaux (i.e., l'intention de l'achat de la marque). Une variable de résultat importante de BRQ est la volonté du consommateur de payer la prime de prix (Aaker, 1996). La volonté de payer la prime de prix est définie comme le prix excédentaire d'un consommateur est prêt à payer pour une marque par rapport à des produits comparables (Netemeyer et al., 2004). En conclusion, la volonté de payer une prime de prix dépend de la valeur d'un associé associé à une marque (DA Aaker, 1996; CS Park et Srinivasan, 1994).

Froide BRQ se caractérise par la confiance dans la qualité et la fiabilité de la marque et reflète l'attente du consommateur que la marque entraînera un résultat positif en termes de performance de la marque. Ainsi, le risque perçu associé au choix d'une telle marque est plus petit que le risque perçu associé au choix d'une autre marque moins familière et moins digne de confiance (Selnes, 1998). Cette réduction du risque d'achat perçu peut être un avantage pour lequel un consommateur est prêt à payer un prix plus élevé. Cependant, une prime de prix n'est pas seulement payée pour les avantages fonctionnels (associée à froide BRQ), mais aussi pour le symbole et le bénéfice émotionnel (associé au chaud BRQ) d'une marque (Sethuraman et Raju, 2012). Dans un contexte de marque, les relations émotionnelles des consommateurs avec une marque devraient avoir une incidence sur leur volonté de faire des sacrifices financiers (c'est-à-dire payer une prime de prix) afin d'obtenir la marque et les avantages émotionnels liés (Thomson, MacInnis et Park, 2005).

*Sur la base de la discussion ci-dessus, ces hypothèses de recherche sont les suivantes:*

H9: Chaud BRQ a un effet positif sur WTP

H10: Froide BRQ a un effet positif sur WTP

En raison de la concurrence intense dans de nombreuses industries et des améliorations qui en résultent dans la technologie de production et la qualité des produits, les différences fonctionnelles entre de nombreuses marques sont souvent assez faibles. En conséquence, les consommateurs peuvent avoir un froid BRQ élevé (qui est dérivé de la qualité perçue et attendu la performance d'une marque, Sweeney et Soutar (2001) avec plusieurs marques concurrentielles en même temps, de sorte que le niveau de leur froid BRQ ne fonctionne pas très fortement sur ces produits et marques concurrentiels. Dans ce contexte, il convient de mentionner que la recherche générale sur les consommateurs a reconnu l'importance de considérer les facettes émotionnelles du comportement des consommateurs (par exemple, Burke et Edell, 1989; Cohen et Areni, 1991). Plus précisément, les aspects émotionnels et les avantages des marques peuvent jouer un rôle plus important pour le comportement des consommateurs que les attributs et les avantages de la marque fonctionnelle (par exemple, Biel, 1993). Ces avantages émotionnels découlent des sentiments ou des états affectifs générés par la marque (Sweeney et Soutar, 2001) et reflètent la composante émotionnelle du BRQ.

Dans la psychologie sociale, on affirme qu'une personne immergée dans une relation très émotionnelle perçoit le partenaire relationnel comme différencié et important pour lui (Hazan et Shaver, 1994). Dans un contexte de marque, les avantages de la marque émotionnelle associés au BRQ émotionnel ont le potentiel de différencier fortement une marque par rapport à l'autre, d'autant plus que les consommateurs forment une forte relation émotionnelle (i.e., un émotionnel BRQ élevé) habituellement avec un nombre limité de marques (Thomson, MacInnis et Park, 2005b). Ces marques ont tendance à être très pertinentes pour le consommateur et sont donc

perçues comme différentes des autres marques (émotionnellement moins pertinentes). Étant donné que les résultats d'associations de marques fortes et uniques sont un facteur important de la volonté des consommateurs de payer une prime de prix (Keller, 1993).

*Sur la base de la discussion ci-dessus, cette hypothèse de recherche est la suivante:*

H11: Chaud BRQ aura un effet plus important sur la prime de prix WTP que sur froid BRQ.

### **Les impacts du chaud et froid BRQ sur la taille du jeu de considération**

Selon Chakravarti et Janiszewski (2003) font valoir que les consommateurs utilisent souvent des critères de sélection pour évaluer et réduire le nombre de marques alternatives qui finiront par être considérées comme des achats. Une simple règle de dépistage repose sur l'accessibilité de la mémoire (Chakravarti et Janiszewski, 2003). Dans l'ensemble, chaud BRQ est plus que froid BRQ, recommandant qu'ils soient plus accessibles en mémoire que les informations d'évaluation (par exemple, Verplanken, Hofstee et Janssen, 1998). Erevelles (1998), par exemple, a montré que les composants efficaces de l'attitude influent positivement sur l'accessibilité et le rappel des marques. Par conséquent, une marque qu'un consommateur est un chaud BRQ peut être plus saillant dans la mémoire, ce qui inhibe le rappel d'autres marques dans la même catégorie de produit (Rundus, 1973). Le retrait d'une marque hautement évaluée sur froid BRQ implique cependant un processus élaboré et intégrant l'unité. Une telle marque est moins susceptible d'être aussi proéminente ou aussi facilement activée en mémoire qu'une marque avec un chaud BRQ dominant qui implique des associations plus directes et plus solides entre la catégorie de produits et la marque spécifique (Erevelles et Horton, 1998). Plus, ces associations sont fortes, plus la marque est accessible et saillante dans la mémoire du consommateur par rapport aux autres marques de la catégorie, ce qui inhibe le retrait et enfin la prise en compte d'autres marques dans la même catégorie de produits.

En fait, les consommateurs ne considèrent généralement pas toutes les marques disponibles dans une catégorie de produits et limitent le nombre de marques qu'ils pourraient envisager d'acheter dans un sous-ensemble plus petit, ce qu'on appelle le jeu de considérations (par exemple, Roberts et Lattin, 1997). La taille de l'ensemble de considérations peut être affectée par la qualité de la relation de deux façons. Tout d'abord, si le consommateur montre une évaluation froide BRQ élevée par rapport à une marque spécifique, les marques concurrentielles doivent atteindre ce niveau positif de froid BRQ afin d'être considérées comme des alternatives appropriées (Raju et Unnava, 2005). Certaines marques ayant des avantages fonctionnels perçus de manière significativement plus faible peuvent ne pas se rapprocher de ce niveau et ne peuvent donc pas être constituées dans le cadre de la contrepartie. Deuxièmement, les consommateurs développent une connexion BRQ intense et intense à un petit nombre de marques (Thomson, MacInnis et Park, 2005). La marque à laquelle le consommateur est très chaud, BRQ attaché, est perçue comme supérieure et irremplaçable, ce qui diminue la tentation du consommateur de considérer et d'essayer des marques concurrentielles (Fournier, 1994).

*Sur la base de la discussion ci-dessus, ces hypothèses de recherche sont les suivantes:*

H12: Chaud BRQ aura un effet négatif sur la taille de l'ensemble de considération

H13: Froid BRQ aura un effet négatif sur la taille de l'ensemble de considération

H14: Chaud BRQ aura un effet négatif plus significatif sur la taille de l'ensemble de considération que sur froid BRQ.

### **Les impacts du chaud et froid BRQ sur le bouche-à-oreille**

Les consommateurs disent aux autres personnes des faits objectifs et raisonnables liés à la marque qui ont trait à leur relation émotionnelle avec une marque. Cet argument est étayé par l'observation selon laquelle, lorsqu'on suggère une marque à d'autres personnes, les



consommateurs ont tendance à parler explicitement des traits des produits et des services de la marque (Westbrook, 1987). Ainsi, les consommateurs basent leurs recommandations et les informations qu'ils donnent à d'autres consommateurs principalement sur leurs expériences avec la marque et les attributs fonctionnels spécifiques et les avantages de la marque. Ce comportement de recommandation des consommateurs souligne le rôle essentiel du froid BRQ pour WOM positive. Par rapport au froid BRQ, le chaud BRQ est un concept plus holistique et ne donne pas au consommateur des arguments objectifs qui peuvent être utilisés pour convaincre les autres consommateurs. En fait, le chaud BRQ cite les sentiments personnels du consommateur vis-à-vis d'une marque et l'information corrélative ne peut être communiquée qu'à quelques personnes (Laurenceau, Barrett et Pietromonaco, 1998).

*Sur la base de la discussion ci-dessus, cette recherche émet l'hypothèse:*

H15: Chaud BRQ a un effet positif sur WOM

H16: Froid BRQ a un effet positif sur WOM

H17: Froid BRQ aura l'effet positif le plus significatif sur WOM qu'il n'en aura sur chaud BRQ.

**L'effet différentiel des conséquences de BRQ sur l'intention d'achat de marque.**

Cette recherche concerne et se concentre sur l'intention d'achat plutôt que sur le comportement, car l'intention a des implications plus importantes et aura souvent une influence positive sur les actions d'un individu (Ajzen et Driver, 1992; Valette-Florence, Guizani et Merunka, 2011; Schlosser, White et Lloyd, 2006). Cela a été soutenu par de nombreux chercheurs qui ont étudié l'importance de l'intention d'achat dans le contexte de la consommation de la marque (par exemple, Dubois et Paternault, 1995; Zeithaml, 1988). Un client qui est prêt à payer une prime de prix pour la marque respective peut également acheter la marque correspondante si d'autres marques étaient moins chères, ce qui conduit constamment à un achat plus élevé de la marque

avec le consommateur respectif. En outre, le nombre plus élevé de marques qu'un consommateur considère comme acheteur (i.e., une grande taille de la taille), plus il existe d'autres marques qu'il peut acheter. Étant donné que l'ensemble de la considération fait partie de la structure de la mémoire d'une personne (J. W. Alba et Chattopadhyay, 1985; Nedungadi, 1990c), il est raisonnable d'anticiper que les connaissances influent sur l'information de la considération définie. Ainsi, la taille ou la taille relative que la catégorie de la marque occupe dans l'ensemble de considération d'une personne est donc importante pour la probabilité que la marque donnée soit sélectionnée. Enfin, Arndt (1967) a défini le bouche à oreille comme "communication orale, personne à personne entre une communication non commerciale perçue et un récepteur concernant une marque, un produit ou un service mis en vente" (p. 190). WOM est connu de chaque chercheur comme un facteur essentiel qui joue un rôle dans la prise de décision des consommateurs. Il semble raisonnable que les consommateurs qui recommandent une marque à d'autres achètent également cette marque pour eux-mêmes. Par exemple, Reichheld (2003) soutient que l'intention recommandée est une très bonne mesure pour prévoir le comportement d'achat des consommateurs.

*Sur la base de la discussion ci-dessus, ces hypothèses de recherche:*

H18: WTP aura un effet positif important sur les intentions d'achat de la marque lorsque WTP augmente.

H19: La taille de la taille de la considération aura un effet négatif important sur les intentions d'achat de la marque lorsque la taille de l'ensemble de considération

H20: WOM aura un effet positif important sur les intentions d'achat de marque lorsque WOM augmente.

## **2. Méthode**

+ **Phase qualitative:** 6 entretiens individuels; Analyse thématique de façon manuelle; Déterminer comment les consommateurs vietnamiens se rapportent aux marques et déterminer si les concepts existants sont applicables dans le contexte du marché Vietnamien.

+ **Phases quantitative:** Collecte (n = 634) avec six produits / catégories de marques ; SEM avec le module PLS-PM + Test de multigroupes ; Tester le modèle causal décrivant les effets de certains antécédents et conséquences du BRQ chaud et froid sur l'intention d'achat de la marque dans le contexte Vietnamien.

### **3. Analyse des données**

#### **3.1 Ajustement du modèle global**

Nous avons lancé, pour notre collecte de données, un questionnaire destiné aux clients vietnamiens (634 répondants). Les résultats ont ensuite été analysés sous le moindre carré partiel (PLS). L'approche PLS est particulièrement adaptée aux modèles complexes. Cela correspond facilement à notre intégrateur de modèle qui se distingue par ses relations complexes et où en particulier plusieurs variables, les médiateurs sont multidimensionnels (exemple: personnalité de la marque, auto concentration et qualité des partenaires, deux composants du BRQ: chaud et froid BRQ, etc.). Par conséquent, l'approche PLS présente plusieurs avantages car elle ne nécessite pas d'indépendance des variables et n'est pas sensible aux problèmes de multi collinéarité (Chin, 2010).

Un indicateur d'ajustement global est également disponible. Proposé par Tenenhaus et al (2005), le goodness of fit (GoF) correspond à la moyenne géométrique des points communs et du coefficient de régression (Duarte et Raposo, 2010). Selon Wetzels et al (2009) suggèrent d'utiliser 0.50 comme valeur de coupure pour la communauté (Fornell et Larcker, 1981) et différentes tailles d'effets de R-squares (Cohen, 1988) pour déterminer GoF-small (0.10), GoF-

medium (0.25) et GoF-large (0.36). Cela peut servir de base pour valider globalement le modèle complexe basé sur PLS.

Nous notons que les valeurs de GoF avant et après le bootstrap sont des équivalents approximatifs, ce qui indique la stabilité de notre collecte de données. Le GoF absolu après bootstrap est égal à 0.397, tandis que le GoF relatif, qui permet de connaître “la vraie valeur maximale” de GoF, est de 0.740. Cela nous amène à conclure que la qualité du modèle global est satisfaisante. En réalité, le GoF du modèle structurel (0.751) contribue également à la performance prédictive du modèle global ainsi qu'au modèle de mesure (0.986).

### *3.2 Test des hypothèses de recherche*

Le but de cette sous-section est de présenter les résultats des tests de nos hypothèses de recherche proposées précédemment (voir la discussion précédente). Pour accepter ou rejeter une hypothèse, nous déciderons en fonction des relations significatives fournies par PLS, ce qui signifie que la lecture des liens structurels (coefficients de chemin) est significative à 5%. L'organisation de cette sous-section suivra le même chemin que pour la présentation du modèle.

Nous testerons les premières hypothèses de recherche relatives aux liens entre la personnalité de la marque et les antécédents de BRQ: l'auto-congruence et la qualité des partenaires.

#### *Personnalité de la marque et antécédents de la BRQ*

Selon, Cohen et Cohen (1983) définissent des valeurs de  $R^2$  de 0.25 de taille, de 0.09 en moyenne et de 0.01 de faible et argumentent que ces chiffres sont “largement appropriés pour les sciences du comportement” (Cohen et Cohen, 1983, page 160). Notre constat révèle que la personnalité de la marque a une influence positive sur ces deux variables, l'auto-congruence et la qualité des partenaires, mais on voit clairement que les niveaux d'influence et d'importance sont différents. La personnalité de la marque a une influence plus forte sur la qualité des partenaires,

la valeur  $R^2$  étant égale à 0.047, ce qui signifie que 4.7% de la qualité du partenaire s'explique par la personnalité de la marque. Contrairement à la qualité des partenaires, la personnalité de la marque a une faible influence sur l'auto-congruence avec la valeur  $R^2$  est égale à 0.01, ce qui signifie également que seulement 1% de l'auto-congruence est expliqué par la personnalité de la marque.

Sur la base des path coefficients, la personnalité de la marque a la plus grande influence sur la qualité du partenaire (coefficient de chemin = 0.216) en comparaison de l'auto-congruence est le deuxième avec un coefficient de chemin de 0.102. Les path coefficients sont significatifs et positifs, ce qui reflète les relations positives entre la personnalité de la marque sur l'auto-congruence et la qualité des partenaires. En ce qui concerne nos hypothèses, la personnalité de la marque influences de manière significative positivement l'auto-congruence (H1 est acceptée) et la qualité du partenaire (H2 est accepté).

### **Antécédents de chaud et froid BRQ**

Dans cette recherche a révélé l'existence de deux antécédents de BRQ, qui sont l'auto-congruence et la qualité de partenaire. Les résultats montrent que l'auto-congruence et la qualité des partenaires ont des influences positives sur le chaud BRQ (H3 et H4 sont acceptés). De l'autre côté, la qualité du partenaire a la même influence positive sur le froid BRQ (H6 et H7 sont acceptés).

Sur la base des résultats de l'analyse des données, nous regardons son  $R^2$  que les deux variables (cohérence et qualité de partenaire) ensemble, expliquent 29,5% de BRQ chaud ( $R^2 = 0,295$ ). Si l'on considère la contribution à la colonne  $R^2$ , nous verrons que l'auto-congruence contribue à 66.652% du  $R^2$  alors que la qualité des partenaires explique 33.348%. Sur la base des path

coefficients, l'auto-congruence a une plus grande influence sur le chaud BRQ (path coefficient = 0.408) que la qualité du partenaire (path coefficient = 0.261) sur le chaud BRQ.

En ce qui concerne  $R^2$ , l'auto-congruence et la qualité des partenaires ensemble, expliquent 10.2% de la froide BRQ ( $R^2 = 0.102$ ). Nous verrons également que l'auto-congruence contribue dans 55.970% du  $R^2$  tandis que la qualité des partenaires explique 44.030%. Sur la base des path coefficients, l'auto-congruence a une plus grande influence sur le BRQ chaud (path coefficient = 0.214) que la qualité du partenaire (path coefficient = 0.184) sur le chaud BRQ. Nous pouvons conclure que la qualité des partenaires a un effet moins positif sur le froid BRQ que l'auto-congruence. (H8 est rejeté).

### **Conséquences du chaud et froid BRQ**

Sur la base des path coefficients, chaud BRQ (path coefficient = 0.303) a une plus grande influence sur WTP (H9 est accepté), et froid BRQ a p-value = 0.011 <5%, il conduit à H10 accepté. Notre étude révèle que chaud et froid BRQ influence positivement sur WTP, nous regardons son  $R^2$  que chaud et froid BRQ, explique ensemble 14% de WTP.

Nous regardons  $R^2$ , chaud BRQ contribue dans 76.531% du  $R^2$  tandis que le froid BRQ explique 23.449%. De plus, en fonction des path coefficients, chaud BRQ a une plus grande influence sur WTP (path coefficient = 0.303) que le BRQ froid (path coefficient = 0.132). Nous avons constaté que le BRQ chaud a un effet plus positif sur le WTP que le BRQ froid (H11 est accepté).

La taille de l'ensemble de considération est la deuxième conséquence des conséquences de la BRQ, la littérature précédente suppose que chaud et froid BRQ a un impact négatif sur la taille de la taille de la considération et le BRQ chaud sera l'effet plus négatif sur la taille de l'ensemble de considération que froid BRQ. Notre recherche révèle que les deux variables influentes positivement sur la taille de l'ensemble de considération. H12, H13 et H14 sont rejetés.

En ce qui concerne WOM, la troisième place des conséquences du BRQ avec chaud et froid BRQ influence positivement sur WOM mais à un niveau bas, nous regardons son  $R^2$  que les deux variables (chaud et froid BRQ) expliquent ensemble 5.7% de WOM. Nous pouvons examiner la contribution à  $R^2$ , chaud et froid BRQ contribue de manière appropriée au même niveau à 50.120% du  $R^2$  alors que froid BRQ explique 49.880%. Sur la base des path coefficients, le chaud BRQ a une plus grande influence sur WTP (path coefficient = 0.144) que le froid BRQ (path coefficient = 0.143), donc H15 et H16 sont acceptés. Nous avons également constaté que chaud BRQ a un effet plus positif sur WOM que froid BRQ. En supposant l'hypothèse, froid BRQ aura l'effet positif le plus significatif sur WOM qu'il n'en aura sur chaud BRQ, donc H17 est rejeté.

#### **Conséquences de l'intention d'achat de la BRQ et de la marque.**

Notre recherche révèle que les trois variables (WTP, taille de l'ensemble de considération et WOM). Nous avons constaté que la taille de la taille de l'ensemble de considération et la WOM n'ont aucune relation avec l'intention de l'achat de la marque (H19 et H20 sont rejetés). On constate que la seule influence positive de WTP sur l'intention d'achat de marque avec la valeur  $R^2$  est égale à 0.107, ce qui signifie également que seulement 10.7% de WTP s'explique par l'intention d'achat de la marque, H18 est acceptée.

#### **4. Discussion des résultats**

Sur la base des résultats de notre découverte révèlent que la personnalité de la marque a une influence positive sur ces deux variables, la cohérence et la qualité des partenaires, mais on voit clairement que les niveaux d'influence et l'importance sont différents. La personnalité de la marque a une influence positive sur les deux variables et une influence plus forte sur la qualité des partenaires que l'auto-congruence, mais avec un niveau assez bas. Pour les perspectives

managériales, la compréhension des personnalités des marques permet à une entreprise de mieux exploiter les avantages émotionnels d'une marque et de développer des relations clients à long terme. Selon la théorie de l'auto-congruence de Sirgy (1985), on pense que les consommateurs préfèrent les marques avec des personnalités semblables à leur propre personnalité. Ainsi, les consommateurs semblent préférer les marques avec la congruence de leur personnalité. Pour améliorer cette relation, les entreprises ou les spécialistes du marketing devraient investir dans la recherche pour identifier les concepts de leur destinataire et imbuter leur marque avec une personnalité claire qui correspond à la personnalité de leurs clients (Kressmann et al, 2006). De plus, en sachant que la personnalité de la marque joue un rôle important dans la création de la qualité des partenaires, une entreprise doit créer une personnalité de marque distincte et communiquer sa marque dans le cadre de la vie du consommateur.

Notre recherche révèle que les effets de l'autosuffisance et de la qualité des partenaires influent généralement sur chaud et froid BRQ, respectivement. En prenant une vision plus différenciée sur ces antécédents, nous avons constaté que chaude BRQ était plus forte grâce à l'auto-congruence que la qualité des partenaires. Ces résultats peuvent expliquer que l'auto-congruence devrait influencer le BRQ chaud. Cela peut conduire à une relation de consommation significative et émotionnelle semblable à une relation interpersonnelle (Fournier, 1998). En outre, l'auto-congruence du consommateur joue un rôle crucial dans le développement de l'attachement émotionnel de la marque (Park et al, 2010), l'auto-congruence joue un rôle important dans la création d'émotions vers une marque (Malar et al, 2011). Dans le même ordre d'idées, l'auto-congruence est également influencée par froid BRQ. Il a été démontré que la similarité entre les individus dans le contexte relationnel accroît la satisfaction relationnelle



(Robins, Caspi et Moffitt, 2000) et la confiance (Doney et Cannon, 1997). Ainsi, l'autosuffisance devrait accroître les niveaux du consommateur à la satisfaction et à la confiance avec la marque.

Sur la base de la discussion précédente, nous nous attendions à ce que la qualité des partenaires ait plus d'effet sur froid BRQ que chaud BRQ. Cependant, les résultats ont révélé que la qualité des partenaires était plus efficace sur les chauds que froids BRQ. Dans cette situation, les gestionnaires devraient se concentrer progressivement sur la qualité des partenaires de la marque afin d'augmenter chaud BRQ. Des efforts particuliers devraient être faits pour bien traiter les clients à long terme et leur donner l'impression d'être un client important et précieux. Enfin, les gestionnaires de marques ne devraient pas se concentrer uniquement sur la façon dont les clients perçoivent la marque et leur lien émotionnel avec elle. Un peu, les gestionnaires devraient également mettre l'accent sur la façon dont la marque traite et récompense ses clients en échange de leur attachement émotionnel envers la marque.

En ce qui concerne les effets des conséquences du BRQ sur l'intention de l'achat de la marque, notre étude révèle que les conséquences du BRQ comprennent trois variables (WTP, taille de l'ensemble de considération et WOM). Nous avons constaté que la taille de l'ensemble de considération et la WOM n'ont aucune relation avec l'intention de l'achat de la marque (H19 et H20 sont rejetés). On constate que la seule influence positive de WTP sur l'intention d'achat de la marque avec la valeur  $R^2$  est égale à 0.107, ce qui signifie également que seulement 10.7% de WTP s'expliquent par l'intention de l'achat de la marque.

Pour les perspectives de gestion, nos résultats ont montré que l'intention de l'achat de la marque était plus fortement influencée par l'impact de WTP sur une prime de prix. Cette vision peut guider les entreprises ou les spécialistes du marketing ou des fournisseurs en ce qui concerne les décisions de tarification. Au lieu d'abaisser le prix, il peut leur rembourser pour se concentrer sur

la composante émotionnelle qu'ils fournissent aux clients et créer un chaud BRQ. Ainsi, pour ce faire, les marques/produits pourraient implémenter des hausses de prix avec succès.

## **Conclusion**

Cette recherche a généralement atteint les objectifs énoncés dans la partie d'introduction générale. Il fournit une contribution significative à la revue de la littérature sur la marque et les marchés émergents. Il fournit des preuves empiriques soutenant le rôle essentiel de la personnalité de la marque et deux composants de la qualité de la relation de marque en affectant et en relation avec l'intention d'achat de la marque. De plus, les résultats mettent l'accent sur le rôle de la personnalité de la marque et sur deux composants du BRQ dans la construction d'une relation de marque grand public. Ses résultats ont des implications pratiques pour les gestionnaires ou les spécialistes du marketing au Vietnam, qui doivent se concentrer non seulement sur l'émotion pour améliorer les perceptions positives des consommateurs et de leur marque, mais aussi sur la construction de relations solides avec les marques de consommation. Il est suggéré que l'interprétation des résultats tienne compte des limitations en termes de conception et d'établissement de cette étude. Des recherches futures sont suggérées pour répondre aux limites de cette recherche et pour étendre l'ensemble de la littérature en considérant les modèles longitudinaux et en reproduisant l'étude dans différents produits de consommation, catégories de produits ou catégories de services ainsi que sur différents marchés émergents et de transition.