SELF STUDY QUESTION

1. EXPLAIN ANY 4 MAIN FACETS OF BRAND RELATIONSHIP QUALITY

The six main facets of brand relationship quality are as follows:

• Interdependence: The degree to which the brand is ingrained in the consumer’s daily course of living, both behaviorally (in terms of frequency, scope, and strength of interactions) and cognitively (in terms of longing for and preoccupation with anticipated brand interactions). Interdependence is often revealed through the presence of routinized behavioral rituals surrounding brand purchase and use, and through separation anxiety experienced during periods of product deprivation. At its extremes, interdependence becomes dependency and addiction.

• Self-concept connection: The degree to which the brand delivers on important identity concerns, tasks, or themes, thereby expressing a significant part of the self-concept, both past (including nostalgic references and brand memories) and present, and personal as well as social. Grounding of the self provides feelings of comfort, connectedness, control, and security. In its extreme form, self-connection reflects integration of concepts of brand and self.

• Commitment: Dedication to continued brand association and betterment of the relationship, despite circumstances foreseen and unforeseen. Commitment includes professed faithfulness and loyalty to the other, often formalized through stated pledges and publicized intentions. Commitment is not defined solely by sunk costs and irretrievable investments that pose barriers to exit.

• Love/passion: Affinity toward and adoration of the brand, particularly with respect to other available alternatives. The intensity of the emotional bonds joining relationship partners may range from feelings of warmth, caring, and affection to those of true passion. Love includes the belief that the brand is irreplaceable and uniquely qualified as a relationship partner.

• Intimacy: A sense of deep familiarity with and understanding of both the essence of the brand as a partner in the relationship and the nature of the consumer-brand relationship itself. Intimacy is revealed in the presence of a strong consumer-brand relationship culture, the sharing of little-known personal details of the self, and an elaborate brand memory containing significant experiences or associations. Intimacy is a two-dimensional concept: the consumer develops intimate knowledge of the brand, and also feels a sense of intimacy exhibited on the part of the brand toward the individual as a consumer.

• Partner quality: Perceived partner quality involves a summary judgment of the caliber of the role enactments performed by the brand in its partnership role. Partner quality includes three central components: (1) an empathic orientation toward the other (ability of the partner to make the other feel wanted, cared for, respected, noticed, and important; responsiveness to needs); (2) a character of reliability, dependability, and predictability in the brand; and (3) trust or faith in the belief that the brand will adhere to established relationship rules and be held accountable for its actions.