

Emotional Association with Women Jean's Brands: Chennai

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Abstract: Customers today seek experiences with which they can associate themselves emotionally with their brand. Emotions are the key makers in linking consumers with brands. The studies focus on emotional association with brands and examine the effect of customer's emotional association with a brand on satisfaction. A total of 150 women respondents in Chennai have participated in the survey. It was found out that emotions are the key makers in linking consumers with their brands. Most of the customers have positive emotions with a brand; the more customers will associate him/her with a brand.

Key words: Emotional association, emotional attachment, brand loyalty, seek, customers, emotionally

INTRODUCTION

Customers today seek experiences with which they can associate themselves emotionally. According to Thomson, the degree of emotional association the customer experiences with an object predicts his/her nature of emotional interaction with that object. Chaudhuri and Holbrook (2001) observed that when a customer experiences the emotional element of pleasure in the usage of products, they will have an increased favorable effect towards the brands consumed by them. Therefore organizations should perceive their customer's interaction with their goods and services as a source of creating an emotional association with a brand. This will not only strengthen the consumer-brand relationship but will also help marketers to predict consumer's commitment to the brand (e.g., brand loyalty; brand loyalty is defined as a tendency to be loyal to a particular brand such that the consumer intends to purchase the brand routinely and resists switching to other brands (Yoo *et al.*, 2000) and their willingness to make financial sacrifices, for example, readiness to pay a price premium in order to attain it. This shows that when a consumer buys a product, he/she learns to appreciate its added value and begins to form an emotional preference for the brand (Palmer, 2010). For achieving this, an organization needs to focus not only on the utilitarian value provided by the product but also on the hedonic value associated with emotions. Here, the hedonic value is perceived as sensations derived from the functioning of the product. Today's customer is not only interested in goal-directed activities such as searching for information, evaluating available options and making decisions but is looking for experiences from products and services that can associate them emotionally with the consumer brands.

Emotions and feelings: One of the things we now know about memory is that when we are experiencing something if it is fully processed, all of its component parts will be stored in various parts of our memory. One of the components of that experience that will be stored is any emotion that is associated with it in our nondeclarative emotional memory. When a memory is recalled, all of the component parts are reunited from the various areas of the brain and that includes the emotional memory associated with the experience.

What this means is that our experiences with brands, as retained in memory, will include our emotional associations with the brand. We certainly all experience 'feelings' which we think of as emotions and they certainly relate in most cases. But the concept of emotions goes beyond this and is perhaps best understood within the context of something called affect program theory. These primary emotions are a basic part of our being human and appear to be unrelated to culture. There is a great similarity in the way in which they function.

This is very important because it means that primary emotions are the same for everyone. While the basic emotions comprising the affected program are fundamental to all humans, Damasio (1999) and Doux (1988) believe that secondary emotions (emotions like embarrassment or guilt) are to some extent acquired and triggered by things people have come to associate with that emotion through experience. Because of this, it makes sense to think about 'emotions' as the base neuro-logical process and emotional response as 'feelings' or how we experience and articulate our emotions.

Even though our emotions, through the feelings they give rise to, especially primary emotions, have limited involvement in the actual cognitive processing controlling long-term action, they nonetheless will be strongly

integrated into the cognitive processes leading to long-term planned action. In a very real sense, emotional responses 'frame' conscious cognitive processing. This is why if we understand the emotional associations with a brand in memory, advertising (or other marketing communication) that elicits emotional responses consistent with the brand should help reinforce positive brand attitudes as well as purchase intentions formed as a result of that advertising.

Jeans: Jeans are trousers typically made from denim or dungaree cloth. Often the term "jeans" refers to a particular style of pants, called "blue jeans" which were invented by Jacob Davis in 1871 and patented by Davis and Levi Strauss on May, 20, 1873. Starting in the 1950's, jeans originally designed for cowboys and miners, became popular among teenagers, especially members of the greaser subculture. Historic brands include Levi's, Lee and Wrangler. Jeans come in various fits including skinny, tapered, slim, straight, boot cut, narrow bottom, low waist, anti-fit and flare. Owing to their high durability as compared to other common fabrics, "distressed" (visibly aged and worn but still intact and functional) jean trousers have become increasingly fashionable, making pre-sale "factory distressing" a common feature in commercially-sold jeans.

Jeans are now a very popular study of casual dress around the world. They come in many styles and colors. However, blue jeans are particularly identified with US culture, especially the United States Old West.

Denim is not the only sturdy cotton fabric used for everything from working clothes to fashion items. There is also dungaree. Dungaree was mentioned for the first time in the 17th century when it was referred to as cheap, coarse thick cotton cloth, often colored blue but sometimes white, worn by impoverished people in what was then a region of Bombay India a dockside village called Dongri. The Hindi name of this cloth was "dungri". Dungri was exported to England and used for manufacturing of cheap, robust working clothes. English began to call "dungri" cloth a little different and it became "dungaree".

The importance of jean is also shown by the history of textile trade. Genoese sailors used jean to cover and protect their goods on the docks from the weather. During the Republic of Genoa (17, 18th centuries), sailors exported jeans throughout Europe.

Worldwide market for jeans: North America accounts for 39% of global purchases for jeans, followed by Western Europe at 20%, Japan and Korea at 10% and the rest of the world at 31%.

United States citizens spent more than US\$14 billion on jeans in 2004 and US\$15 billion in 2005. US people bought US\$13.8 billion of men's and women's jeans in the year which ended 30 April, 2011, according to market-research firm NPD Group.

Objective of study: To examine the emotions are the internal feelings that are shaped by social interactions and long-term experiences when they buy jeans. To study the experiences provided by product and services that can entangle customers into emotional association with brands. To examine the effect of customers emotional association with a brand on satisfaction.

Review of literature: Experiences occur when the interaction between the characteristics of the user (e.g., personality, skills) and those of product take place. This includes the instrumental interaction that involves using, operating and managing products non-instrumental interaction which refers to the interactions that do not directly serve a function in operating a product non-physical interaction which refers to fantasizing about, remembering or anticipating usage of product for one can anticipate interaction or fantasize about interaction. This provides evidence that consumer purchases a product for two reasons:

- Consummatory affective gratification
- Instrumental reasons (Batra and Ahlota, 1990)

These reasons can be defined as two basic dimensions of a product that is utilitarian and hedonic, where utilitarian refers to the performance of the product in everyday life of the consumer and hedonic defines the pleasure potential of the product when these elements are experienced they generate brand-level effects such as brand loyalty or brand performance (Chaudhuri and Holbrook, 2001).

Thus, it is the social inventive, aesthetic and the operational dimensions of the product that contribute towards building consumer emotional association with a brand (Westelius and Askenas, 2004). A brand is something that identifies the maker of a product and allows the consumer to assign responsibility to a particular manufacturer. So, a brand signifies a joint project between a manufacturer and his customers who associate with a brand when the image created by the manufacturer matches their needs, values and lifestyles (Palmer, 2010). Moreover, the consumer's experience with a brand of a particular product category, whether in terms of actual use or simply an understanding of it also results in an emotional association in memory. By measuring the

consumer-brand emotional association, the marketers can better understand and develop an advertising communication strategy for their brand (Percy *et al.*, 2004). An emotional association not only attaches the consumer with the brand but also elicits feelings such as affection, passion and connection towards that brand (Thomson *et al.*, 2005). Thus a good experience provided by the product makes the customer feel much closer to the brand and evokes positive internal feelings that help to register the brand in the memory of the customer (Valencia, 2005).

The emotions consumers associate with the brand can be defined as that experiential aspect of consumer behavior which focuses on symbolic, hedonic, aesthetic nature of consumption (Holbrook and Hirschman, 1982). These emotions are aroused when the consumer encounters a product, brand or any other marketing stimuli or by his thinking about them. Havlena and Holbrook (1986) believed that in addition to the social world, many product or usage situations or brand choices produce subjective or emotional reactions in the consumer. Thus, emotions are elicited not only by the products, aesthetics but also by other aspects such as the products functions, brand, behavior and associated meanings (Desmet and Hekkert, 2007).

Many researcher have built the order of emotions by defining them as a set of basic or fundamental emotions (Richins, 1997). For example, Differential Emotions Scale (DES) describes 10 emotions as the basic emotions: interest, joy, surprise, sadness, anger, disgust, contempt, fear, shame and guilt. Plutchik (1980) identified 8 emotions consisting of fear, anger, joy, sadness, acceptance, disgust, expectancy and surprise known as 'primary emotion's. In the same way, Mehrabian and Russell (1974) developed dimensions of emotion known as PAD dimensions-Pleasure, arousal and dominance, reflecting a variety of emotional categories. In addition to this, Tomkins (1962) worked with 8 basic dimensions-surprise interest, joy, rage, fear, disgust, shame and anguish; Ekman (1992) described a list of 6 feelings covering: happiness, disgust, anger, fear, surprise and sadness.

In addition to the development of basic emotions, another type of response related to the emotional arousal involves advertisement. Holbrook and Batra (1987) provided a 52-item scale for measuring the dimensions of emotions provoked by advertisement and found that positive and negative emotions are the two dimensions elicited by advertisements. Furthermore, Olney *et al.* (1991) studied the effect of emotions in establishing the relation between advertisements content and consumer attitude. Edell and Burke (1987) examined the role of emotions in the prediction of advertisement effectiveness.

Moreover, the researcher measured the specific emotion the consumer experience during consumption. Oliver (1993) found that the Consumption of Automobiles and cable pay Television (CATV) subscription elicits positive and negative emotions on measuring product consumption emotional responses, Oliver (1993) found that it is the positive and negative affectivity that mediates the effects of product attributes on satisfaction. Furthermore, investigated the role of evaluations, feelings and satisfaction in the post-consumption behavior. Revealed that emotion and consumption relationship leads to several central aspects of the post-purchase process such as word of mouth and complaint behavior. Thus, positive and negative effects are ever-present in the experience of emotion that impacts both behavioral intentions and actual behavior of consumers towards consumption of a product. Importantly, Richins (1997) stated that emotions are context specific and the emotions that arise in the context of an intimate interpersonal relationship are likely to be different in intensity and quality of the emotions experienced when to say, buying a pair of shoes. In this study, we have taken 23 emotions to study the consumer emotional relations when they buy jeans. The following emotions were taken, happy, arousal, desire, aggressive, smart, stimulate, fine, calm, pretty, expectant, pride, success, doubt, boring, sad, pain, loneliness, fresh, relief, critical, worry, annoying and fear. These emotions are classified into happy hours emotions and unhappy hour's emotions.

Moreover, there have been arguments on using the appropriate scale to measure consumption-related emotions as many consumer behavior scholars have based much of their work on frameworks of emotions developed in psychology which are largely defined through studies of body and facial expressions known as basic emotions and comprises of the affected programme that is fundamental to all humans and has a limited involvement in the actual cognitive process controlling for long-term action. Thus, it has been suggested that the focus should be a secondary emotions as these are acquired and triggered by things to which people are associated through experience (Percy *et al.*, 2004; Richins, 1997).

On the basis of the above discussions, we can say that emotions are the internal feelings that are shaped by social interactions and long-term experiences when they buy jeans. Therefore, marketers should understand that if individuals use interactions and experiences to build an emotional bond with the social world, then they can use the same to construct an emotional association with a brand. Moreover, when consumers experience a series of pleasurable experiences and emotions in a consumption

process they identify a certain level of satisfaction which is more likely to result from using a brand. The emotions evoked by brands during product consumption usage are so strong that consumers become emotionally attached to brands and are likely to be satisfied with the same and are expected to purchase those brands again and again (Chaudhuri and Holbrook, 2001). Thus, satisfaction results from the good experience a customer has while using a brand, this is enough to make an emotional association with the mind of the consumer. Moreover, satisfaction has been regarded as the central mediator of post purchase behavior such as repurchase intentions, word of mouth intentions and compliant behavior's.

Brand loyalty is defined as a tendency to be loyal to a particular brand such that the consumer intends to purchase the brand routinely and resists switching to other brands (Yoo *et al.*, 2000). Thus, brand loyalty encourages a customer to pay a premium price, develops a barrier to entry for other brands and protects the brand against intense price competition.

MATERIALS AND METHODS

The study was descriptive in nature. Questionnaire is the research tool used in this research. The questionnaire was designed based on various emotional situations faced by the consumer while purchasing jeans. The research instrument was developed by using the conceptual base of the dimensions of situational influence and the contextual basis of the focus group outcomes. A pilot test was carryout before the actual data collection. The pilot test was carried on 25 respondents to identify the situational influence dimensions as perceived in the consumer's mind while purchasing jeans. The factor analysis was applied to purify the data, confirmatory factor analysis used to determine the robustness of the various dimensions. The statistical details of factor analysis and confirmatory factor analysis are explained. The primary data were collected in the month of March, 2016 on weekends from 10.30 a.m. to 8.30 p.m. in malls of Chennai City. A total of 150 women respondents were taken for the study.

RESULTS AND DISCUSSION

Data analysis: From Table 1, it is noted that 150 respondents comprising 47.3% of the sample are aged between 18-25 years, 52.7% are in the 25-30 years age group.

From Table 1, it inferred that 20.7% of the women are from the income group of below Rs. 200000 per annum, 38.7% of the women are between the income

Table 1: Age of respondents

| Age | Frequency | Percent |
|-------|-----------|---------|
| 18-25 | 71 | 47.3 |
| 25-30 | 79 | 52.7 |
| Total | 150 | 100.0 |

Table 2: Family income of the respondents

| Family income (Rs.) | Frequency | Percent |
|---------------------|-----------|---------|
| Below 200000 | 31 | 20.7 |
| 200001-400000 | 58 | 38.7 |
| 400001-600000 | 42 | 28.0 |
| Above 600000 | 19 | 12.6 |
| Total | 150 | 100.0 |

Table 3: Rotated component matrix

| Factors | Components | | |
|--|------------|-------|--------|
| | 1 | 2 | 3 |
| Satisfies with brand and its performance | 0.704 | - | - |
| My choice to buy this brand has been a nice one | 0.684 | - | - |
| I feel proud about my decision to get this brand | 0.654 | - | - |
| I would buy this existing brand again | 0.641 | - | - |
| Make me feel good | - | 0.659 | - |
| Give me pleasure | - | 0.598 | - |
| I feel connected to this brand | - | 0.577 | - |
| I really enjoy wearing this brand | - | 0.567 | - |
| Durability of cloth | - | 0.592 | 0.603 |
| Range of shades | - | - | 0.602 |
| Range of size | - | - | -0.591 |
| Range of colours | - | - | 0.543 |

group of Rs. 200001 and 400000, 28% of the women are between the income group of 400001 and 600000, 12.6% of the women are from the income group of above 600000 (Table 2). Following statistical tools used to analyse the data:

- Factor analysis
- Correlation
- Independent t-test

The KMO value 0.737 is considered good since, it is close to 1. Therefore the principle component analysis was conducted. All the questions relating to various situations for jeans purchasing were analysis with the help of principle component analysis. The loading value 0.50 and above were taken and 0.50 loading questions were omitted because of purification purpose. Field (2000) stated that a value of 0.50 and above was chosen because the sample is not very big. Here, this analysis yielded three components and they can be easily interpretable. These components are name based on variables which present the higher degree of variability among consumers. The three factors are named as brand loyalty, emotional attachment and features of the brand. These three factors are used to perform correlation and independent t-test (Table 3).

The correlation value for brand loyalty and feature of the brand is 0.034. So, there is a correlation between this two factors. It means that if the customers are satisfied with the feature of the particular brand, they will be the loyal customers. Hence, the marketers can focus on the feature of their brand to increase the loyal customers (Table 4):

- H₀: there is no significant difference between brand loyalty and age of the respondent
- H₁: there is a significant difference between brand loyalty and age

Based on independent t-test, t-value is 2.352 which is significant. Hence, there is a significant difference between the age group regarding the opinion towards the brand loyalty of their jeans brand. Compare the mean value, the respondent who are in the age group of 18-25 years are more brand loyal than their counterparts. It reveals that youngsters are emotionally attached to their brand. From Table 5 reveals that the respondents who are between the age of 18-25 years are more brand loyal than their counterpart.

Table 4: Correlation between brand loyalty and features of brand

| Correlations | Brand loyalty | Features of brand |
|--------------------------|---------------|-------------------|
| Brand loyalty | | |
| Pearson correlation | 1 | 0.014 |
| Sig. (2-tailed) | - | 0.034 |
| N | 150 | 150 |
| Features of brand | | |
| Pearson correlation | 0.014 | 1 |
| Sig. (2-tailed) | 0.034 | - |
| N | 150 | 150 |

Table 5: Independent t-test between age and brand loyalty

| t-test | Age | N | Mean | t-values | Sig. (2-tailed) |
|---------------|-------|----|--------|----------|-----------------|
| Brand loyalty | 18-25 | 71 | 2.2254 | 2.352 | 0.020 |
| | 25-30 | 79 | 1.9747 | 2.335 | 0.021 |

Table 6: Independent t-test between age and emotional attachment

| t-test | Age | N | Mean | t-values | Sig. (2-tailed) |
|----------------------|-------|----|--------|----------|-----------------|
| Emotional attachment | 18-25 | 71 | 3.5493 | 1.982 | 0.049 |
| | 25-30 | 79 | 3.2975 | 1.968 | 0.051 |

Table 7: Emotions of the respondents towards the jeans brand

| Brand name | Happy | Arousal | Desire | Aggressive | Smart | Stimulate | Fine | Calm | Pretty | Expectant | Pride | |
|------------|---------|---------|--------|------------|-------|------------|-------|--------|----------|-----------|----------|------|
| Levi | 25 | 22 | 25 | 24 | 23 | 24 | 23 | 23 | 23 | 23 | 23 | |
| Pepe | 32 | 29 | 30 | 26 | 29 | 29 | 26 | 29 | 26 | 26 | 28 | |
| New port | 35 | 36 | 33 | 33 | 36 | 39 | 33 | 36 | 37 | 34 | 38 | |
| Wrangler | 35 | 37 | 37 | 35 | 38 | 36 | 35 | 38 | 32 | 35 | 36 | |
| Lee | 23 | 26 | 25 | 32 | 24 | 22 | 33 | 24 | 32 | 32 | 25 | |
| Total | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | |
| Brand name | Success | Doubt | Boring | Sad | Pain | Loneliness | Fresh | Relief | Critical | Worry | Annoying | Fear |
| Levi | 21 | 23 | 23 | 23 | 21 | 23 | 23 | 23 | 23 | 24 | 23 | 24 |
| Pepe | 28 | 26 | 26 | 28 | 28 | 29 | 29 | 26 | 28 | 26 | 29 | 26 |
| New port | 39 | 37 | 34 | 38 | 39 | 36 | 36 | 34 | 38 | 33 | 36 | 37 |
| Wrangler | 40 | 33 | 35 | 36 | 40 | 38 | 38 | 35 | 36 | 35 | 38 | 32 |
| Lee | 22 | 31 | 32 | 25 | 22 | 24 | 24 | 32 | 25 | 32 | 24 | 31 |
| Total | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 |

- H₀: there is no significant difference between age and emotional attachment
- H₁: there is a significant difference between age and emotional attachment

Based on independent t-test, it inferred that the t-value is 3.5493 which is significant. Hence, there is a significant difference between the age group regarding the opinion towards the emotional attachment with their brand jeans. Compare the mean value, the respondent that are in the age group of 18-25 years are more emotionally attached to their jean brands than their counterparts. It also reveals that the respondents who are between the ages of 18-25 years are more emotionally attached to their brand especially jeans (Table 6).

In this study, we have taken 23 emotions (happy, arousal, desire, aggressive, smart, stimulate, fine, calm, pretty, expectant, pride, success, doubt, boring, sad, pain, loneliness, fresh, relief, critical, worry, annoying and fear) to examine the emotions are the internal feelings that are shaped by social interactions and long-term experiences when they buy jeans. These emotions are classified into happy hours emotions and unhappy hour's emotions. Table 7 shows that out of 150 respondent 35 of them feel happy when they wore Newport and Wrangler brand. But when come to the arousal facts 37 respondent feel arousal when they wore Wrangler brand. The 35 respondents feel desire when they wore Wrangler brand but when coming to the aggressive facts 35 respondents feel aggressive when they wore Wrangler brand and 38 respondents feel smart when they wore Wrangler brand. From the analysis it could conclude that whatever the emotions the respondents have they relate their emotions with their brand. Most of them prefer wrangler and Newport jeans irrespective of their emotion. Hence, it is concluded that women always relate their emotions with their brand. Consumer perceived Newport as providing higher emotional value and quality than, another brand like Wrangler, Pepe Lee and Levis brand. The following emotions were taken as happy hours emotions-happy, arousal, desire, aggressive, smart, stimulate, fine, calm,

pretty, expectant, pride, success, fresh and relief. Doubt, boring, sad, pain, loneliness, critical, worry, annoying and fear. We are considered as unhappy hours emotions. Whenever the respondents are in happy hours they prefer to wear newport jean and wrangler brand.

There is a significant relationship between brand loyalty and features of the brand. The loyal customer expects some attributes from the jeans market such as pocket corns and the bottom of the button, design, colour and so on. It means the loyal customer will include their emotional association with their brand. So, the marketing manager will enable to better understand the expectation of the loyal customer and work towards the optimizing positive emotion association. So, the features of the brand will make an impact on customers brand loyalty. In independent t-test, it is evident that respondents who are between the age group of 18-25 years are more brand loyal than their counterpart. This age group has more peer pressure and also they want to show their uniqueness, social status and economic status, these age groups prefer to wear branded jeans. After enjoying the comfort ability of the brand they are more loyal to their brand. The company also wants to retain this age group, so their promotional strategies are based on the need of this age group. In independent t-test, the respondent who are in the age group of 18-25 years are more emotionally attached to their brand jeans.

CONCLUSION

It was found out that emotions are the key makers in linking consumers with their brands. In a nutshell, it can be concluded that most of the customers have positive emotions with a brand; the more customer will associate himself/herself with a brand or vice-versa. Thus, the marketers should map and analyze the expectations and emotions of the customers as it is the experience provided by the products or services that lead to the customer's association with brands and builds a series of steps towards satisfaction.

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