

---

**Brand Attachment:  
Constructs,  
Consequences,  
and Causes**

---

# Brand Attachment: Constructs, Consequences, and Causes

---

**C. Whan Park**

*University of Southern California  
USA*

*choong@marshall.usc.edu*

**Deborah J. MacInnis**

*University of Southern California  
USA*

**Joseph Priester**

*University of Southern California  
USA*

**now**

the essence of **know**ledge

Boston – Delft

## Foundations and Trends<sup>®</sup> in Marketing

*Published, sold and distributed by:*

now Publishers Inc.  
PO Box 1024  
Hanover, MA 02339  
USA  
Tel. +1-781-985-4510  
[www.nowpublishers.com](http://www.nowpublishers.com)  
[sales@nowpublishers.com](mailto:sales@nowpublishers.com)

*Outside North America:*

now Publishers Inc.  
PO Box 179  
2600 AD Delft  
The Netherlands  
Tel. +31-6-51115274

The preferred citation for this publication is C. W. Park, D. J. MacInnis and J. Priester, Brand Attachment: Constructs, Consequences, and Causes, Foundations and Trends<sup>®</sup> in Marketing, vol 1, no 3, pp 191–230, 2006

ISBN: 978-1-60198-100-4

© 2008 C. W. Park, D. J. MacInnis and J. Priester

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the publishers.

Photocopying. In the USA: This journal is registered at the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by now Publishers Inc for users registered with the Copyright Clearance Center (CCC). The 'services' for users can be found on the internet at: [www.copyright.com](http://www.copyright.com)

For those organizations that have been granted a photocopy license, a separate system of payment has been arranged. Authorization does not extend to other kinds of copying, such as that for general distribution, for advertising or promotional purposes, for creating new collective works, or for resale. In the rest of the world: Permission to photocopy must be obtained from the copyright owner. Please apply to now Publishers Inc., PO Box 1024, Hanover, MA 02339, USA; Tel. +1-781-871-0245; [www.nowpublishers.com](http://www.nowpublishers.com); [sales@nowpublishers.com](mailto:sales@nowpublishers.com)

now Publishers Inc. has an exclusive license to publish this material worldwide. Permission to use this content must be obtained from the copyright license holder. Please apply to now Publishers, PO Box 179, 2600 AD Delft, The Netherlands, [www.nowpublishers.com](http://www.nowpublishers.com); e-mail: [sales@nowpublishers.com](mailto:sales@nowpublishers.com)

**Foundations and Trends<sup>®</sup> in  
Marketing**  
Volume 1 Issue 3, 2006  
**Editorial Board**

**Editor-in-Chief:**

**Jehoshua Eliashberg**

*University of Pennsylvania*

**Co-Editors**

**Teck H. Ho**

*University of California Berkeley*

**Mary Frances Luce**

*Duke University*

**Editors**

Joseph W. Alba, University of Florida

David Bell, University of Pennsylvania

Gerrit van Bruggen, Erasmus University

Pradeep Chintagunta, University of Chicago

Dawn Iacobucci, University of Pennsylvania

Brian Sternthal, Northwestern University

J. Miguel Villas-Boas, University of California, Berkeley

Marcel Zeelenberg, Tilburg University

## Editorial Scope

**Foundations and Trends<sup>®</sup> in Marketing** will publish survey and tutorial articles in the following topics:

- B2B Marketing
- Bayesian Models
- Behavioral Decision Making
- Branding and Brand Equity
- Channel Management
- Choice Modeling
- Comparative Market Structure
- Competitive Marketing Strategy
- Conjoint Analysis
- Customer Equity
- Customer Relationship Management
- Game Theoretic Models
- Group Choice and Negotiation
- Discrete Choice Models
- Individual Decision Making
- Marketing Decisions Models
- Market Forecasting
- Marketing Information Systems
- Market Response Models
- Market Segmentation
- Market Share Analysis
- Multi-channel Marketing
- New Product Diffusion
- Pricing Models
- Product Development
- Product Innovation
- Sales Forecasting
- Sales Force Management
- Sales Promotion
- Services Marketing
- Stochastic Model

### Information for Librarians

Foundations and Trends<sup>®</sup> in Marketing, 2006, Volume 1, 4 issues. ISSN paper version 1555-0753. ISSN online version 1555-0761. Also available as a combined paper and online subscription.

Foundations and Trends<sup>®</sup> in  
Marketing  
Vol. 1, No. 3 (2006) 191–230  
© 2008 C. W. Park, D. J. MacInnis and J. Priester  
DOI: 10.1561/1700000006



## Brand Attachment: Constructs, Consequences, and Causes

C. Whan Park<sup>1</sup>, Deborah J. MacInnis<sup>2</sup>  
and Joseph Priester<sup>3</sup>

<sup>1</sup> *Marshall School of Business, University of Southern California,  
Los Angeles, CA 90089-0443, USA, choong@marshall.usc.edu*

<sup>2</sup> *Marshall School of Business, University of Southern California,  
Los Angeles, CA 90089-0443, USA*

<sup>3</sup> *Marshall School of Business, University of Southern California,  
Los Angeles, CA 90089-0443, USA*

### Abstract

This review examines four key issues involved in developing and establishing strong brand relationships with its customers. The first concerns the meaning of “brand attachment” and its critical consequences for brand equity. The second concerns outcomes of brand attachment to customers and the firm. The third concerns the causes of brand attachment. We articulate the process by which strong brand attachment is created through meaningful personal connections between the brand and its customers. We also articulate the identification and management of a strategic brand exemplar that allows the firm to create brand attachment and sustain and grow the brand’s competitive advantages.

## Contents

---

<b>1</b>	<b>Introduction</b>	<b>1</b>
<b>2</b>	<b>The Attachment Construct</b>	<b>3</b>
2.1	What is Attachment?	3
2.2	Brand Attachment	4
2.3	Why is Attachment Important to Brand Equity Management?	10
<b>3</b>	<b>What Causes Attachment?</b>	<b>11</b>
3.1	Bases for Attachment	11
<b>4</b>	<b>Mental Representation of Brand Memory</b>	<b>19</b>
<b>5</b>	<b>Strategic Brand Exemplars</b>	<b>23</b>
5.1	Characteristics of Strategic Brand Exemplars	23
5.2	Benefits of a Strategic Brand Exemplar	26
<b>6</b>	<b>Discussion</b>	<b>29</b>
	<b>References</b>	<b>31</b>

# 1

---

## Introduction

---

Work on relationship marketing suggests that developing strong relationships between consumers and brands is important (Pine II et al., 1995; Sheth and Parvatiyar, 1995; Fournier and Mick, 1998; Webster Jr., 2000) given their implications for customer loyalty and price insensitivity (cf. Sheth and Parvatiyar, 1995; Price and Arnould, 1999). In turn, these customer responses can lower costs and increase company revenues (Kalwani and Narayandas, 1995; Pine II et al., 1995; Price and Arnould, 1999).

Unfortunately, little is known about the factors that underlie strong brand relationships. This review attempts to articulate such factors by using the theoretical construct of brand attachment. Below, we define the construct of brand attachment and differentiate it from other constructs. As Figure 1.1 shows, we argue that brand attachment is critical to outcome variables that underscore the brand's value to the firm (see also Thomson et al., 2005). We also add to the literature by articulating the antecedents to strong brand attachments, articulating both the bases on which strong brand attachments form and the marketing activities that foster them. As Figure 1.1 shows, we posit that strong brand-customer attachments derive from the brand's success at



## 2 Introduction

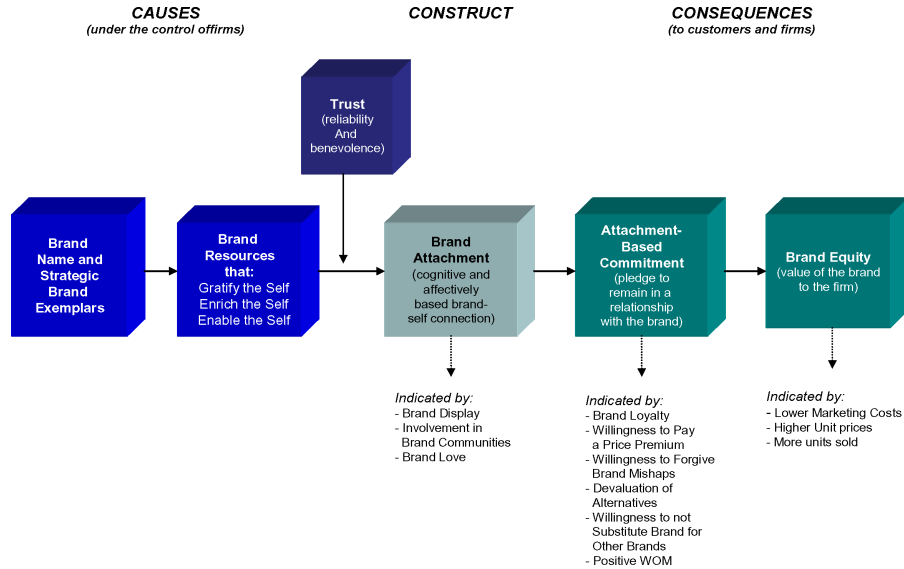


Fig. 1.1 Brand attachment: Construct, consequences, and causes.

creating strong brand self-connections by gratifying, enabling, and/or assuring the self. These successes are themselves contingent on the effectiveness of marketing activities that use affect, typicality, vividness, and rich information to foster a strong brand-self connection through a strategic brand exemplar.

The remaining sections of the review describe the attachment construct, its relationship to other constructs, the nature of brand-self connections, and the role of strategic brand exemplars in creating these connections. Theoretical and managerial issues follow in the discussion section.

## References

---

- Ahluwalia, R., R. Unnava, and R. Burnkrant (2000), 'Consumer response to negative publicity: The moderating role of commitment'. *Journal of Marketing Research* **37**(2), 203–215.
- Ailawadi, K. L., D. R. Lehmann, and S. A. Neslin (2003), 'Revenue premium as an outcome measure of brand equity'. *Journal of Marketing* **67**, 1–17.
- Ajzen, I. and M. Fishbein (1980), *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Aron, A., D. Mashek, T. McLaughlin-Volpe, S. Wright, G. Lewandowski, and E. N. Aron (2005), 'Including close others in the cognitive structure of the self'. In: M. W. Baldwin (ed.): *Interpersonal Cognition*. New York: Guilford Press, pp. 206–232.
- Babad, E. (1987), 'Wishful thinking and objectivity among sports fans'. *Social Behavior* **2**, 231–240.
- Baldwin, M. W., J. P. R. Keelan, B. Fehr, V. Enns, and E. Koh-Rangarajoo (1996), 'Social-cognitive conceptualization of attachment working models: Availability and accessibility effects'. *Journal of Personality and Social Psychology* **71**, 94–109.

32 *References*

- Ball, A. D. and L. H. Tasaki (1992), 'The role and measurement of attachment in consumer behavior'. *Journal of Consumer Psychology* **1**, 155–172.
- Barsalou, L. (1983), 'Ad hoc categories'. *Memory and Cognition* **11**, 211–227.
- Belk, R. W. (1988), 'Possessions and the extended self'. *Journal of Consumer Research* **15**, 139–168.
- Berman, W. H. and M. B. Sperling (1994), 'The structure and function of adult attachment'. In: M. B. Sperling and W. H. Berman (eds.): *Attachment in Adults: Clinical and Developmental Perspectives*. New York: Guilford Press, pp. 3–28.
- Bowlby, J. (1973), *Attachment and Loss: Vol. 2. Separation: Anxiety and Anger*. New York: Basic Books.
- Bowlby, J. (1979), *The Making and Breaking of Affectional Bonds*. London: Tavistock.
- Bowlby, J. (1982), *Attachment and Loss: Vol. 3. Loss*. New York: Basic Books.
- Bowlby, J. (1988), *A Secure Base: Clinical Applications of Attachment Theory*. London: Routledge.
- Brewer, M. B. (1988), 'A dual process model of impression formation'. In: T. Srull and R. Wyer (eds.): *Advances in Social Cognition*, Vol. 1. Hillsdale, NJ: Erlbaum, pp. 177–183.
- Burke, P. J. and J. E. Stets (1999), 'Trust and commitment through self-verification'. *Social Psychology Quarterly* **62**(4), 347–366.
- Carlson, D. E. and E. R. Smith (1996), 'Principles of mental representation'. In: E. T. Higgins and A. W. Kruglanski (eds.): *Social Psychology: Handbook of Basic Principles*. New York: Guilford Press, pp. 184–210.
- Carlston, D. (1992), 'Impression formation and the modular mind: The associated systems theory'. In: L. Martin and A. Tesser (eds.): *The Construction of Social Judgments*. Hillsdale, NJ, England: Lawrence Erlbaum Associates, Inc, pp. 301–341.
- Chaplin, L. N. and D. Roedder John (2005), 'The development of self-brand connections in children and adolescents'. *Journal of Consumer Research* **32**(June), 119–129.

- Chaudhuri, A. and M. Holbrook (2002), 'Product class effects on brand commitment and brand outcomes: The role of brand trust and brand affect'. *Brand Management* **10**(1), 3358.
- Cohen, J. B. and A. Reed II (2006), 'A multiple pathway anchoring and adjustment (MPAA) model of attitude generation and recruitment'. *Journal of Consumer* **33**(1), 1–15.
- Converse, P. E. (1995), 'Foreword'. In: R. E. Petty and J. A. Krosnick (eds.): *Attitude Strength: Antecedents and Consequences*. Hillsdale, NJ: Erlbaum, pp. xi–xvii.
- Coulter, K. S. and R. A. Coulter (2002), 'Determinants of trust in a service provider: The moderating role of length of relationship'. *Journal of Services Marketing* **16**(1), 35–50.
- Delgado-Ballester, E. and J. L. Munera-Aleman (2001), 'Brand trust in the context of consumer loyalty'. *European Journal of Marketing* **35**(11/12), 1238–1258.
- Drigotas, S. M. and C. E. Rusbult (1992), 'Should I stay or should I go?: A dependence model of breakups'. *Journal of Personality and Social Psychology* **62**, 62–87.
- Eagly, A. H. and S. Chaiken (1993), *The Psychology of Attitudes*. New York: Harcourt Brace Jovanovich.
- Esch, F. R., T. Langner, B. Schmitt, and P. Geus (2006), 'Are brands forever? How brand knowledge and relationships affect current and future purchases'. *Journal of Product and Brand Management* **15**(2), 98–105.
- Feeney, J. and P. Noller (1996), 'Adult attachment'. *Sage Series on Close Relationships*. Thousand Oaks, CA, US: Sage Publications, Inc.
- Fehr, B. (1993), 'How do I love thee? Let me consult my prototype'. In: S. Duck (ed.): *Individuals in Relationships*, Vol. 1. Newbury Park: Sage.
- Fehr, B. and J. A. Russell (1991), 'The concept of love viewed from a prototype perspective'. *Journal of Personality and Social Psychology* **60**, 425–438.
- Finkel, E. J., C. E. Rusbult, M. Kumashiro, and P. Hannon (2002), 'Dealing with betrayal in close relationships: Does commitment

- promote forgiveness?'. *Journal of Personality and Social Psychology* **82**(6), 956–974.
- Fiske, S. T. and M. A. Pavelchak (1986), 'Category-based versus piecemeal-based affective responses: Developments in schema-triggered affect'. In: R. M. Sorrentino and E. T. Higgins (eds.): *Handbook of Motivation and Cognition: Foundations of Social Behavior*. New York: Guilford Press, pp. 167–203.
- Fournier, S. (1998), 'Consumers and their brands: Developing relationship theory in consumer research'. *Journal of Consumer Research* **24**, 343–373.
- Fournier, S. D. and D. G. Mick (1998), 'Preventing the premature death of relationship marketing'. *Harvard Business Review*, pp. 42–51.
- Gilliland, D. I. and D. C. Bello (2002), 'Two sides to attitudinal commitment: The level of calculative and loyalty commitment on enforcement mechanisms in distribution channels'. *Journal of the Academy of Marketing Science* **30**(1), 24–43.
- Goldman, A. (2005), 'The aesthetic in "aesthetics"'. Chapter 20. Routledge Publishing Co, second edition, pp. 241–254.
- Greenwald, A. G. and A. R. Pratkanis (1984), 'The self'. In: R. S. Wyer and T. K. Srull (eds.): *Handbook of Social Cognition*. Hillsdale, NJ: Erlbaum, pp. 129–178.
- Hazan, C. and P. R. Shaver (1994), 'Attachment as an organizational framework for research on close relationships'. *Psychological Inquiry* **5**, 1–22.
- Hess, J. and J. Story (2005), 'Trust-based commitment: Multidimensional consumer-brand relationships'. *Journal of Consumer Marketing* **22**(6), 313–322.
- Hill, R. P. and M. Stamey (1990), 'The homeless in America: An examination of possessions and consumption behaviors'. *Journal of Consumer Research* **17**, 303–321.
- Holmes, J. (1989), 'Trust and the appraisal process in close relationships'. In: W. H. Jones and D. Perlman (eds.): *Advances in Personal Relationships*, Vol. 2. London: Jessica Kingsley, pp. 57–104.
- Johnson, D. (1991), 'Commitment to personal relationships'. In: W. H. Jones and D. W. Perlman (eds.): *Advances in Personal Relationships*, Vol. 3. London: Jessica Kingsley, pp. 117–143.

- Johnson, D. and C. E. Rusbult (1989), 'Resisting temptation: Devaluation of alternative partners as a means of maintaining commitment in close relationships'. *Journal of Personality and Social Psychology* **57**, 967.
- Joy, A. and R. R. Dholakia (1991), 'Remembrances of things past: The meaning of home and possessions of Indian professionals in Canada'. In: F. W. Rudmin (ed.): *To Have Possessions: A Handbook of Ownership and Property, Journal of Social Behavior and Personality*, Vol. 6(6). pp. 385–402.
- Kalwani, M. U. and N. Narayandas (1995), 'Long-term manufacturer-supplier relationships: Do they pay off for supplier firms'. *Journal of Marketing* **59**(January), 1–16.
- Kaplan, H. A. (1987), 'The psychopathology of nostalgia'. *Psychoanalytic Review* **74**, 465–486.
- Kleine, S. S. and S. M. Baker (2004), 'An integrative review of material possession attachment'. *Academy of Marketing Science Review* **1**. Retrieved March 14, 2006, from <http://www.amsreview.org/articles/kleine01-2004.pdf>.
- Kleine III, R. E., S. S. Kleine, and J. B. Kernan (1989), 'These are a few of my favorite things — Toward an explication of attachment as a consumer-behavior construct'. *Advances in Consumer Research* **16**, 359–366.
- Kleine III, R. E., S. S. Kleine, and J. B. Kernan (1993), 'Mundane consumption and the self: A social identity perspective'. *Journal of Consumer Psychology* **2**, 209–235.
- Kozinets, R. (2001), 'Utopian enterprise: Articulating the meanings of Star Trek's culture of consumption'. *Journal of Consumer Research* **28**(1), 67–89.
- Loken, B., L. W. Barsalou, and C. Joiner (2008), 'Categorization theory and research in consumer psychology: Category representation and category-based inference'. In: C. P. Haugtvedt, F. Kardes, and P. M. Herr (eds.): *The Handbook of Consumer Psychology*. Hillsdale, NJ: Erlbaum, in press.
- Loken, B., C. Joiner, and J. Peck (2002), 'Category attitude measures: Exemplars as inputs'. *Journal of Consumer Psychology* **12**, 149–161.

36 *References*

- Lord, C., M. Lepper, and C. Mackie (1984), 'Attitude prototypes as determinants of attitude-behavior consistency'. *Journal of Personality and Social Psychology* **46**(6), 1254–1266.
- Lydon, J. E., K. Burton, and D. Menzies-Toman (2005), 'Commitment calibration with the relationship cognition toolbox'. In: M. W. Baldwin (ed.): *Interpersonal Cognition*. New York: Guilford Press, pp. 126–152.
- Mao, H. and H. S. Krishnan (2006), 'Effects of prototype and exemplar fit on brand extension evaluations: A two-process contingency model'. *Journal of Consumer Research* **33**(1), 41–49.
- Markus, H. and P. Nurius (1986), 'Possible selves'. *American Psychologist* **41**(9), 954–969.
- McCullough, M. E., K. C. Rachal, S. J. Sandage, E. L. Worthington Jr., S. W. Brown, and T. L. Hight (1998), 'Interpersonal forgiving in close relationships: II. Theoretical elaboration and measurement'. *Journal of Personality and Social Psychology* **75**, 1586–1603.
- Mehta, R. and R. W. Belk (1991), 'Artifacts, identity, and transition: Favorite possessions of Indians and Indian immigrants to the US'. *Journal of Consumer Research* **17**, 398–411.
- Mick, D. G. and M. DeMoss (1990), 'Self-gifts: Phenomenological insights from four contexts'. *Journal of Consumer Research* **17**, 322–332.
- Mikulincer, M. (1998), 'Attachment working models and the sense of trust: An exploration of interaction goals and affect regulation'. *Journal of Personality and Social Psychology* **74**(5), 1209–1224.
- Mikulincer, M., G. Hirschberger, O. Nachmias, and O. Gillath (2001), 'The affective component of the secure base schema: Affective priming with representations of attachment security'. *Journal of Personality and Social Psychology* **81**, 305–321.
- Mikulincer, M. and P. R. Shaver (2005), 'Mental representations of attachment security: Theoretical foundation for a positive social psychology'. In: M. W. Baldwin (ed.): *Interpersonal Cognition*. New York: Guilford Press, pp. 233–66.
- Miller, M. G. and A. Tesser (1989), 'The effects of affective-cognitive consistency and thought on the attitude-behavior relation'. *Journal of Experimental Social Psychology* **25**, 189–202.

- Moore-Shay, E. and R. J. Lutz (1988), 'Intergenerational influences in the formation of consumer attitudes and beliefs about the marketplace: Mothers and daughters'. *Advances in Consumer Research* **15**, 461–467.
- Moorman, C., G. Zaltman, and R. Deshpande (1992), 'Relationships between providers and users of marketing research: The dynamics of trust within and between organizations'. *Journal of Marketing Research* **29**(August), 314–329.
- Ng, S. and M. J. Houston (2006), 'Exemplars or beliefs? The impact of self-view on the nature and relative influence of brand associations'. *Journal of Consumer Research* **32**, 519–529.
- Oswald, L. (1999), 'Culture swapping: Consumption and the ethnogenesis of middle class Haitian immigrants'. *Journal of Consumer Research* **25**(4), 303–329.
- Park, C. W. and D. J. MacInnis (2006), 'What's in and what's out: Questions on the boundaries of the attitude construct'. *Journal of Consumer Research* **33**(June), 16–8.
- Park, C. W., S. Milberg, and R. Lawson (1991), 'Evaluation of brand extensions: The role of product feature similarity and brand concept consistency'. *Journal of Consumer Research* **18**, 185–193.
- Petty, R. E., P. Briñol, and Z. L. Tormala (2002), 'Thought confidence as a determinant of persuasion: The self-validation hypothesis'. *Journal of Personality and Social Psychology* **82**, 722–741.
- Petty, R. E. and J. T. Cacioppo (1981), 'Attitudes and persuasion: Classic and contemporary approaches'. Dubuque, IA: Wm. C. Brown (314 pp., reviewed in *Contemporary Psychology* Vol. 28, p. 372).
- Petty, R. E. and J. T. Cacioppo (1986), *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. New York: Springer-Verlag.
- Pimentel, R. and K. Reynolds (2004), 'A model for consumer devotion: Affective commitment with proactive sustaining behaviors'. *Academy of Marketing Science Review* **5**, 1–45.
- Pine II, J., D. Peppers, and M. Rogers (1995), 'Do you want to keep your customers forever?'. *Harvard Business Review* pp. 103–114.



38 *References*

- Price, L. and E. J. Arnould (1999), 'Commercial friendships: Service provider-client relationships in context'. *Journal of Marketing* **63**(October), 38–56.
- Priester, J. R., D. Nayakankuppam, J. Godek, and M. Fleming (2004), 'The A<sup>2</sup>SC<sup>2</sup> model: The influence of attitudes and attitude strength on consideration and choice'. *Journal of Consumer Research* **30**, 574–587.
- Rempel, J. K., J. G. Holmes, and M. P. Zanna (1985), 'Trust in close relationships'. *Journal of Personality and Social Psychology* **49**(1), 95–112.
- Rempel, J. K., M. Ross, and J. G. Holmes (2001), 'Trust and communicated attributions in close relationships'. *Journal of Personality and Social Psychology* **81**(1), 57–64.
- Reyes, R. M., W. C. Thompson, and G. H. Bower (1980), 'Judgmental bases resulting from differing availabilities of arguments'. *Journal of Personality and Social Psychology* **39**, 2–12.
- Richins, M. L. (1994), 'Special possessions and the expression of material values'. *Journal of Consumer Research* **21**, 522–533.
- Rusbult, C. E., J. Verette, G. A. Whitney, L. F. Slovik, and I. Lipkus (1991), 'Accommodation processes in close relationships: Theory and preliminary empirical evidence'. *Journal of Personality and Social Psychology* **60**, 53–78.
- Schouten, J. W. and J. H. McAlexander (1995), 'Subcultures of consumption: An ethnography of the new bikers'. *Journal of Consumer Research* **22**, 43–61.
- Schultz, S. E., R. E. Kleine, and J. B. Kernan (1989), 'These are a few of my favorite things: Toward an explication of attachment as a consumer behavior construct'. *Advances in Consumer Research* **16**, 359–366.
- Schwarz, N. (2006), 'Attitude research: Between Ockham's Razor and the fundamental attribution error'. *Journal of Consumer Research* **33**(1), 19–21.
- Shavitt, S. and M. R. Nelson (2000), 'The social-identity function in person perception: Communicated meanings of product preferences'. In: G. Maio and J. M. Olson (eds.): *Why we Evaluate: Functions of Attitudes*. Mahwah, NJ: Erlbaum, pp. 37–57.

- Sheppard, B., J. Hartwick, and P. R. Warshaw (1988), 'The theory of reasoned action: Meta-analysis of past research with recommendations for modifications and future research'. *Journal of Consumer Research* **15**, 325–343.
- Sheth, J. N. and A. Parvatiyar (1995), 'Relationship marketing in consumer markets: Antecedents and consequences'. *Journal of the Academy of Marketing Science* **23**(4), 255–271.
- Sia, T. L., C. G. Lord, M. R. Lepper, K. A. Blessum, and J. C. Thomas (1999), 'Activation of exemplars in the process of assessing social category attitudes'. *Journal of Personality and Social Psychology* **76**, 517–532.
- Slater, J. S. (2001), 'Collecting brand loyalty: A comparative analysis of how Coca-Cola and Hallmark use collecting behavior to enhance brand loyalty'. *Advances in Consumer Research* **28**, 362–369.
- Smith, E. R. (1998), 'Mental representation and memory'. In: D. T. Gilbert, S. T. Fiske, and G. Lindzey (eds.): *Handbook of Social Psychology*, Vol. 1. New York: McGraw-Hill, pp. 391–445.
- Snyder, E. E. (1991), 'Sociology of nostalgia: Sport halls of fame and museums in America'. *Sociology of Sport Journal* **8**, 228–238.
- Sorrentino, R. M., J. G. Holmes, S. E. Hanna, and A. Sharp (1995), 'Uncertainty orientation and trust in close relationships: Individual differences in cognitive style'. *Journal of Personality and Social Psychology* **68**, 314–327.
- Sternberg, R. (1987), 'Liking versus loving: A comparative evaluation of theories'. *Psychological Bulletin* **102**, 331–345.
- Thomson, M., D. J. MacInnis, and C. W. Park (2005), 'The ties that bind: Measuring the strength of consumers' emotional attachments to brands'. *Journal of Consumer Psychology* **15**, 77–91.
- Van Lange, P. A. M., C. E. Rusbult, S. M. Drigotas, X. B. Arriaga, B. S. Witcher, and C. L. Cox (1997), 'Willingness to sacrifice in close relationships'. *Journal of Personality and Social Psychology* **72**, 1373–1396.
- Wallendorf, M. and E. J. Arnould (1988), 'My favorite things: A cross-cultural inquiry into object attachment, possessiveness and social linkage'. *Journal of Consumer Research* **14**, 531–547.

40 *References*

- Webster Jr., F. E. (2000), 'Understanding the relationships among brands, consumers and resellers'. *Journal of the Academy of Marketing Science* **28**(1), 17–23.
- Wegener, D. T., J. Downing, J. Krosnick, and R. E. Petty (1995), 'Measures and manipulations of strength-related properties of attitudes: Current practice and future directions'. In: R. E. Petty and J. A. Krosnick (eds.): *Attitude Strength: Antecedents and Consequences*. Hillsdale, NJ: Erlbaum, pp. 455–488.
- Weiss, R. S. (1988), 'Loss and recovery'. *Journal of Social Issues* **44**, 37–52.
- Wieselquist, J., C. E. Rusbult, C. A. Foster, and C. R. Agnew (1999), 'Commitment, pro-relationship behavior, and trust in close relationships'. *Journal of Personality and Social Psychology* **77**(5), 942–966.
- Wilson, T. D. and S. D. Hodges (1992), 'Attitudes as temporary constructions'. In: L. L. Martin and A. Tesser (eds.): *The Construction of Social Judgments*. Hillsdale, NJ: Erlbaum, pp. 37–65.