**Royal Docks
Business School**

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MKM227 Postgraduate Dissertation
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Consumer Brand Relationship

A dissertation submitted in partial fulfillment of the requirements of the Royal Docks Business School, University of East London for the degree of
MSc International Business Management

September 2014

Word count:13,790

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Consumer Brand Relationship

Abstract

This research paper will be critically examining the different forms of brand relationship that consumers form with their brands. This research paper is building upon the existing brand relationship literature, and will help to gain more insight of the consumer brand relationship theory. The author used qualitative approach as his method for collecting his data for the research. The author also investigated the kind of relationship that consumers form with brands. According to the findings, consumers develop love relationship, situational relationship, consistent relationship, trusted relationship and customization of brand. The findings shows that the brand relationships formed by the consumers takes place at different times and are mostly based on their personal experience with the brand. Consumers relate with brand in different ways and also may also relate with the brand based on how they consistently use the brand in their daily lives. Result from the findings shows that consumers get more attached and committed to the brand because of the brand personalization and other factors. Furthermore the consumer form closer relationship with the brand when they feel the brand firms are listening to their opinions, thus this encourages them and makes them more engaging with the brand. It may be therefore recommended for firms to pay close attention to their consumers and understand the kind of relationship they have with the brands in other to ensure that this relationship is maintained and continued over a long period of time. The author concludes by giving implication to managers.

Acknowledgements

I want to use this time to thank GOD for helping me and giving me the strength to complete this dissertation.

I want to thank my dad and Mum for their love and support for me during the whole period of the Masters programme.

I want to thank my supervisor Dr Aidan Kelly for his support and advice during this period.

I want to thank my lecturers in Royal dock business school of University of East London for their advice, support and knowledge they shared with me.

Table of Content

Chapter 1: Introduction

1.1. Focus

The topic for this research is consumer brand relationships.   The area of focus will be on how and why consumers form relationships with different brands and the research will be seeking to find out what kinds of relationships they form with the various brands.

In previous studies by (Webster, 1992; Fournier, 1998; Parvatiyar and Sheth, 2001; McAlexander et al., 2002;) they suggested that consumers are able to relate with brands.   The consumer brand relationship concept has becoming an interesting area of research, because it enable companies to reduce marketing costs, allow consumer have easy access to brand, it helps in acquiring new customers, customer retention, brand equity and more profit (Reichheld, 1996; Blackston, 2000; Winer, 2001; Dowling, 2002) For several years Marketers have spent a lot of money advertising their brand in other to acquire new customers and had spent less time focusing on the relationship with consumers.   Companies are now paying attention to relationship that exists between the consumers and the brand.   (Peelen, 2003) suggested the focus of marketing activities is now more of ensuring that the relationships that exist with consumers are improved over time.

1.2. Origin

The research question for this study came about as a result of seeking to gain more insight as to what relationship consumer share with brand other than the one developed from existing literatures on consumer brand relationship. This study seeks to critically examine what forms of relationship consumers form with brands and also seek to determine why the form this relationship with the brand. The Study will be also seeking to understand and determine the factors that motivate consumers in developing different forms of relationship with various brands.

Studies have shown that consumer share different kinds relationship with the brands. The gap this research want to fill is identifying further kinds of brand relationship that exists between the consumers and the brand and seeking to understand why they consumers form these relationships with these brands.

1.3. Background of study

Consumer brand relationship has been often referred to as interpersonal relationship. Attachment styles, relationship norms are used as guides and metaphor for brand relationship. Early research on consumer behavior viewed consumers interaction with the product and brand as a series of exchange and this transactional view has been replaced with a relational view. Customer brand relationship involves monetary exchange, which refers to the transfer of money from consumer to brands. According to (Price and Arnould, 1999) certain individuals and certain products categories seem to lend themselves to

greater level of Consumer brand relationship and that there are certain relationship adverse segments. There are also many relationship typologies that have been proposed in Consumer brand relationship literatures. (McCall, 1970) sees a continuum ranging from a more formal interactions to a much more personal relationship which resembles what psychologist refer to as close relationship. (Wish and Colleagues, 1976) conducted an analysis of dyadic relationships which he summarized into cooperative versus competitive and hostile relationship; Equal versus unequal partnership; Intense versus superficial relationship and Formal versus Informal relationship

The brand relationship metaphor originates in person-to- person relationships as studied in personality research and social psychology. (Hinde, 1997; Olivier, 1999; Hendrick and Hendrick, 2000; De Wulf et al., 2001) characterize Interpersonal relationships into interdependence, temporality and perceived commitment. Interdependence means that relationships involve a reciprocal exchange between active and interdependent relationship partners. Moreover, relationships change over a series of interactions and in response to fluctuations in the contextual environment. This temporality characteristic implies that relations do not exist as an isolated action, but consist of a series of repeated actions. In general, relationships involve different stages, such as initiation, growth, maintenance, deterioration, and dissolution. In each stage relationships can change in type, for example, the evolution from friends to lovers (or vice versa). Furthermore relationships involve the provision of meanings to the persons who engage in them. Relationships ranges across several dimensions and take many forms, but they all provide possible benefits for their participants who are willing to continue in the relationship.

The third characteristic of interpersonal relationships corresponds to brand loyalty concepts as described by several authors (Fournier,

1994, 1998; Morgan and Hunt, 1994; Dorsch et al., 1998; Garbarino and Johnson, 1999; Olivier, 1999)

Some authors, however, question the suitability of the relationship metaphor. (O'Malley and Tynan, 2001), for instance, raise the important question: 'under which circumstances does a consumer–brand relationship exist?' They suggest that close relationships are unlikely to exist between all consumers and all brands, because close relationships are special and therefore rather rare. Also some brands are naturally more suited for a relationship than others, for instance because of the importance of the brand to the consumer (Dowling, 2002) or because of the personalities of the consumer and the brand (Plummer, 2000; Aaker et al., 2004)

However, from a consumer brand relationship point of view, consumers can be very loyal to all kinds of products, ranging from computers and mobile phones to cars. In a range of different studies, Fournier argues that meaningful firm relationships exist between consumers and all kinds of daily used products (Fournier, 1994, 1998; Fournier and Yao, 1997;Fournier and Mick, 1999) Differences are found in those studies, but are caused by differences in satisfaction levels, perceptions of brand quality or the brand's personality (Aaker et al., 2004) Results of a longitudinal field experiment examining the evolution of consumer–brand relationships show that relationships with brands with a sincere personality deepen over time, while the relationships with brands with an exciting personality stop. However, in a period of transgression, relationships with sincere brands suffer, while relationships with exciting brands show signs of reinvigoration.

 Prior research has examined differences in how consumers perceive and evaluate brands, for example, through investigating brand equity (Keller, 1993; McQueen, Foley and Deighton, 1993) brand personality (Aaker 1997; Plummer 1985) and brand extensions (Aaker and Keller, 1990; Nakamoto, MacInnis, and Jung, 1993). More recently,

researchers have noted that consumers differ not only in how they perceive brands but also in how they relate to brands (Fournier, 1998; Muniz and O'Guinn, 2001). This line of research has suggested that people sometimes form relationships with brands in much the same way in which they form relationships with each other in a social context.

Support for consumer brand relationships also emerges from marketing practitioners. For example, a paper in the strategy journal published by the consulting firm Booz-Allen and Hamilton argues that some consumers, termed "brand zealots," experience a relationship that goes well beyond the fulfillment of a functional need (Rozanski, Baumand Wolfsen, 1999) These brand zealots animate the brand giving it quasi-human qualities and relate to it in a way similar to how they relate to human beings. This implies that the meaning consumer gives to brands determine how they may relate with the brand

1.4. Research Objective

- To critically examine the factors that motivates consumers to form brand relationships
- To examine and critically analyse what kind of relationship consumers form with different brands
- To examine why consumers form these relationship with different brands

1.5. Research Methodology

The Research for this study was carried out using qualitative data. This is because previous studies on Consumer brand relationship have been done using qualitative data. It will also give the researcher a deeper understanding into the kind of relationship consumer form

with brands and to critically understand how these relationships are formed.

1.6. Significance of the research

This study will contribute to consumer brand relationship knowledge that already exist and give more insight into the various form of brand relationship consumer's share with brands.

The study is building upon existing knowledge that of consumer brand relationship but will be also critically examining other forms brand relationship which helps academia's and Marketers have a better understanding of the brand relationship literatures.

1.7. Limitation of the Study

One of the limitations of the study was the timing the dissertation. The research was carried out when students were on not on sessions and so the researcher had to change the method of interview from face to face to telephone interview because of the unavailability of students on campus.

Another limitation to study is sample size, the researcher interviewed 9 participants which may be small as this may not reflect the general view of the population, Also it research may not be generalized as the sample size was limited to Europe and UK and US.

Chapter 2: Literature Review

2.1. Brand

There are many definitions of brands and different authors have defined it based on their own interpretation of the brand and from different angles. American Marketing Association, (1960) defined brand as 'a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors'. Different researchers have criticized this definition and scholars who studied branding have moved away from this definition because the emphasis is on the visual features of the product.   One of the criticisms of this definition was that emphasis on visual features as differentiating mechanisms (Arnold, 1992; Crainer, 1995).

This traditional definition adopted in several undergraduate and postgraduate textbook in which some authors have viewed the concept of brand as a selling object managed by marketing team who use it as a means of the firms offering (Kotler and Keller, 2006). (Aaker, 1992) concentrated on the business purpose of branding, which is to achieve competitive advantage and to ensure the brand owner enjoyed continued profit.   The definition focused on the company interest and not mainly on the customer interest, which may imply that brand owners provides what they think the customers may want and not what the customers may need.

 Brand can be seen as a multi dimensional construct (De Chernatony and Dall'Olmo Rilley, 1999a) that covers the firm's functional and

emotional value as well as the performance and psychological needs of the consumer and customers (de Chernatony and Dall'Olmo Riley, 1999b). The emotional side of the brand construct corresponds to a collection of perceptions in the mind of the consumer (Fournier, 1998). This implies that the brand can be seen as a mind share and this definition is slightly scientific. It can be suggested that it is the values standing behind the brands that is important and not the visual manifestation of the brand that matters. This is because it can be suggested that when the relationship is happening between a brand and a customer, the brand is been turned into a personality therefore which makes the value behind the brand that is more important. A successful brand delivers sustainable competitive advantage and invariably results in superior profitability and market performance (De Chernatony et al., 2011). It can be suggested that when companies pay more attention to their brand to deliver value to their customers, this can result to superior profitability and competitive advantage if the brand is well-accepted and adding value to the customer.

A product becomes a brand when the physical product is improved by something else – images, symbols, perceptions, feelings – to produce an integral idea greater than the sum of its parts (Batey, 2008). New terminology such as "Branding 2.0" or "Web 2.0 branding" has emerged and is attempting to capture the multifaceted nature of a new brand building process (Mairinger, 2008; Christodoulides, 2009). The common element of these definitions is that firms all aim to satisfy a particular need of the consumer and companies do so by co-creation.

 It is important to note that because every brand is a promise, there are expectations consumers have for brands they purchase so therefore, companies need to meet the such expectation and may need to exceed such expectation in other to retain customers. Brands create tangible value for consumer. The tangible characteristics of the brand are perceived by looking, listening, touching, smelling, or tasting. A brands that has superior value which attracts and retain

customers may have rational benefits which gives consumers the reasons to buy, they may include price-related benefit, product-related benefits, convenience, in-store experience, service experience. There are also emotional benefits, which makes the customers feel good about themselves for purchasing the product or services. There are other elements of a brand that helps consumers express or reinforce the image they have about themselves.

There are several other meanings of brand as defined by several authors and researchers assume that brand can mean different things to different people

Brand as a company; There have been arguments that due to the on-going competition from own-label and spiral marketing costs, it is critical to recognized corporate identity (The Economist, 1994). It can be suggested that the reputation of a company as whole lies in the actions of senior management in which they have to take responsibility for the activities of the companies they represent. This means that if a company's reputation is tainted this can adversely affect the brand as a whole which could lead to the brand losing credibility and customers. An example of such was when it was discovered that Nike uses sweat shops and child labour in their dealings, this adversely affected how customers perceived them and this led a bad reputation for the company. This led to fall in the market share of the company.

Brand as a risk reducer; (Bauer, 1960) suggest that Consumers perceive risk when they buy products or services. This may also mean that consumers are not sure if the product they decide to buy will meet their expectation until they and bought and used. (Assael, 1995), assumes that an understanding of the dimension of perceived risk enables marketers present their brands in ways that instills consumer's confidence. For example a brands like Apple which their laptops do not need anti-virus to be installed as it is built-in the operating system and so therefore this reduces the risk of virus on the

laptop, while a consumer who buys an HP laptop needs to buy an anti-virus to protect the operating system from virus. Consumers may perceive the Apple brand with no risk because of its security in its operation system. This theme is related to the concept of the brand as a contract between the company and the consumer (Staveley, 1987; Kapferer, 1995).

Brand as an Identity system; According to (Kapferer, 1992, p.11) 'brand is not a product. It is the essence, it's meaning, and its direction, and it defines the identity in time and space'. Real brand Management begins much earlier, with a strategy and a consistent integrated vision. Its central concept is brand identity not brand image'. Developing a brand identity protects the firm against competitors and enables firms reap economic gains (Formbrun and Shanley, 1990). It can be suggested that when the firms brand identity is carefully developed it would ensure that competitors find it difficult to imitate the product or services of a firm, but on the other hand when the brand identity is easily imitated by competitors, such a company loses its competitive edge and this may lead to decline in the brand of such company. (Diefenbach, 1992) comments that a well-managed brand identity communicates the essence of the brand to other stakeholders and encourages a more strategic approach.

However the weakness of this definition of brand as an identity is it depends so much on the input activities of the firm since identity relates to the desired positioning and not how it is perceived. (De Chernatony and Dall'Olmo Riley, 1998). It can be suggested that firms may invest more on the brand in other to be positioned well in the market so as to ensure that the brand perceived in the right way by consumers. It also implies that firms may engage in more marketing activities to ensure that their brands are well positioned in the market.

Brand as a Personality; Aaker (1996, p.150) defines 'Brand Personality as a metaphor which can help brand strategists by enriching their

understanding of people's perceptions of and attitude toward the brand, contributing to a differentiating brand identity, guiding the communication effort and creating brand equity'.   Advertising and Packaging of a product differentiates a brand from another. Researchers have suggested brands can be seen as symbolic devices with personalities that users value beyond functional utility (Alt and Griggs, 1988; Blackston, 1992; Arnold, 1992; Goodyear, 1993). According to (Gutman, 1982), Personality and values are interrelated with personality been a subset of value constellation. This suggests that values that firms portray in their brands may need to be consistent because these values may be important to the consumers.

Brand as a Relationship; For a relationship to exist between brands and a consumers, having a respected personality is a pre-requisite. (Duboff, 1986; Woodward, 1991). A brand relationship is a logical extension of brand personality (Blackston, 1992). Researchers claims that if brands can be personified, then consumers would not just perceive them but would have relationship with them. (Kapferer, 1992; Blackston, 1993). As consumers develop relationship with brands they bond with these brands, this may lead to repeat purchase of these brands.

As a result of the importance of relationship marketing, (Arnold, 1992), rejects American Marketing Association definition of brand, arguing instead that brand is an expression of a relationship between product and consumer. As (McKenna, 1991) puts it, 'in building relationship, a successful brand would be characterized by a special relationship between the consumer and the product or service'.

Researchers have categorized customer relationships into different categories, which they claim exists between buyer and sellers. (Gummesson, 1999) classified the relationships into 30R model. They are as follows; Brand Relationship, brand communities, learning relationships, motivational Investment Relationship. (Palmatier et al.,

2006, p.147) suggest that 'relationship have a greater impact on customer loyalty when the target of the relationship is an individual person'. Researchers have reported that Brand loyalty and customer Loyalty can be seen from different point of view. Some have examined it from the customer point of view and others have examined it from the brand point of view.

According to (Neal 1999, p. 210) defines 'Customer loyalty as the proportion of time a purchaser chooses the same product or services in a category, assuming that acceptable competitive products or services are conveniently available'. Other researchers have reported that there are two kinds of Loyalty, which include Behavioural Loyalty and Attitudinal Loyalty. In relationship marketing behavioural Loyalty is the frequency of use of the product by customers and attitudinal loyalty is attitude of the customers towards the brand. There are different views as to the reason customer choose to be loyal. (Christopher 1996, p. 60) reports that loyalty is built on dimension such as value for money, convenience reliability, safety and function and claimed these are prime drivers for product and service choice. This can imply that customers who buy products and services are not necessarily loyal to the brand but purchase them because of what they need at that point in time not because they love the brand and are loyal to the brand. Another view by (Dick and Basu, 1994, p. 99) argues that emotion and satisfaction determines a customer's decision to purchase a product or not. This may implies that customers may need to have special feelings towards the brand to purchase and remain loyal to the brand. It can be suggested that this may not always be the case for every customer.

For the purpose of my research the author will be adopting brand as relationship between consumer and the product, because the authors is investigating how consumers form relationship with brands as the author seeks to understand why consumers form these relationships with the brands

2.2. Brand Meanings and Consumer co-creation

According to (Schultz and Barnes, 1999) brands are created through different forms of communication, which can include any technique or method that transfers meaning from one person to another. It can be can be inferred that meanings of brands can be interpreted differently by consumers, and these interpretation can be influenced by the method or way these firms communicate these messages to consumer. Early conceptualization of successful brand management revolve around operationalizing a selected brand meaning and reinforcing that meaning over time (Gardner and Levy, 1955). It can be suggested that the method of consistency of marketers in communicating their brands to consumers can influence the consumers meaning of the brand. The advantage of firms consistently communicating the brand to the consumer is the brand consciously or unconsciously remaining in the mind of the consumers and thereby may lead to the consumer purchasing the product or service. On the other hand, consumers interpret messages differently because of the diverse culture of consumers and so been very consistent in communicating the brand may not necessarily mean the consumer not necessary induce the consumer to purchasing the brand. In addition, if the brand promise is not kept by the company after the consumer purchases it, the brand may lose its credibility because it failed to meet the expectation of the consumer and word-of-mouth negative communication of the brand to other customers by dissatisfied consumers may damage the reputation of the firm and how prospective consumers will view the brand in the future.

The view here is consumers learning process is made easy when all

communication surrounding a brand conveys a clear and consistent message of a brand identity and meaning. Firms need to not assume that all consumers are going to interpret the brand in the same way but they need to be aware that the consumer's personality, knowledge of the brand and background could influence the consumer meaning of the brand. Different researchers have suggested that brand meaning is not controlled by the firm alone but should co-created through on-going interaction among brand users (Pitt et al., 2006). The advantage of this interaction is, firm will know what their brands mean to their customers and this feedback can help firms shape the way present their brands to their customers. The challenge for marketers is on how to dialogue with the consumers daily and how to convince consumers what the brands stands for.

Researchers such as (Grönroos, 2000; Prahalad and Ramaswamy, 2000 and Vargo and Lusch, 2004) argue that value is deep-seated in the co-creation process between the customer and the supplier, and where the customer moves from being a passive audience to an active player. (Prahalad, 2004) suggests that value creation is embedded in personalized experiences: '…early experimenters are moving away from the old industry model that sees value as created from products and services to a new model where value is created by experiences'. This research agrees with earlier work on experiential marketing (Holbrook and Hirschman, 1982), which emphasizes emotions, contexts and symbolic aspects of experiences. Later work suggests that creating value is not so much about conventional advertising and branding, but focuses on building processes to support the customer experience (Pine and Gilmore, 1999).

Despite the substantial quantity of research on branding issues, this topic remains a fragmented and contextual concept (Jevons, 2007). Further, researchers in the brand management domain place

surprisingly little emphasis on brand relationships, customer experience and co- creation. Leading researchers (Keller and Lehmann, 2006) reviewed research and future priorities in branding. They highlighted brand relationships and customer experience as two key areas requiring further development.

Some research is now starting to emphasize the building of brands and relationships around customers rather than company requirements (Dall'Olmo Riley and de Chernatony, 2000), and such work is moving brand researchers in the direction of a co-creation approach to the brand (Bello et al., 2007).

2.3. Consumer Brand Relationships

Researchers have suggested that consumers can relate with brands (Webster, 1992; Fournier, 1998; Parvatiya and Sheth, 2001; McAlexander et al., 2002). Some Firms believe having a good relationship with consumers reduces the chances of the consumers switching to other brands, therefore firms invest so much in marketing activities in other to attract and retain existing customers. Furthermore researchers have suggested that the brand relationship concept is important because it reduces marketing cost, ease of access, acquiring of new customers, brand equity, customer retention and more profits. (Reichheld, 1996; Blackston, 2000; Winer, 2001; Dowling, 2002)

(Fournier, 1998) came up with a structure and classified relationship into different types ranging from arranged marriages, casual friends/buddies, marriages of convenience, committed partnership, best friendships, compartmentalized friendship, kinships, rebounds/avoidance driven relationship, childhood friendships, courtship, dependencies, flings, enmities, secret affairs and enslavement. It can be suggested that consumers relationship with

their brands could be of these types as identified by Fournier above but on the other hand it can be assumed that consumers may not have any relationship with a brand to purchase a particular brand Furthermore (Fournier, 1998), recommended a brand relationship scale which comprises of self-connection, Nostalgic connection, personal commitment, love/passion, attachment, intimacy, partner quality and (Fournier, 1994; 1998) constructed these facets based on 112 brand stories and measured with 39 items in two surveys for 12 brands (Fournier, 1994).

These brand relationships are as follows; Self-connection, which refers to the extent to which the brand is part of the self-image of the consumers. It can be suggested that some consumers identify with luxury brand because they feel using this brand make them have superior status and may be seen by other consumers as of higher class, on the other hand this could only be an Illusion.

The Nostalgic connection refers to brand been part of the consumers history and having particular memories of the brand. This means that the kind of experience a consumers have with brands can determine what kind of memory they have about those brands and can also determine if such consumers will continue to purchase those brand or not based on their user experience. It is therefore important for firms to meet the expectation of consumers after they purchase their product and services as this can affect the repeat purchase of the consumer or lead to avoidance of such product or service if the consumer experience was not a pleasant one. This may also improve the way the consumer relates with the brand.

 The personal commitment refers to consumers been loyal to the brand, consumers loyalty may be determined by different factors which may include, price, reliability, quality, service and other factors the consumer places value on before purchasing the brand. If customers are sensitive to these factors before purchasing the brands

from the firm, the consumer may decide to switch brands if these factors are lacking in the brand after purchase and on the other hand non-sensitive customers may decide to be loyal to the brand inspite of the brand lacking in any of mentioned factors.

The love connection refers to feeling the consumer have towards the brand. This feeling can be positive or negative depending on how the consumer perceive the product and service and also if brand matches the value of the consumer. It can be suggested that firms need to create brands that make consumers always want to repeat purchase because of the love they have for the brand.

The Attachment refers to the integration of the brand in daily life of the user. This means when consumers who repeatedly use a brand may feel something is missing when they have not used that brand in a particular day. This may lead to consumer addiction and if not managed and controlled carefully may lead to a disorder in behaviour for the consumer.

The intimacy refers to the psychological closeness between the relationship partners and the knowledge of the brand (Smith et al., 2000). it can be suggested that the brand meaning and how the brand is perceived in the mind of the consumers may determined the closeness between the relationship partners.

 The Partner quality refers to quality of the partners in the relationship, how the brand takes care of the consumers and how reliable the brand is. Consumers that are satisfied with these aspects may have a more effective relationship partnership while consumers that are dissatisfied may have an Ineffective relationship partnership with the brand.

2.4. Current Perspectives and Critique

Fournier recommended different relationships consumers may have with brands, however some brands may be inanimate object that may not be able to see, feel, touch, smell and think and so such brands may not be able to reciprocate the response the consumers expects from the brand. (Giddens, 1991, p. 93) suggest that a 'pure relationship cannot exist without substantial elements of reciprocity'. As (Fournier, Dobscha, and Mick, 1998) argues that reciprocity is very important to make the relationship discourse trustworthy. However Fournier argues that consumers do not mind and do not think as brand as human character. It can be suggested that consumers who do not see the brand as a human character may have a stronger relationship with the brand if they love the brand and have a pleasant experience with the brand. For Giddens , a pure relationship is not based on the external conditions of social or economic life, it is sought after because of the benefits the partners derive from the relationship that exists between them (Giddens, 1991, p. 89-90). The pure human relationship seems to be consistent with Fournier's characterization of brand relationships, which are qualified by the perceived ego significance of the chosen brand and not along symbolic versus functional product lines categories (Fournier 1998, p. 366). To Fournier, consumers are seeking and maintaining those relationships that add meaning to their lives. It can be argued even if consumer's brand relationships may have limited reciprocity, it is still possible to classify the bond between the consumers and their brands as relationship, although these relationships seem to lack the main element of parallelism with interpersonal relationship.

Chapter 3: Research Methodology

3.1. Introduction

This chapter will be describing the method that will be used for carrying out this research and will be explaining why this method and approach will be used conducting this research and how it will help in answering the research questions and how it will help in achieving the research objective. It will explain how the researcher intends to gather his data. This chapter will also explain the research strategy and research design for the research. The chapter will justify the interpretation and analysis method for the data that will be collected from participants of this research.

3.2. Rationale

Most Customers seem to have a connection with brands and tends to purchase product and services that they feel good about or enjoy their services. It can be said that there several reasons customers purchase products and services so therefore the rationale for my research is to examine the relationship between customers and the brand itself, to find out how they develop relationship with the brand and identify what motivates them to form relationships with different brands.

3.3. Aim

Previous studies have done on the consumer brand relationship, but most of the focus of past researches has been brand relationship but there is a still a gap as to how consumers vary in relationship with brands and understanding how they form these relationships with brands. The aim of this research is to examine the relationship customers have with different brands and what other kinds of relationships they form with these brands.

3.4. Research Objective

- To critically examine the factors that motivates consumers to form brand relationships
- To examine and critically analyse what kind of relationship consumers form with different brand
- To examine why consumers form these relationship with different brands

3.5. Research Questions

1. What kind of relationship do consumers form with Brands?

2. What factors motivate consumers to form these relationships with brands?

3. Why do customers form relationships with brands?

3.6. Research Philosophy

The Research paradigm is a philosophy that shows the researcher guidelines as to how to conduct a scientific research. As (Gummesson, 2000) puts it, 'Paradigm is a perception of the researcher of how he or she will conduct their research'. There are two types of research paradigm, which are positivism and interpretivism. There are continuums within this paradigm, which include hermeneutics, phenomenology, existentialism, critical rationalism, linguistics and conventionalism. There are various assumptions of the different paradigm namely ontological assumption which refers to the nature of reality, Epistemology assumption which he argues is what forms valid knowledge, Axiology assumption which he regards as the function of value, Rhetorical assumption he claims to be the communication for research and the methodological assumption which is the process of research. (Creswell, 1994,   p. 5 and 1998, p. 75). (Creswell, 1994 and 1998) summarized the philosophical assumptions into interpretivism and Positivism.

Positivism is an epistemology that seeks to make clear and seeks to foresee what happens in the social world by finding uniformity and causal relationship between components. Positivism epistemology is based natural science. Remenyi et al. (1998, p. 32) suggested that positivist would prefer to work with an observable social reality and the end product of their research would similar to those produced by natural and physical scientist. Positivist assumes that the researcher is not controlled and influenced by the subject of research. It is (Gill and Johnson, 2002) who argues that a positivist researchers method are highly structured as this done in order to facilitate repetition. Positivist uses questionnaires to conduct their interviews and make use of quantitative data. The researcher will not be conducting his research using quantitative data because this method will not give a rich and deeper understanding as to why consumers form and share

relationships with different brands. Also previous research on understanding consumers band relationships have not been carried out in this way.

Interpretivism epistemology seeks to understand the differences between humans as a social actor (Saunders et al. 2009). It can be suggested from this definition that the role played by humans may leads to interaction between people in which they seek interpret in their own way what their social role is and attached their own meaning to it.

This research will be conducted using the interpretivism epistemology given the nature of this research as this suits the objective of the research.

My research philosophy is interpretivism because the researcher is critically examining how consumers form relationship with brands and the researcher will be seeking to find out what kind of relationship consumers form with different brands as the researcher will be seeking to understand why consumers form relationship with brands. (Schutz, 1992) suggest that individuals attach meanings to themselves and with the people they interact with in the world. It is therefore important to understand these meaning people attach to themselves through interpretive study as this give more insight of the consumer's world

The research method will be interviews because this will help respondent tell their own story on their own terms and this will enable the researcher to draw out from the respondent's experience

The researcher has adopted the qualitative approach because previous studies on consumer brand relationship have been done through qualitative methods.

The Researcher will conduct long interview between 5 to 10 respondents that are brand centric. This is because interview will be

the best choice for this kind of research to get reliable information. Interview will help the researcher understand the behaviors of participants. The Researcher will be recording the interview digitally in other to ensure the Interview is reliable and trustworthy.

The researcher will be using deducting reasoning for his research.

The Researcher's sampling type will be non-probability sampling and will be adopting the snowball sampling for his research. This is because he will be interviewing consumers he knows first because it can be difficult to get information from people you do not know, so it will be helpful for the researcher's to start with people and then move on to other customers he does not know. This mode of research will not threaten the external validity of my research. it is however important to note that you cannot know the relationship a customer have with a brand without knowing the customer and what kind of role the brand plays in their lives so it is for this reason the researcher will be using interviews as this can help the researcher have a deep understanding of the kind of relationship the participant have with their brands.

3.7. Research Design.

The research design is going explain how the researcher is going to go about answering the research question. The design is based on the research question. Exploratory studies will be done in this research, as it is a very important way of seeking new understanding as the researcher is seeking to understand and gain better insight into what makes consumers form relationship with brands. According to Robson (2002, p. 59) 'exploratory study is a valuable means of finding out

what is happening, to seek new insight, to ask questions and to assess phenomena in a new light'.

The researcher will be conducting interviews and using qualitative data to answer the research questions.

A theme sheet of 4 to 6 will be made and sub divided into categories. The researcher will ensure those participants are not under any pressure and that the atmosphere for the interview is relaxed so as to avoid any nervousness from participants. The Interview will be recorded to ensure the analysis and results are reliable. The interview will be achieved by interviewing 6 to 8 people who are students. It will consist of male and female participants.

The participant will be asked their life's goals, as this will help the researcher know how this influences how they relate with various brands. Secondary data will be used to compare and interpret the data collected. Further studies argue that it sharpens the capacity of the researcher (Lazarsfeld, 1972). Furthermore other researchers (Cooper and Schindler, 2011) also argue that it is not enough to rely on primary data alone. The secondary data will enable researcher to benefit from previous research.

3.8. Data Collection

According to (Kahn and Cannel, 1957) interview is a purposeful discussion between two people. The researcher will be conducting interviews with participant in other to understand and have more insight on the consumer brand experience. This will enable the researcher to get more insight on answers given by participant that are not very clear.

Another rational for this interpretive epistemology is that it will enable the researcher to get a deeper understanding of brand meaning based on the responses of my Interviewees.

The researcher will ensure that interview is recorded in a digital device with the consent of the participants. The type of interview used to

conduct my research is the telephone interview. The researcher will be collecting a minimum of 8 hour of qualitative data for his research. The researcher will be interview 6 to 9 people both male and female who are students.

3.9. Sampling

The participants of this study were 9 students between the age of 18-35 who are undergraduates and Masters students. These participants used brands and had knowledge of brands. These participants resided in England, Scotland, US and Canada. They were all students of different Universities in England, Scotland, United States and Canada. 3 of the participants are currently full-time undergraduates students and 5 of them are currently postgraduate students and 1 of the student had completed his undergraduate studies. All participants are single and not married.

The interview with the 9 participants was a telephone interview as I used snowball sampling for my respondent. It was also recorded with their consent for validity and reliability.

3.10. Data Analysis and Interpretation

There are various ways scholars analyse and interpret qualitative data, some include Content analysis, Analysis of narrative structures, Ethnography and Ethnomethodology. The approach that will be used by the researcher to analyse and interpret his data will be the thematic content analysis. The researcher will be using partly inductive and deductive approach in analyzing and interpreting his data because he will be comparing data with similar research work to compare results. The researcher will be using the inductive approach because he will

analyse the data will by using the data to determine the structure of analysis. The researcher will analyse transcripts of the data that will be collected from respondents and will then go on to identify themes within the data gathered from the transcripts. The researcher will be making sense of the data he collects from the participants.

The researcher will be managing the data by hand, the stages the researcher will use for the analysing and interpreting the data will be by first identifying the themes and categories that will emerge from the data; What this means is the researcher will seeking to find out and identify themes in the interview transcripts, and will attempt to verify, confirm and qualify them by searching through the data. The researcher will be repeating the process to discover more themes and categories.

To be able to achieve the above, the interview will be transcribed into text word for word by the researcher, after this researcher will be reading each transcript and making margin of words and phrases that summarizes what is been said in the text. This phase is called open coding, the purpose of this phase is to summarize statements of respondents that are have been written in the transcript.

The second stage of the analysis of interpretation of the data collected by the researcher will be collect all the words and phrases been said in the interview into a clean set of pages. This will help to identify duplications in words and phrases, which could then be easily crossed out. This will ensure that the initial categories in the first stage are reduced.

After this stage has been completed, the researcher will go on to look for overlaps and similarities in the categories. Analytic and theoretical ideas developed during the research will help redefine and regroup the categories together. This will be the final category system that the researcher will use to divide all the interviews into.

The next stage of this process will be to allocate categories with different colours and the data identified from the transcript that fit a

particular category will be allocated the same colour with its category accordingly

Finally all the data are allocated colours according to their categories accordingly and are organized in different sections, which are then pasted in a new page. These categories are then labeled. The purpose of this stage is to enable the researcher to organize the data set into a folder. It is with this folder the researcher intends to write up his findings.

3.11. Trustworthiness and Reliability

The analysis of a qualitative data involves the interpretation of the findings. Validity is another word of truth (Silverman, 2007)

As (Hammersley, 1990 p. 57) argues that 'validity is interpreted as the extent to which an account accurately represents the social phenomena to which it refers'. (Silverman, 2000) recommended four ways of critically thinking about qualitative analysis in other to achieve validity. They include; the refutable principle, the constant comparative method, the comprehensive data treatment, deviant-case analysis and the use of appropriate tabulation.

For the purpose of my research the researcher will be using the constant comparative method. (Glaser and Stratuss, 1967) observes that constant comparative method involves simply inspecting and comparing all the data fragments that arise in a single case. Although the transcribing of the data by the researcher may be time consuming, the researcher intends to begin his analysis with small parts of the data collected from respondents. As (Peräklyä,1997 p. 206) observes that there is a 'limit that a researcher can transcribe and analyse, however a large portion of the data can be kept as a resource that is used only when the analysis has progressed that the phenomena under study has been identified'.

The researcher will be using long interview method for this research, which he will be interviewing 6 to 8 participants. The interview will be recorded and well documented in other to demonstrate that the categories in the research have been used consistently. The smaller data will be open to repeated inspection and will be applied to every single piece of relevant data the researcher will collect. This will lead to a generalizable outcome that is valid in every bit. As (Mehan, 1979 p. 21) puts it, 'the result is an integrated model that comprehensively describe a specific phenomena'.

(Hammersley, 1992 p. 67) defines 'Reliability as the degree of consistency with which the instances are assigned to the same category by different observers or the same observers on the different occasion.

The data will be reliable because the interview will be digitally recorded. The interviewer intends to transcribe trivial pauses and overlaps that were made to during the discussion in the interview to avoid the data been weakened by not avoiding those crucial gaps

The respondent will be interview in a conducive and well- relaxed environment to avoid distortion of data. The researcher will pay attention how participant monitors each others talks, because paying attention to this details can help the researcher make judgement that are more convincingly valid.

(Kirk and Miller, 1986 p. 72) argues that 'qualitative researchers can no longer afford to beg the issue of reliability. While the forte of field research will lie in its capability to sort out the validity of propositions, the results will reasonable go ignored. For result to be reliable calculated, it necessary and binding on the scientific investigator to document his or her procedure'

The conclusion of this research will be critically analysed and carefully interpreted so as to ensure that result is not biased at the end of the analysis.

3.12.   Limitations

The transcription of the interviews was time consuming and not being able to do face to face interview because of students been unavailable in the University because of the summer break. Doing the telephone interview I was not able to see the body language of my participant physically.

Chapter 4: Data Analysis

The researcher examined the different types of relationships consumers tend to form with their brands. The researcher developed the following theme based on his interview with his participant;

4.1. Theme 1: Exchange relationship

(Clark and Mills, 1993) suggests that individuals who expect to receive benefits in exchange to the benefit they have given to their relationship partner are governed by this norm. Some Consumers expect to get value for money when they purchase certain brands, some my participants may be categorized as having an exchange relationship with the brands. These were some of their responses;

Ojonimi: "I go for Yamaha brands because of higher quality"
Esther: " Mac lasts longer and it costs $20"
Bolaji: "They have quality shoes and they have good prices"

It can be suggested from the responses these consumers anticipate something in return when they purchase brands and this explains the type of exchange relationship they have with the brand. As (Hinde, 1995) argues that relationship involves reciprocal exchange. This implies that the relationship these consumers may form with the brand can be as a result of the benefit (quality or affordable price) they derive from the brand, which explain why they form this kind of relationship with the brand. The consumer's expectation, which is quality he expects to get from the brand, is exchanged for affordable price, which may form the way he relates with the brand. (Thomas,

MacInnis, and Park, 2005) suggested that consumer's willingness to pay a price premium is affected by the emotional attachment they share with a particular brand.

 Furthermore consumers, who may be price sensitive and quality sensitive customer, may relate differently with the brand. While consumers who are not sensitive to price and quality may be willing to pay for product because they feel is value for money, while consumers who are price and quality sensitive consumers may be willingly to pay for brands they purchase at any price not minding the value they derive form the product.

(Fournier, 1998) argues that consumers who perceive the relationship they have with the brand as strong exhibits tolerance and forgiveness when their expectation are not met but still expects the brand to engage in reliably fair and equitable exchanges a majority of time. This implies that consumers that may have strong exchange relationship with brands they may or may not tolerate brands that do not meet their expectations. However they may also be expecting compensation from the brand if the brand fails to meet their expectation like in form of a discount or some form of reward.

Consumers with exchange relationship may begin form this relationship first by using quality and price as a standard for establishing this relationship with the brand. This implies that consumers with higher quality expectation may have a positive exchange relationship when their expectations are been met and also consumers who care about price and quality may also have a negative exchange relationship with the brand.

According to (Trevelen, 1987; Wilson, Dant, and Han, 1990) these exchanges can result in lower costs, improved quality, enhanced performance, and greater levels of customer satisfaction. For consumers, exchange relationships can enable a firm to better understand customer needs and offer customized offerings through

emphasis on consumer loyalty. However, the nature of customer retention strategies employed to obtain the allegiance of consumers can also limit consumers' choice alternatives through constraining their ability to engage in other exchange relationships (Bagozzi, 1995; Peterson, 1995; Sheth and Parvatiyar, 1995).

4.2. Theme 2: Consistent Relationship

The context here is consumers form this relationship with the brand based on the consistency of the brand in constantly satisfying their needs. Cialdin et al. (1995, p. 325) defines Individual preference for consistency as a 'measure of the tendency to respond to incoming stimuli in a way that integrates those stimuli with existing variables'. Also (Aaker, 1996) argues those brands that have been in existence for a long period are perceived as consistent since consumers are used to seeing them. Some of my respondents were characterized with having consistent relationship with brand based on the following responses;

Blessing: "I have not had any problem with this brand and I would recommend it to family".
Seun: "I have used the brand for years and it does not wear out".
Bolaji: the suede, they are really good, it takes a really long time before you see damages"
Michael: " it has been consistently satisfying in terms of taste, it has always been the same taste it's been consistently satisfying".

It can be suggested that the satisfaction derived from the brand leads consistent relationship consumers share with the brand. (Engel et al.,

1990 p. 481) defines brand satisfaction as 'the outcome of the subjective evaluation that the chosen alternative (the brand) meets or exceeds the expectation'. This implies that the brand performance and the consumer expectation prior to satisfaction are linked. Individuals may tend to form this relationship based on the number of times and how constantly the brand has satisfied their needs. This explains the relationship consumer's share with the brands in terms of the satisfaction they derive from the brand and how this needs are constantly met by the brand. This relationship may also be determined by the number of times consumers use the brand and the daily experience they have with the brand may determine if they will continue or discontinue with the brand. This may also vary brand from brands to brands it may depend on the level of satisfaction the consumer are seeking to derive from the product or service. According to the brand strategy insider blog, 'Consistency is the rule of the game...the more consistent the brand is across all customer touch points and over time, the more the brand will make a firm impression'. It can be suggested that Consumers that experience consistent relationship with brand may eventually become loyal to the brand. It can be argued that this relationship may come to an end if the brand fails to be consistent in meeting the daily needs of the consumers and consumers can no longer tolerate or forgive the brand for its broken promise. (Aaker, Fournier, and Brasel 2004) studies shown that the quality of the brand relationship the consumer have with the brand has a significant effect of how willingly the consumer is willingly to forgive any mistake made by the brand. It can be suggested that consumers who form and share consistent relationship with the consumer may be consumers who have been using the brand for a long time and as this may influence the longevity of this relationship.

A consumer who shares consistent relationship with the brand may always have high expectation of the brand because he or she is used to the brand constantly meeting their needs. This may vary from time

to time as it depends on how satisfied the consumer may be every time he or she uses the product. This kind of relationship may pattern the way consumer relates the brands. It can be suggested that consumers who have high level of consistent relationship with the brand may become brand advocate of the brand and consumers with low level consistent relationship may not be so much concerned on the brand always satisfying them.

Thus, consistency in the execution of the brand reduces information processing and helps to establish brand credibility (Lee et al., 2007). This implies that brands that are consistently satisfying their consumers tend to establish a good reputation for themselves and may be perceive by their consumers as credible.   It is also important to note that consumers with consistent relationship may be have sufficient knowledge of the brand and be more aware of the current trends that are happening around the brand and also the brand recognition may increase the way the consumer is involved with the brand. This may lead to the consumer generating a newer meaning to the brand.

Furthermore consumers who share consistent relationship with the brand may reduce the consumer uncertainty and increase the brand loyalty and repeat purchase of the consumer. This is because consumers do not have think before they get product in which they share a consistent relationship with, as they already know what they want from the brand. The challenge of this is if the brand is not available for the consumer to purchase, the may leave the consumer in a state that may make the consumer to begin to seek for alternatives product that will satisfy his or her needs.

Consistent relationship will also reduce the cognitive tension in the knowledge structure of the brand. This implies that consumers who form share consistent relationship the brand may not find the brand difficult to use and they are daily relating with the brand. This may

lead to the consumer developing and learning new knowledge about the brand as they constantly relate with the brand over time. This can also save the consumer time when seeking to purchase a brand.

4.3. Theme 3: Love Relationship

Ahuvia (1993) argues 'that when a brand is of high and desired level of unification with the consumer's sense of self, consumers feel love for the brand'. The loved brand may be said to be irreplaceable because of the relationship the consumer has with the brand and because of the emotion the consumer attach to the brand. The participants of this research gave this response regarding their love for the brand;

Esther: I love the brand because it makes thing easy"

Binta: I love the brand because it expresses your personality "

Seun: I love Zara because it is unique, strong and makes me feel good"

It can be suggested that the love consumer's feel for the brand may vary from brand to brand. (Fournier, 1998) identified Love and passion as one of the relationship consumer's share with brands. Consumers may feel this love for the brand because of the characteristics of the product or because of what the brand does for them. They may develop this love relationship as time goes on because good feedback they get from colleagues and friends whenever they use the brand. They may develop this love relationship because of how they look when they use this brand or wear the brand. This may lead into them into a deeper love relationship of the brand because of pleasure they derive from relating with the brand. It can also be suggested that because of the love relationship they share with the brand, when they are without the brand at any point in time, the consumer may feel deprived and may miss the brand. (Shimp and Madden, 1988, p. 63) argues that as 'consumers interacts and form relationships with

objects and brands they develop feelings, which range from antipathy, to slight fondness, all the way to what would, in person-persons relations, amount to love'. The love here refers to the consumer extreme enthusiasm towards the brand. Another reason why the consumer may form this love relationship with the brand may be because it brings out the beauty in the consumers and this help the individual feel good about their personality. This love relationship may be temporary or permanent. (Lazarus, 1991) suggest that love is regarded as an emotion and is a momentary state that can also be change over time and take different forms. The love relationship that these consumers share with the brand may be because of how it makes them feel presently using the brand, this may change if consumers feel tired of using the brand or on the other hand the consumers may outgrow the love he or she has for the brand.

The intensity of the love relationship consumer's share with their brands may vary from consumer to consumers. (Albert et al., 2008) distinguish different forms of relationship using brand love concepts.

Some consumers may have love relationship with brands because of the status the brand gives to them because they base this love relationship on the comments they get from people who see them using the brands. This may mean they love the brand because of social status. Consumers who have strong love relationship with brands may be willingly to do anything in their power to maintain the relationship they share with the brand. (Fournier, 1998) argues that consumers develop and maintain strong relationship wit the brands. This implies that consumer may begin to share a love relationship with brand because of the passion he or she has for the brand. Furthermore consumers may develop love relationship because of their first impression consumer they had with using the brand, this may come in the form of the design of the brand and well it fits the consumers, the relationship may be result in the consumer declaration of his love for the brand.

4.4. Theme 4: Trust relationship

This may be a perquisite for the consumer before they can begin express their love for the brand. In the consumer brand relationship context trust may be seen as honesty, reliability, honesty and altruism that consumers attribute to the brands (Hess, 1995).   This trust relationship can help to explain consumers what makes consumer to form this type of relationship and help give an insight as to how they relate with the brands

Participants were asked about brand trust and these were their responses;

Assam: "I trust the brand because they have done well over the years and their approach from day 1 has been constant. I trust them mainly because we share the same vision"

Blessing: "I trust it because I feel good about what I buy and I have bought the product couple of times which have lasted very long"

Bolaji " I have been a customer for a long time for like 2 to 3 year and I have worn shoes on two different occasions to areas I could really damage the shoes but it is still good".

Seun " I trust Zara because it is unique, durable and long-lasting"

Binta "I trust them because since I bought them I have not any issue with them"

Dupe " I trust Samsung because whenever there is an issue with it, they are always willingly to and I have not really had a major issue with it.

Esther " I trust because I feel it is kind of mental loyalty".

From the response of my participant, one of the characteristics of the brand that make them form a trust relationship with the brand is the reliability of the brand. This may mean that the dependability of the brand while the consumer use it in their daily life and how it is

constantly reliable overtime the brand may influence this trust relationship. It can be that because they know they have no issues with the brand at the moment that is why the relationship is still thriving. Consumers who have decided to trust the brand because of the sincerity of the brand in fulfilling its brand promise to the consumer may be consumers who care more about the value behind the brand and not the brand itself. In inter-personal relationship between people, where there is lack of sincerity this tend to break the trust and credibility they share with others, so also if brands fail to be sincere to the customers by not performing what the brand says it will do, this can lead to a broken trust relationship between the brand and the consumers.

 Brand trust may lead the consumers to sharing more information about them selves with the brand, which may lead to a more deeper trust relationship with the brand. (Butler,1991) proposed that promise fulfillment affects trust and that consumers tend to trust brands they have used that satisfied them. This implies that the level of satisfaction consumer derives from the brand may directly determine the level of trust relationship the consumers may share with the brand. (Fournier 1998; Chaudhuri and Hilbrook, 2001) have all laid emphasis on the need of brand trust being a key determinant for loyalty. (O'Shaughnessy 1992) suggests that 'trust is the willingness to act without calculating the cost and benefit'. This may mean that once the consumers have developed trust for a brand, they may go on to freely purchase the brand without any fear or risk of brand failure because at this point the trust relationship they may not care about the price the brand cost as they may be sure they are going to very satisfied using and relating with the brand. Consumers may be willing to share private information of themselves to the brand without care so much as to whether it is going to be harmful to be them or not in the future.

 Consumers may also develop and form trust relationship with brands and these relationships may be are largely influenced by the features

of the brand like the product design, the style and uniqueness of the product.

4.5. Theme 5: Situational Relationship

In brand relationship context this refers to the consumer's experience with the brand in situation and the way they relate with the brand different circumstances.

According to (Belk, 1974, p. 156) 'a situation constitutes a point in time and space "outside the basic tendencies and characteristics of the individual and beyond the characteristics of the stimulus object'.

(Schimitt, 1999, p. 57) proposes that 'Experience provides sensory, emotional, cognitive, behavioural and relational values that replaces the functional values'. This implies that consumers seek to derive pleasure from the brand other than the functional benefits the brand provides. Consumers respond differently to brands in various situations

Participants shared their experience with the brand this was used to explain the situation relationship they share with the brands.

Assam: I feel confident and I feel I am in vogue as well using the brand"
Ojonimi: " it is a Joy to have this brand"
Blessing: " I feel good about the brand"
Esther: I think every time I use the brand that I am getting the best and this a standard".
Binta: I feel so happy using the brand".
Seun: "I feel so fulfilled using the brand"

Dupe: There is a kind of satisfaction I derive whenever I use the brand".

(Brakus et al., 2009, p. 53) defined 'Brand experience as a subjective, internal consumer responses (feelings, sensations and cognitions) and behavioural responses evoked by brand related stimuli that are part of a brand's design and identity, packaging and communications and environment'. This may mean that the consumer's feelings may influence the way they perceive the brands before and after experience the brand. Consumers responses seem to suggest they had positive experiences with the brands they used and this positive experience may be based the design of the product, customer service of the brand and the way the consumer felt after using the brand. Consumers tend to share their experience with other friends or family when they are excited about brands they feel good about. (Hirschman, 1982, p. 132) also suggested that 'consumers are looking for fantasies, feelings and fun through consumption'. This implies that consumers in situational relationship may vary from time to time as the way the way the consumer feels may largely influence the direction of the relationship with the brand..

 This situational relationship formed by these consumers are based on their personal experience and can be temporary in nature because these relationship can change because of the consumers experiences with the brand at different occasion which vary from time to time. The responses from the participant suggest that they form this relationship based on how they feel at a particular point in time. A consumer expressing the way they feel about the brand in a positive way may be because of something they may have just happened to the consumer during a specific situation, which may lead to consumer developing this a situational relationship with the brand. According to (Belk, 1974), 'situations may be defined as those factors particular to a time and place of observation, which have demonstrable and systematic effects on behavior'. Consumers evaluate brands on the situation

(Vazguez et al, 2002). This suggests that consumer's behaviour can be predicted as a result of some situational factors. Furthermore the situational relationship formed by the consumer may also be based what is motivates the consumer regarding the brand. (Yang et al., 2002) suggests that consumers choose a brand based on different situation. This implies that consumers in different environment may choose a brand depend on what motivates their choice.

4.6. Theme 6: Brand Customization

Consumers seem to be much more have closer relationships with the brand when they involved in the creation of the products. Ballantyne, Williams, and Aitken, (2011) define 'Co-creation as the involvement of consumers in the creation or delivery of product or services'. Studies by several scholars have shown that there is a link between the customer and the marketer and this link is realized in the process of personalizing the brand (Petrison et al., 1997; Peppers and Rogers, 1997; Godin, 1999). There are also arguments that the Interaction between marketer and customer are an expression of this connection (Godin, 1999; Pine and Gilmore, 1999; Wind and Rangaswamy, 2001; Peltier et al., 2003)

The participants of my research were asked about asked to discuss how brand customization will influence their relationship with the brand. These were the following responses;

Assam: "Personalization the brand will increase commitment and relationship to the brand"

Ojonimi: " It will make feel like I am part of the brand"

Blessing: " To have the brand personalized to me will definitely improve my relationship with the brand, because at that point I will begin to feel attached to the brand and I will have a closer relationship with the brand."

Esther: " If the brand tailors the brand to my own personal desire that will be great and it will bring me closer to the brand".

Binta: "Personalization will make create a relationship with the product because it makes me express myself".

Seun: "I love to customize my stuff, I would enjoy the benefit of customization".

Dupe: "Personalization will bring me closest to the brand".

Bolaji" For sure I want to be the only one who owns their stuffs and so it will definitely enhance my relationship with the brand."

Michael: "it will make me feel like my opinion matters so it will give a different feeling and it would bring me closer to the brand".

It can be implied from my participant's responses above, It can be suggested that brand customization will bring them closer to the brand and enhance the relationship they already have with the brand. This customization may also lead to the consumers developing a special feeling for the brand because the brand is personalized to them. This kind of feeling could increase the commitment the consumer has with the brand if he or she did not have any commitment to the brand. The consumer will also feel special for being treated in a particular way different from other customers. The consumer may start to frequently use the brand consistently and may begin to miss the brand whenever they do not have the brand with them. The brand customization may also deepen the relationship the consumer share with the brand, this can happen by the brand allowing the consumers to design the kind of product they want for themselves and this kind of closeness shared with the brand may make consumers to begin spreading the word about the brand and being a brand advocate for the brand. It can be suggested that people who love freedom of choice may be the beneficiary of this kind of relationship, and so allowing consumers to make their own choices as to how a brand they want could look like may make more engaging with the brand and this can make consumer more attached to the brand.

Brand customization can also make the consumer to begin to see himself in a different way. The consumer may begin to develop confidence with using the brand and may also improve the consumer's self-esteem. Meaningful relationships can change self- concept through expansion into new domains (Aron and Aron, 1996) or reinforce self-concept through mechanisms of self-worth and self-esteem (Aron, Paris, and Aron, 1995).

 Furthermore brands providing customization options, allow consumers to become loyal to the brand. It can be suggested from Brand personalization can lead to the consumer being more intimate with the brand. Brand customization may also bring out the creativity of the consumers, which will benefit the company in because it may lock the consumer in and leaving the consumer with no reason to switch brand

Chapter 5: Conclusion

Consumer brand relationship has been extensively research by different scholars. (Ahuvia and Aaron, 1993; Blackston, 1993; Aaker, 1997; Lehmann, 1996)

The Studies shows that consumer form different relationship with brands, which include Exchange relationship, Love relationship, Consistent relationship, Situational relationship, trust relationship and brand customization with the brand.

Exchange has long been described as the core theoretical foundation underlying marketing (Alderson, 1957; Bagozzi, 1979; Houston and Gassenheimer, 1987; Hunt, 1983; Kotler, 1972). The study shows that Consumers form the exchange relationships with the brands not only because of the functional benefit they derive from the brand, but also based on the consistently of the brand in constantly meeting the expectation. It can be suggested that it may be important for managers to understand who their consumers are and what they value so as to ensure that this consumers are maintained and continually patronizing the brand.

(Rousseau et al. p.395) define trust as a 'psychological state comprising the intention to accept vulnerability based on positive expectations of the intentions or behaviors of another'. Brand trust offers an important component of successful marketing relationships

(Garbarino and Johnson, 1999). In a consumer-brand relationship context, trust reflects assumptions about reliability, honesty and altruism that consumers attribute to brands (Hess, 1995). Consumers seem to have a trusted relationship with the brand because they do not encounter any difficulty when using the brand and the based on the durability of the brand. Marketers may need to ensure that they are continually sincere to the consumers and provide reliable product and services to the consumers so as to ensure that consumers are loyal to the brands they relate with. Furthermore they may need to ensure that consumer's data are well protected and enforce data protection laws in their companies so as to ensure that employees do not abuse consumer private information.

According to (Belk, 1974), 'situations may be defined as those factors particular to a time and place of observation, which have demonstrable and systematic effects on behavior'. The finding also shows that consumers who develop situational relationship with brand as a result of their personal experience with the brand and this kind of relationship may be temporary in nature. Managers may needs to ensure that consumers who form situational relationship are left with good memories of the brand as this may help ensure repeat purchases and brand loyalty.

The tendency to use cues such as price to judge product quality (the price-quality relation) is one of the core findings in marketing literatures (Kardes, Cronley, et al. 2004; Kardes, Posavac, and Cronley, 2004). The quality of the brand also played in major role in why the consumer forms this exchange relationship with the brands. This form is relationship is reciprocal as the consumer is seeking what is in for him or her in the relationship. Consumers in this relationship may ensure they get value for money for the brands they share this relationship with. Managers may need to ensure that their prices are not too expensive to current and potential customers to ensure these consumers do not switch to other brands that are more affordable.

Furthermore the quality of the brand may have to be constantly maintained to ensure that the standards are not lowered and the integrity of the brand is maintained

Fournier (1998) includes love as one of the core elements of consumers' relationships with brands, and (Carroll and Ahuvia, 2006; Albert, Merunka, and Valette-Florence, 2008; Ahuvia, Batra, and Bagozzi, 2009) explicitly studied brand love. The studies also shows that love relationship exist between the consumer and the brand. This is similar to studies done on brand love by (Fournier 1998; Ahuvia 2005; Albert et al., 2008). This research shows that consumer love not just the brand name but the product as it expresses their personality and helps the consumer when making brand choice. Although this interest suggests that brand love is an important marketing topic, little agreement exists as to what brand love is (Albert, Merunka, and Valette-Florence, 2008). Various definitions of brand love suggest that it has anywhere from 1 (Carroll and Ahuvia, 2006) to 11 dimensions (Albert, Merunka, and Valette-Florence, 2008). It can be suggested that managers should not take the love consumers have for the brand for granted and must ensure they appreciate the consumers daily by providing offers that may stimulate the consumers and by providing product that are innovative and more user-friendly.

Personalization can create benefits for the customer. These are a better preference match, better products, better service, better communication and better experience (Pepperset al., 1999; Godin, 1999; Hanson, 2000; Allen et al., 2001; Kramer,2001; Wind and Rangaswamy, 2001; Coner, 2003; Fioreet al., 2004; Murthi and Sarkar, 2003; Roberts, 2003; Pittaet al., 2004; Polito and Watson,2004; Prahalad and Ramaswamy, 2004). The study shows also that Brand customization brings the consumer closer to the brand and it makes the consumer feel more appreciate and special, which makes the consumer more attached to the brand and more committed to the brand.

Personalization also brings costs or investments to the customer. These are privacy risks, spam risks, spent time, extra fees and waiting time (Kerin, 1974; Bardaki and Whitelock, 2003, 2004; Evans,2003; Gûrauet al., 2003; Roman and Hernstein, 2004). Marketers may need to ensure that brand customization is not limited to certain consumers but Marketers may need to be more accessible to all range of customers in other get a wider variety of creativity and consumer engagement with the brand. This may also help the brand in being innovative, as allowing consumers to create what they want for themselves will help the design process to be faster and simpler. Managers may also have to ensure that their patterns that can be easily followed in the customization process, as this will help consumer to be able use the product more easily. Furthermore it can be suggested that consumers should not abuse the freedom given to them by brands as this may lead to an unhealthy relationship between the consumer and the brand. It may be therefore useful for Managers to put certain rules in place in other to maintain order and compliance so as to avoid any form of disorder in the customization process.

Chapter 6: Recommendations

The study of has shown that consumers develop different forms of relationship with different brands.

(Allen, Fournier, and Miller, 1998) have extensively examined exchange relationship in terms of cost and benefits. One of the relationships identified was Exchange relationship, It may be imperative for Managers and marketers to understand and pay attention to what the consumer put value on. These value identified can help marketer and managers to know what to provide for the consumers and so there are no assumption as to what the consumers may want. It is important to note that those brand which consumers share the exchange relationship will need to consistently improve their product and the characteristic of their product and services so as to keep the consumer always excited and expectant on what he will get from the brand the next time he purchases and uses the brand. Further research may intend to look at the other areas of an exchange relationship outside the price and quality, as this may help gain more insight to the other characterization of the exchange relationship consumers share with the brand. Future research can also be done on the exchange relationship of consumer who work in a brands they share this relationship.   Furthermore the research could look at exchange relationship where employees are promised Job security in exchange for loyalty to the brand. (Bagozzi, 1979) suggests that Exchange relationship places emphasis on the outcome, experiences and action related to transactions.

Another relationship identified in this study was situational relationship. Consumers sometimes come in contact with brands as a result of the association they keep, the places they go to and occasion at events. It will be useful for Managers to consistently ensure that the brand is always consistent at all times so when new and potential consumers have an encounter with the brand, they may have a good impression about the brand and this may propel to be a fan of the brand and this may at end profit the company. Further research may need to be done on consumers who share situational relationship with brands and how long the relationship could last for while engaging with the brand. In addition it may be useful to see how consumers in this kind of relationship transcend into other form of relationship with the brands. It may also be interesting to look at the multiple pattern of relationship consumers share with the brand. (Aaker's, 1999) study demonstrated that both personal and situational factors positively influence attitudes toward a brand, but she did not look at the interaction effects between them. (Graeff, 1997) argues that situational factor positively influences consumers attitude towards a brand.

Another relationship identified from the study is Consistent relationship. Managers need to be aware of consumers who share this form of relationship with the brand because these are consumers who are frequent users of the brand. Marketers will need to develop a strong brand strategy and implement this strategy to ensure that these categories of consumers well taken care of as this are consumers who may serve as brand advocate to potential consumers who intend to purchase the brand. Also consumers who share consistent relationship with the brand needs to be rewarded in some form like giving of loyalty points and discount reward to encourage the consumers in maintain a healthy relationship with the brand. Further research may want to critically examine how consumers who share consistent relationship with the brand relate with the brand outside the domain of the frequency of the brand.

(Shimp and Madden, 1988; Ahuvia, 1993, Fournier, 1998) has extensively examined the Love relationship consumer share with the brand and the feeling the show towards different brands. Marketer needs to pay close attention to the how consumers who love their brands responds to issues pertaining to the brand, for example when consumers have problems with the brand, Managers need to ensure that this problem is quickly solved in other to ensure that consumers do grow weary during this process. This may make consumers always happy and ensure that the consumers remain loyal to the brand.

Further studies could be on brand customization to look at the how the relationship consumers share with the brand when they are been personalized mature overtime. It may be interesting to critically examine the life cycle of this kind of relationship. Marketers may need to always meet the expectation of consumers and ensure that they surpass their expectation and ensure they are consumers do not find the brand boring and also to avoid spam reaction. The urge to personalize is largely driven by the expected benefits of one to one marketing and customer relationship management. (Roman and Hernstein, 2004).

According to (Walter, Mueller, and Helfer, 2000) one of the most effective ways for a brand to generate customers' trust in the brand is to satisfy them through positive experiences. Managers may need to ensure that the trust consumers develop for the brands are not abused and they need to ensure that Consumers data are kept safely and not mishandled. In addition, because some consumers trust brand because of their uniquess, design, durability and quality of the brand, it will be important for marketers to pay close attention to this areas and daily improve on them as consumers taste are rapidly changing over time and as they higher expectation. Furthermore managers need to put Infrastructures in place that would ensure that the

products are not compromised and ensure that staffs have adequate training as to what the consumers are expecting in their delivery of the product and services. Marketers also need to ensure that the brand promise are consistently kept and the product functionality does what it say it will do because this will help the brand gain credibility in the mind of the consumers and may also help in drawing the consumer closer to the brand.   Further research may what to look at the pattern and level of trust consumers have with brands and this study may go on to measure the trustworthiness of a brand.

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Appendice

Interview1 with Assam

Interviewer: 'Do you use brands?'

Assam: Yes I do

Interviewer: what kind of brands do you use?

Assam: One of the main brands I enjoying using is for IT devices and software is Google.

Interviewer: 'why do you purchase this brand?'

Assam: 'One of the first reason I like Google is because most of their stuffs are affordable and free'.
 'Two they have a broader view of marketing and sales, I think one of their approach is they are constantly improving their product not just only their product but increasing it with user interest, I think they carry out research, they carry out investigation, some of them might not be very ethical like they can be monitoring your email and so on but at the end of the day, what they usually come up with so far are things which are quite specific to you which make your life more easier and

enjoyable using their devices. So it is cheap and they spend a lot of time to improve and constantly improve their product with user focus.' It is because it is mainly cross-platform so if you have a google account, or you are an android user, it is a software that can be used on several devices, the same thing, it does not have to be not tied down to one product so Samsung can use it, Microsoft Nokia phone I think use to use it,so different phone use those sort of package

Interviewer: when you use this brand, how do you feel using it?

Assam: I feel like am using a brand that is used by, to differentiate it from a lot of apple users, a lot of apple users I would say jumped on the apple wagon because it was the in-thing then but I think, what I notice with Google software users, there is that passion and connection with brand.
I feel confident because they are one of the leading companies when it comes to IT, I feel I am in Vogue as well, I am using something that is contemporary, I am not dealing with a company that has been there for 50 years, 40 years, you are talking about maybe the likes of Nokia who have sort of evolved and tried to use some few new things but its still some old baba who are pulling the streams at the end of the day, but somewhere like google you can tell that maybe the main owner may be in his 40 or late 40's and people who influence most of their products are 25year old to 35 year olds

Interviewer: Do you trust this brand?

Assam: Yes I trust the brand

Interviewer: 'Why do you trust the brand?'

'Because they have done well over the years, because they are globally recognised, I think I trust them because their approach from day one has been constant; they have never done anything free and gone behind our back to sell it. Anything that is free is free all the way, for instance Google search, but something that many people sell to people at lower price and they make it more attractive, there is no price variation, no gimmicks or tricks, they are what they are, you know if there is any company I trust the most which I should not is Google'.

Interviewer: Was there at any point where you had any suspicion about them?

Assam: Yes not too long ago, A year or so back when most of these media propaganda or gist where they come out with information about how much access Google have to your personal details, and even go as far as suggesting that they are being sold to the government, they are being monitored, is a bit scary. Even sometimes when you send an email, it is almost like what you enjoy about something is what you hate about it. Sometimes when you send an email to someone, about something personal, maybe online dating, the next thing is you get some adverts on your Google asking you to join online dating sites so sometimes you just wonder how much privacy you are having and what this world is turning into.

Interviewer: When you heard the Information about Google did it give you a second opinion about Google or you still had the trust , connection and love you had for it?

Assam: I felt a bit hurt at the end of the day being human, I think the trust was never lost or gained but my feeling must have been a little bit hurt, just that one needs to weary, it is like a form of awareness, it is just like you are in a relationship, then you find out this babe you are with maybe when she was 15years old she ran away from home and no one knows what she did that period, if she took drugs or she was just tired of life, even sometimes you feel pity although it is not the kind of situation but that kind of thing there is no much you can do, there is no chance, you still love this girl and you love are the same but you just carry on, yes back to your question I felt yes a bit worried but the trust I have for Google is like the trust I have in the police you can't change too much trust in Google.

Interviewer: If you want to rate your trust with Google from 100 when you trusted the brand and when you heard the news, how would you rate your trust right now?

Assam: Ok when it trusted the brand let's say that is 99percent. Right now at least 95percent
Interviewer: In terms of reliability did the brand meet your expectation? Before you started using google probably when you heard about the brand and all that and when you started using it in terms of their reliability what do you think about them? What have been your expectation since you started trusting the brand?

Assam: As far as I know they have been, I have necessarily been monitoring them but in terms of providing their services and been consistent with meeting customers needs which is the basic needs, I'll say 95 Percent

Interviewer: why do you trust the brand?

Assam: the reason why I trust the brand is a combination of concept but one of them is mainly because we share the same vision, you know for instance a good example is YouTube if you want to narrow it down, the idea of creating a platform which is almost free in many circumstances which leads to so many portals, web portals and allows people to express themselves and send it out, allow people who have never experience certain things go on there and on the same level, to cut the story short, I think I have shared vision with them, maybe trust. Performance wise I can't say they have been 100percent perfect because I have not been monitoring them but I am just going to say 95percent but its more shared belief and vision I think I have with Google.

Interviewer: Do you think you have a strong relationship with them based on what you have said and what kind of relationship do you have with Google?

Assam: I think its very strong and scary, because thinking about it, you don't really think about it until you are asked this kind of questions, which is quite nice, yes I think I share a genuine strong relationship with them, I think I remember times when a while ago, the company I'll like to ideally want to work for, even if it is something that is close to a voluntary work would be Google just to support that vision because they change a lot of things, I think it is a deep relationship.

Interviewer: what is your life ambition and life goal ?
Assam: Right one it is a combination of things, one of them is to serve human kind, but academic and career goal wise is to become a business manager that maximises profit or improve businesses with the use of IT and technology.

Interviewer: Do you feel satisfied whenever you use google and what does satisfaction mean to you?

Assam: Satisfaction to me is a point where you can't attain, I think human satisfaction is very high, because its very easy to over talk satisfaction for example if you have a delicious pot of soup, and you have a few spoons, you want some more, but for you to get to the point where you have had enough of this delicious soup, and you can still carry on with your day's thinking, working and exercise or not, its either you want too much because it is too delicious or you don't eat enough and you want more and so it's a hard one, in terms of Google, my definition of satisfaction is when you reach a point where you have that equilibrium of you maximize what you want to do and get done with time involved and maybe cost and everyone is happy so with Google I think I feel quite satisfied to a certain degree, out of 10 I'll say 8 because there is still, they release new product and with every new product the release, they probably need to link previous product to apps which they are doing at a slower pace and the technology is an on-going game, it's not like medicine where this tablet does a-z and then anything you want else will be in tablet b, you know what I mean, so with IT, there is no finished product, it's always this website does this, oh we need it to this, then they go back again and they add some new features and they keep adding so, 80 percent in terms of satisfaction in meeting my daily needs.

Interviewer: How would you rate the quality of Google to you and do you feel Google is a quality brand and how will you describe the quality based on how it has met your need?

Assam: I would say quality wise, I think I give them 95 percent, I think apple is an 100 percent in quality, I give google 95 percent because as far as I know most of what they have created have been focus on what people actually want. For Apple what I see, the is an assumption of

what people want, because this thing is nice and pouch, we need a crystal, clear camera which is good because that is what many people want but I think android have left room for users to create what they want, to have their own input and so I give it 95 percent.

Interviewer: In terms of the quality can you say something specific in terms of the speed, performance, what exactly is the quality for you for Google?

Assam: For me its, let me see if I can give an example, let me use an app, one of the things I noticed about Google is they have gone out of their way to simplify most of their applications and website, so what I mean by that is they give you an app, and if you have used Google app before, you should be able to use all other Google app, one button here, click on this button, it has 5 things you want to do well described and you just start clicking on buttons and going until you get what you want, which I find quite easy, and I think they were want of the first, to provide that service.
Another thing is the Google Map which came up quite early, back then, it came up with a map which gives you the name of streets, location, put your GPS point and it will direct you, so to me that was very impressive, so one f the areas that wins my heart is the fact that it's very precise and concise, they go straight to the, they cut off all the protocols and they give you what you want straight up what you want.

Interviewer: Are you committed to this brand?

Assam: Yes I want to believe so.

Interviewer: **Can you explain what you mean by your commitment to the brand?**

Assam: **My commitment to the brand is in my own words commitment to the brands is I have a combination of Google linked products so all the product I use from mobile phones devices to even my web browser on your laptop are Google all the way and I recommend Google to people, I speak about Google to people with passion, other than that I have not been to any Google seminar or done anything special with Google or call Google which I hope to get an opportunity some day but Google is brand, I think even believing in Google is a form of commitment, I think I have gone an extra steps by investing in their product and not just enjoying the customer benefits of the Product.**

Interviewer: **So you have a Relationship with the brand?**

Assam: **Yes**

Interviewer: **How do you relate with the brand and what kind of bond do you have in terms of the relationship with the brand?**

Assam: **One way one could say I have related with the brand is giving user feedback on their rating, you know when I use an application, sometimes I have taken the time to leave some feedback to make some suggestions on areas they could improve and I think that is the most of connection I have actually had with Google. I think that it is the most deepest and direct connection I have had with Google.**

Interviewer: **How Comfortable are you using the brand and how do you feel using Google?**

Assam: I feel quite comfortable because I have not had any major disruption since day 1, I feel sometimes, if there were easier ways to migrate from brand to brand it would be moving as much as possible, like my yahoo email I have had for so many years and so many people know it, migrating everything over including the emails and contents as well. The Moment that technology or merger happens, you can move between emails to emails, with all your content, that will be the first, I will be one of the first to attempt to move straight to Google. Yes I am very comfortable with them.

Interviewer: Regarding Co-creation, the brand engaging with you, if this brand Google begin to engage you with its brand how will it improve your relationship with it?

Assam: I think they are already doing this, but to take it a step further because everything can be improved, maybe they have me specific stuffs out there, but I think it will go a long way for me because I think that is the next big area in IT, having a combination of tools that would let an individual customize what they want to suit them, and its always there, they don't have to do it every day, I think it will definitely increase the relationship and commitment to the brand.

Interviewer: Will it bring you closer to the brand or make you will run away from the brand?

Assam: No it will much closer, it will be a much more closer.

Interviewer: Are you Loyal to the Brand?

Assam: I want to believe so, I won't say 100percent loyal but to a certain degree all my product are on their platform, for instance IT

wise, somehow they get some loyalty from Samsung because I download, am using their OS, using their browser

Interviewer: what is motivating your loyalty to the brand?

Assam: the main thing is that belief because we share the same common vision, connecting people, so basically sharing experience, connecting people with minimal structure or investment on ground, you can have an old laptop, all you need to do is to attach a camera and the next thing is you have a 100 videos on you tube, that is already a university already going, you connect it to a website, people can start paying you to access curriculum so basically that belief is what motivates.

Interview 2 with Ojonimi

Interviewer: **Do you use brands?**

Ojonimi: **Yes I use brands**

Interviewer: **what kind of brand?**
Ojonimi: **Most times I don't really choose brand based on their names, I choose based on their quality.**

Interviewer: **which brand do you like?**
Ojonimi: **It depends on thing, let's say musical equipment, we have Yamaha, Prores, Beringher, but I will go for let's say Yamaha because Yamaha is of a higher quality and it is easier to use.**

Interviewer: Do you trust this brand?
Ojonimi: Yes I trust it

Interviewer: Why do you trust this brand?
Ojonimi: Before I get any brand most times, there is always influence from people, and before I accept to get a brand I hear from people I always do a lot of review, customer reviews to find out what people that have used such product before have experienced

Interviewer: you say you purchase the brand because of quality, was there any point where you suspected the brand as been unethical? Has it ever disappointed you(Yamaha)?

Ojonimi: Yes it has disappointed me.

Interviewer: Tell me about it

Ojonimi: that was just a keyboard that had no issue, it did not function again which was due to manufacturer's error which was returned, a brand new keyboard refusing to work.

Interviewer: Did this experience change your expectation you heard about Yamaha and did it give you a different opinion about the brand.

Ojonimi: It did not, I just felt that was one of many mistakes that could occur with products.

Interviewer: what kind of relationship do you have with this brand?

Ojonimi: it is a positive relationship and strong based on the fact that most of the items I need these days are on the Yamaha product and Yamaha has already done a lot to improve their product so that the product are up to date and the standard are high. So due to that, and it is always very easy to operate, that is one thing I like with it compared to others.

Interviewer: In terms of reliability, performance how would rate this brand?

Ojonimi: Lets say over 10, I could give them 9 for the performance of the keyboard, mixer and most of the product I own , I could give them a 9, because I won't give them a 10 or 9.5 because there are some things that I want but I cannot find them, or I cannot get them due to the cost of the product. they have lots of products for what I can use at anytime , it depends on my money and what I have been using so far I give them a 9.

Interviewer: Are these Yamaha brand expensive brands?

Ojonimi: they are very expensive, to get the quality one they are quite expensive, but the thing with them is they have different grades, you can get the very cheap ones but you will not really get that much out of it, but to get the minimum requirement from your keyboard, you need a Proper Keyboard.

Interviewer: when you purchased Yamaha for the First time what was your experience after you purchased the brand?

Ojonimi: it is was strange then,

Interviewer: What do you mean by strange?

Ojonimi: I had no understanding about it, it was much more complex compared to what I used previously and all the complexity became easier as years rolled by.

Interviewer: How did you feel for the First time using Yamaha? What was the feeling like for you?

Ojonimi: the first feeling was like, "wow", even seeing the keyboard first was more like wow, a shock because the brand musically is highly professional and it was more like a thing of Joy to have it, the issue I had with it was how to operate it at the initial stage was a problem, sometimes I had to study the manual, stuffs like that, in details, the minimum standard.

Interviewer: When you purchased this brand did it meet your expectation and how did it meet your expectation?

Ojonimi: For the Keyboard, we have a lot of voicing and the keyboard gives you the ability to split your sounds, your frequency to high, mid and low so I could be playing the keyboard and its going to bring out 3 different things effortlessly something like that, so I can be playing

alone as a single person on the keyboard as a and it will bring out 3 combination or more depending on what I want.

Interviewer: Would you Purchase this brand and why?

Ojonimi: At the moment the new Yamaha keyboard was just released but that one is quite expensive and I can advice anyone to purchase it, but me I won't be able to purchase it at the moment because I already have one that have similar functions. So I would advise anyone who is looking for keyboard with multiple functions to get it.

Interviewer: Regarding the complexity of the brand, How does that affect your experience with the brand?

Ojonimi: I take a lot of time trying to understand the product, most times I go online to check out how certain functions work, it was time consuming, but it is worth it for a start because nobody is an Island of knowledge, so I have some knowledge of the keyboard which maybe some people do not know about it. So if I decided to share it, I could put it online for other people to see it and learn from it.

Interviewer: How would you rate the quality of Yamaha brand?

Ojonimi: Some of their brands are rubbish, everything has to do with your standard, by my standards, some of their brands are rubbish, I have used some of the very low quality equipment Yamaha has put out for sale, I won't rate them at all and I won't advice anyone to get it, but what I am using now, 85 to 90 percent.

Interview: What is your quality experience with the brand?

Ojonimi: For quality, Clarity is one I look for when I try to purchase anything, the Clarity of that equipment, about, it is not for not private use only, the clarity, durability, the cost is important and the influence from people, you don't know about anything except someone tells you about it.

Interviewer: Will you say you are satisfied with this brand and how satisfied are you and how do you define satisfaction in your own words

Ojonimi: Fortunately for now I am satisfied, but I won't say I am comfortable with the position I find myself with those equipment, but it is satisfactory at the moment because it meets my basic needs and basic requirement I expect which is; it should be able to meet the required target I set for it, which is clarity, it has to be rugged, because we move them from time to time so that it won't get spoilt because it cost you money so that it won't get spoilt again.

Interviewer: Can you continue on your satisfaction you get from the brand?
Ojonimi: I am satisfied based on the fact that for the present now, the first target I have for acquiring such equipment the keyboard and the other Yamaha product in making them, it is one of the clearest you can get, it is one of the most rugged of the equipment you can get, those are one of the two things I look at.

Interviewer: How satisfied are you in terms of Performance?
Ojonimi: the performance has to do with the clarity, because that is one of the major performances, it has to be clear, and if it is not clear, that means it is not meeting the basic requirement that you want.

Interviewer: Are you attached to this brand and Are you committed to the brand?
Ojonimi: Not fully based on the fact that I cannot acquire all their product, I only acquire that which is necessary for specific use.

Interviewer: When you say necessary what do you mean by necessary?

Ojonimi: Necessary in the sense that, its one of the most rugged equipment you can get, it is highly proportional .

Interviewer: What do you mean by Rugged?
Ojonimi: If it accidentally drops, by defects, it has a very hard cell around it, which is mostly metal, while others you get plastic, maybe wood, ceramic; but Yamaha products most of them are metal and the keyboard and mixer I get they are usually metal because they are usually moved around frequently and if it drops

Interviewer: Do you love the brand and why?
Ojonimi: Yes I love the brand, it meets some of my needs .

Interviewer: Can you tell me some of the needs this product has met?
Ojonimi: For the keyboard it gives me access to multiple function, one of the function is that it allows me to manipulate the equipment to my own desire and taste while others just give you a fix and default format to follow but this one gives you the ability to play with things and make sure that it is what you want that you get.

Interviewer: Are you attached to this brand?
Ojonimi: Yes I am attached to certain products of the brand.

Interviewer: Why are you attached to this certain features of the brand?
Ojonimi: Well, currently they are the best you can get, I guess if something better than that comes up I might just change my loyalty.

Interviewers: Presently are they meeting all your expectation?
Ojonimi: Yes they are meeting all my expectation.

Interviewer: What kind of bonds do you have with Yamaha?

Ojonimi: it is a top brand so it is just like telling someone you drive a Ferrari, the person is going to e impressed, someone who knows music, telling the person you have a Yamaha, the person is going to be like wow and it will make you feel great.

Interview: Would you say you have a relationship with the brand?
Ojonimi: Yes to a certain extent.

Interview: What kind of relationship do you have with this brand?
Ojonimi: Apart from it been business, it is sort of mutual because we are both benefiting too.

Interviewer: How Comfortable are you using this brand?
Ojonimi: I am quite comfortable.

Interview: Can you rate and explain in details what you mean by been comfortable?
Ojonimi: I was not always comfortable from the start, but overtime due to the fact that I have mastered the product, the comfortability came as a result of me knowing what the product is all about.

Interviewer: What kind of feedback do you get from the brand?
Ojonimi: From time to time, I am asked to tell them how satisfied I am, and if there is another thing I will like them to input in future product, because as it is every year there is an upgrade in future products, so there is always a relationship, or communication sort if between the buyer and the manufacturer, for the buyer I can say this what I want, and if all of us that are purchasing such a keyboard if our suggestion or what we want is closely related, it will implemented in the next product which will be done, the upgraded version.

Interviewer: In terms of affordability how would you rate Yamaha, what is your experience in terms of Affordability

Ojonimi: it is not affordable very affordable but it is affordable if you want it, you will have to go out of your way but it very expensive

Interviewer: Can you explain what you mean by its not affordable and it is affordable?

Ojonimi: it is not affordable because not everybody can afford it and those that afford it, they just have to go out of their way to get it, for example the Keyboard is about £2500, based on the fact that the have been a relationship, we have got an account with them, we've got point that shows that these people at least they are regular customers and some percentage were taken off for us; If we were to go by the normal price of the keyboard it is about £3200, not every church or organisation will want to spend that much amount on a keyboard, knowing fully well that with £3000 pounds you can be able to get other things close to but not the same quality but you should be able to get something close to. Some other people will rather go for the cheaper one, but if you want the quality you really want, you have to go out of your way to spend that high so that is why it is not affordable but is also affordable, although it is really worth it.

Interviewer: when you buy this brand Yamaha, do you feel you lost money or it is money well spent?

Ojonimi: Yes it is worth it, it is money well spent because you are looking at the life span of the equipment you get, like the keyboard we got that did not work, we returned it and we did not have to pay anything and we got a new keyboard back but not all manufacturers do that. Yamaha they go ahead, as I explained before the rugged nature, everything is made in such a way that it is going to last a long time, before it starts to develop problems, but let's say it has a 3 year warranty, let say in that space of time, if something is wrong with it, which is not your fault, you can take it back and it will be changed. Overtime you are going to enjoy the quality, its going served its

purpose been a rugged product, so if it drops you are not going to be skied that it will be broken

Interviewers: How does engagement enhance your relationship with the brand?

Ojonimi: Positively It does because it makes me feel part of the organisation because if my opinion is valued by the organisation, then it makes me attached to it, if it specific product I comment about and ask for certain improvements, so it makes much more attached because I will feel like the I am part of this organisation. Having in mind that Yamaha has a wide range of products, I am not attached to all their products but specific product that I use, for example the Keyboard, Mixer, speaker, these are the rugged product that I am attached to and I can afford as there are some other products that are out there that are good Yamaha product that I am not attached to based on the facts that I know that other product too,you can get other products cheaper of the same quality and you still get what you want out of it.

Interviewer: Will this co-creation make you closer to the brand and why?

Ojonimi: I just feel like I am part of it that's the only reason

Interviewer: Will you say you have intimacy with the brand?

Ojonimi: Yes with the certain products, yes I do, I would not want anything to come between me and it as far as it is meeting my need at that point in time,

Interviewer: Why will you not want anything inbetween you and the brand?

Ojonimi: Because if something is meeting your needs, you won't necessarily change except you get something else that can beat that

expectation that you have and maybe if it is cheaper, then you could say lets think about it, but until then, the relationship is still very good

Interviewer: Are you loyal to this brand?

Ojonimi: Yes I am but not 100percent

Interviewer: How would you rate yourself in terms of your loyalty?

Ojonimi: 60percent

Interviewer: What other alternative brand would you prefer if not Yamaha?

Ojonimi: let's say we use lots of Microphones, I'll go for KORG, Schnizer, they are rugged and cheaper compared to Yamaha and you get the same result that the Yamaha is going to give you. So I'll rather go with the cheaper brand with higher quality.

Interviewer: What factor in a new brand will make you switch your loyalty from Yamaha?

Ojonimi: For example at the moment, the mixer we are using have a lot of control buttons, control switches and everything if I can get a product that will be able to do as much as, better than what this is doing at the moment, and would give me little or no stress to understand I'll quickly change hand for that specific product

Interviewer: What presently is motivating your loyalty to Yamaha?

Ojonimi: At the moment the certain equipment and instrument I use or want to use, they make the strongest, they make the most professional

Interviewer: DO you think co-creation is improving your relationship with the brand?

Ojonimi: it is because my view on certain things not all the time are taken to, and improve on

Interviewer: Why do you form relationship with Yamaha?
Ojonimi: it started like this: Someone mentioned it and said check it out, I was privileged to be in a place where I saw what the keyboard and the mixer was all about so I had to try extra hard to get it and every other place I've been too, I always make them know the worth of Yamaha product and that is due to what I saw at first, I was privileged to go to. Someone initially advised me that Yamaha is a good product and said certain things about but when I saw it in the physical and what it was capable of doing, I was always caught up and interested

Interviewer: Tell me when you purchased it did it meet your expectation or it blew your mind?
Ojonimi: it blew my mind, it was above expectation, it was too good to be true, for the keyboard, other keyboard gives you default, you are not allowed to express yourself how you want, but the Yamaha keyboard not h=just only allow you to express yourself how you want, it aids you in getting the best out of yourself

Interviewer: Do you get good response from the brand?
.Ojonimi: Frequently I get questionnaire from them to find out how and what I think about the product and how the present product I am using, how am I enjoying it, is there any improvement I want to be done, and there is also a assurance within the period I will get a new one as long it is not my fault.

Interviewer: Does the affordability of the product affect your loyalty the brand?
Ojonimi: Certain product, the one I need I just have to go out of my way to get it.

Interviewer: so even if it is a high brand and you need it you don't care about the price?

Ojonimi: I don't think about the price and I just get it

Interviewer: what is your life ambition and occupation?

Ojonimi: Presently I am a student, we all hope everything work well in the future, as it is now what I do now is I do a little of sound engineering and that's where the Yamaha and all those things came from.

One of my top goal is I want to be in a position where I can always influence people positively, and I will be able to have impact on whosoever have the privilege to come in contact with me, who have the privilege to hear the sound of my voice to smile and I want to make myself happy.

Interview 3 with Blessing

Interviewer: Do you use brands?

Blessing: yes I am indifferent about brands, I think if they are of good quality but even the non branded products are also of good quality so I think some of them are overpriced but I am not

Interviewer: what is your favourite brand?

Blessing: I think I like Michael kors

Interviewer: why do you purchase this brand?

Blessing: (Laughs) because they are the least expensive according to my pocket, I don't know about any other person, I think they are the least expensive and ya they have really nice products and I also love Ted bakers and I think I have way to many ted bakers around. So they are the ones I can afford and they are branded and they of really good quality aswell so I think that's why I like them and they are very accessible.

Interviewer: When you buy this brand how do you feel using it?

Blessing: I know that its gonna last like really long because let's be honest that's why they are priced that high, like I have this Michael Kor belt and clothes for a very very long time right from my

undergraduate and I still use them but there are some non-branded like just high street shops that I can't, like the materials are no longer good so I can't use them anymore so I just feel am the amount of money I am paying for whatever I am buying is worth it because I know I will be able to use it for a longer time. So I feel good about it.

Interviewer do you trust the brand?
Blessing: Yes I do

Interviewer: why do you trust the brand?
Blessing: like I said I feel good about what I buy and I have bought couple of product which has lasted very long, I have not had any issue with them so I am a loyal customer because they keep giving me good products
Interviewer: what really motivates you to purchase this brand?
Blessing: I think quality.

Interviewer: what there any point when you saw that the brand was unethical?
Blessing: no at all that I know of

Interviewer: what kind of relationship do you think you have with Michael Kor?
Blessing: well (laughs) I think I have a good relationship with the brand like I mentioned earlier I haven't had any problem so it is definitely a brand I'll go back to it, it's a brand I would recommend to people, it's a brand I'll recommend to family and friends so I don't have an issue with them, I don't have a problem with them. I think I have a very good, I wouldn't say cordial because Michael Kors brand is not a person but there is a brain behind it so yes we have a very good relationship that I would talk to other people about that I would encourage them about to buy the product.

Interviewer: So is it more like a positive relationship you have with brand?

Blessing: oh ya, very positive

Interviewer: in terms of reliability, performance and depending on the brand, how you rate yourself with this brand from 1-100

Blessing: I don't know if it is too high to give them 100,like I said I have not had any issue with them,even online, to go into the stores, ever since I started buying their products I have never had any issue with them, so I don't know if it will be too much to give them a 100 but really they are at that good, they are always on time with their delivery, amazing customer service in their stores so it's just positive remarks throughout.

Interviewer: tell me about your experience when you first purchased the brand?

Blessing: well the product met your expectation let me just put it that way basically, like the first product or good I purchased from them met my expectation, I hear about Michael Kors, I knew, I wasn't sure of how much it was or its like their clothes or purses a lot, their wallet and stuffs, I saw them online, and it looked like exactly like what I saw online when it is arrived.

Interviewer: So are they reliable? So its not that you se something online and what comes is different

Blessing:No exactly what you see Is what you get

Interviewer: Are you satisfied with the brand?

Blessing: Yes

Interviewer: can you tell me what satisfaction meant to you in terms of satisfaction with this brand?

Blessing: First of all, I think one thing that is very important to me a person is customer service, like I really can't deal with rude or poor customer service even online or you want to shop and then the website isn't functioning, that hasn't happened with Michael Kors so I think they have really really excellent customers service.

Also as I mentioned earlier, the quality of their product, is a really good quality for a decent price, in my opinion, so it's worth it to me, it's just the customer service and the quality.

Interviewer: Have you had to deal with any complexity with the brand?

Blessing: No, none

Interviewer: Apart from Michael Kor have you had complexity with any brand that you love as a favourite brand?

Blessing: let me see… I love Tedd baker and Michael Kors, I don't love any other brand, per say, so ya I haven't had to deal with complexity, I think shopping is really good for me, I never had any problem.

Interviewer: Do you think you are committed to this brand? Can you describe your commitment to this brand?

Blessing: by commitment, I don't have to shop from them all the time, but when I can, and I want to, yes I will choose Michael Kors over any other store or tedd bakers over any other stores, I will definitely choose these two stores, if I want to buy a bag, I won't go to any other store except Ted baker or Michael Kors, if that's the bag I really want.

Interviewer: What makes it stand out from other brands?

Blessing: because I think one, it is affordable, the affordability, for me that's what stands out for me, I mean Nowadays you, probably it's just really affordable and the quality, those are the two things that stands out for me.

Interviewers: DO you think you have a bond with this brand?

Blessing: Yes definitely.

Interviewer: What kind of bond?

Blessing: Ya bond that will make me go back and buy their products

Interviewer: Do you think you have an Intimate relationship with the brand?

Blessing: Intimate with a brand? is that possible? I will go for a close relationship, it depends on what you mean by close relationship, Ya I love the brand, I will always go there to shop, but its not an intimate relationship, its not a do or die, I am able to shop at other places aside Michael Kors or Ted Bakers but most times I end up in this shop because of my relationship with them, but I wouldn't say its intimate, I'll probably just use the word close.

Interviewer: Would you say it's more like an attachment you have with the brand?

Blessing: Attachment is more like intimate so I wouldn't say that just .

Interviewer: In terms of your Feedback do you get customer feedback from the brand?

Blessing: Yes I do a lot.

Interviewer: Can you give an example of one please?

Blessing: by Customer feedback you mean like Customer feedback? What do you mean by Customer Feedback?

Interviewer: Like Feedback from the company after you purchase the brand?

Blessing: Ohhhh, Yea, I mean they send mails to find out like for you to give your feedback on the product if its exactly what you wanted, and most time I end up going to the stores, service is amazing, and they make you feel comfortable, ok you are you are paying good money for their services, you are paying good money for their product, they make you feel worthy of it, so ya I do receive good feedback.

Interviewer: hmm, If Michael Kors decides to co-create, what I mean by co-create is before you buy the brand, you will have the right to tell what you like, like customizing what you what exactly, for the design of the bag, would you, if Michael Kors introduce that as a customer, do you think that would enhance your relationship with them?
Blessing: If they introduce?

Interviewer: Co-creation is you and the producer making the brand together, you telling Michael Kors for example, what you want, the kind of design you want and they are listening to you and doing what you want, so they are co-creating with Michael Kors, If they do that, will that enhance your relationship with you the brand?
Blessing: Definitely it will, to have something personalized, definitely my kind of thing, so that would definitely enhance my relationship with Michael Kors because it will make me feel, I think at that point that's is when I can start probably feeling attached to them, because I will have a closer, because I know whatever I want can be made for me and not for the masses. So if I am going to get a purse, I know that l can have my name written on the purse and or I can have it way I want with pink or some other colour and I am certain no one else will have it.

Interviewer: So are you loyal to this brand?
Blessing: I wouldn't say I am loyal to this brand. I shop there but I don't think I am loyal, that I go there all the time, every single purse I have is not Michael Kors.

Interviewer: What Factor will make you change from Michael Kors?

Blessing: First of all if they increase their price,if it gets too expensive I will, I will continue to emphasize on customers service, if they are beginning to have poor website or internet problems, I will also switch, I think honestly with me I just go for quality, I think that's what is really important to me because I am someone who keeps things for a very long time so I need to know that I will have it for awhile and not something that I will have for 2 days and it gets spoilt.

Interviewer: so you say you are not a loyal customer?

Blessing: I wouldn't say I am a loyal customer, I understand the word Loyal, which means I go there all the time, like whatever I want to get it has to be Michael Kors but No that's not the Case.

Interviewer: In terms of Loyalty, Intimacy and Engagement how would you rate your loyalty to Michael Kors

Blessing: Loyalty 6/10, cos like I mentioned just to reiterate, I don't have, everything that I own is not from Michael Kors so very faithful Loyal customer will always purchase whatever they want from a particular brand. but No that's not my case. I would not say that I am 100% loyal, Majority of my things are from Michael Kors, Ted bakers but not everything.

Interviewer: So how about for Intimacy, How would you rate your closeness to them?

Blessing: My Closeness to them will be I think 6/10. Its definitely above 5's so I'll say it's a 6. Probably in the coming years, maybe I will be spotting some product, maybe it might increase but right now I'll say it's a 6/10.

Interviewer: How about in terms of your engagement, them engaging with you? How would you rate it?

Blessing: Hmm, well they do engage a lot, they send mail, asking for feedbacks, telling about promotions and stuffs that would probably be a 7 or even higher probably give them a 7 or 7.5.

Interviewer: whats your occupation

Blessing: I am a student

Interviewer: What's your life ambition?

Blessing: Medicine so pharmacology.

Interview 4 with Esther

Interviewer: Do you use brands?
Esther: Ya I have some brand loyalty.

Interviewer: That's interesting, what kind of brand do you use?
Esther: I can only think of Make-up right now, what else.hmmm, For make-up not only but I am quite biased to Mac, they just have the perception that they are the best, I don't know why. Ya Mac, the funny thing is like not all of their product I like but like when I think of anything to buy I just think of Mac ist so I don't know.if that counts as brand loyalty or whatever.

Interviewer: So why do you purchase this brand?
Esther: well because they just the first thing that comes to mind when it comes to make-up I don't really know why, maybe its because I don't know so much about make-up, because they made a name for themselves so, I don't know.

Interviewer: How do you feel when using Mac?
Esther: I don't know how I feel, but I only think I am getting the best, so that's kind of like a standard so when I am getting something else, from like another company, I always compare to Mac.

Interviewer: DO you trust the brand?

Esther: I think that's hard to say, I think I should think of something else, for make-up I think Make-up is very individual so I mean what might work for me might not work for somebody else. I guess I would say I do.

Interviewer: Why do you trust it?

Esther: Honestly I don't know why, I just feel there is kind of mental loyalty ..laughs, its like Indomie, Noodles I wouldn't buy any Indomie not noodles.

Interviewer: What exactly makes Indomie stands out for you?

Esther: all for one, I grew up in Nigeria, and that was the only kind Noodles we used to eat so, for me that like the standard, If I see something else that don't taste like it or taste different to me, its just doesn't it, you know

Interviewer: What motivates you to purchase brands that you love?

Esther: Hmmm, the perception and thought that I am going to get best quality.

Interviewer: Ok that's it, No price, nothing

Esther: Oh well price I mean price is on the surface, it depends on the thing, like if I am buying something like tissue paper for example, if times are hard, obviously I'll buy the cheaper one, since its not that serious, but if its something that is an investment, if its something that I am not gonna buy every day, maybe just once, its like buying a camera, I will buy Cannon or Nicon, I won't go and buy Samsung, because I know I won't be buying that every day, so it depends on that too. So if it is an investment, I won't mind paying slightly or something more expensive but if its something I can buy every day, but if its something I cannot afford it today because I don't have money, maybe later if I am buying it I will buy the brand I like. Do you get?

Interviewer: ok, so was there any point when you suspected that any of the brand you love was unethical?

Esther: I haven't experienced that but I have heard the, the only thing I have heard is all these things like child labour things is cell phones and everybody uses cell phones so I don't know. No I have never experience that.

Interviewer: What kind of relationship do you think you have with your Mac for example or any kind of brand you love?

Esther: Love/ hate, for Mac I will say is love/hate because like I said some thins work and some things don't but I just keep on buying my product from them because I just feel like its supposed to work. So its like Love/Hate

Interviewer: So you have a positive and Negative relationship ?

Esther: Ya, Mostly positive.

Interviewer: so if you want rate Mac for example, how would you rate the reliability and performance?

Esther: Firstly I will rate them based on their product and I won't rate them generally because Make up has different product, because there is powder, there is kini, but again the only thing I have used for Mac is their powder, their foundation and their lipsticks, and like I don't really use that much make-up so that's all I use, I haven't use like all the other, oh ya and maybe their blush, and things like that I have used, I would rate them individually I guess. Like for example, their foundation didn't work for me but their lipstick work just fine, I really like their lipstick, its a little pricy but I mean I really like it, but I wouldn't buy a foundation from them.

Interviewe: How would you rate the reliability for Mac from 1-100

Esther: Reliability,May be I will give them a 75

Interviewer: How about their performance?

Esther: 80

Interviewer: Do you feel secured using this brand?

Esther: Ya, like I said I am buying it because I think I am going to get the best quality so ya. Or what do you mean by secure?

Interviewer: for example people buying brands for status quo

Esther: ohh Just because everyone is doing it, ohhh, hmmmm I think that depends on what you are buying, but obviously for Mac, the reason why I heard about Mac was because everyone talks about it, so I guess yea obviously peer pressure or say hear-say is what actually made me to go and buy Mac to begin with, a lot of people said it was good, so me I wanted to try it out. So ya I guess that obviously is an influence.

Interview: What was your experience after you purchased Mac for the first time? What did you feel after purchasing it? Tell me your experience please?

Esther: aaaaa, I don't know I felt like I finally owned a Mac (laughs) I don't know… and I was excited to try it out to see if it was going to the wonders and magic it obviously does for other people.

Interviewer: And Did it meet your Expectation?

Esther: Well, hmmm, the first, I actually can't remember what i got first from Mac was the foundation or lipstick but Ya.

Interviewer: How did it meet your expectation?

Esther: Well, it was pause… It was..like it did the job, it was nice, I don't know, like for Mac, you are allowed to try it on the store before you get it, I guess it was any different from the test that they used on me, I guess, it gave me the same result.

 Interviewer: What role does mac play in your life?

Esther: Role? Can you expand?

Interviewer: Like why Mac are not any other brand?

Esther: Do I have keep using Mac, or I can use another brand?

Interviewer: Sure, any brand you love?

Esther: Ok, let me use Mac the computer, actually it's the same thing, shey its what role does it play? Sorry Like can you expand again?

Interviewer: like in your daily life, what role does Mac play in your life, is it like when you don't use it, you miss it?

Esther: ohh, hmm, naaa, I mean I don't really use make-up everyday so not really, for me its just like an essential, its not really a must have, its something that is good to have, you never know when you might need it. But that's just for me.

Interviewer: Sure it's your experience I need not even anyone's else

Esther: ok

Interivieer: Are you satisfied with the brand?

Esther: Nope

Interviewer: Why?

Esther: I am satisfied but I am not locked in, I am still open to looking to other brands and comparing them with Mac. I am satisfied, I am somewhat satisfied but I think I could do better or find something better.

Interviewer: so what does satisfaction actual mean to you in terms of Mac? I relation to Mac?

Esther: hmmmmm, with let me use the Mac computer for example, satisfaction is like, I don't know there is just this perception that Mac laptop, they last for a very long time, you know they don't have virus I guess that I will be satisfied if I could be able to use it for awhile, it doesn't give meany problem, like compared to my former Windows

which I used for a fw month and it was just like crashing on me whatever so this one if it does exactly what it say it would do, basically you know when you buy one thing and they tell you it does that, as long as it keeps true to their word.

Interviewer: Any brand that does not meet your expectation, for you, you are not satisfied with them right?
Esther: Ya

Interviewer: So how would you rate your quality with Mac like the brand you love?
Esther: hmmm Maybe I will give it an 8, just because like I said I am loyal to them, because I have already tried other one, I don't want to give a 10 because you don't know tomorrow, like I try something else and that one is way better. So I would give it an 8.
Interviewer: Can you share your quality experience? You giving it an 8, why do you give it an 8? Can you share one of your quality experience with Mac computer or whatever brand you love?
Esther: Ok for example, I got like, I have like instinct from different places, I have for Mac, I have from another Make-up company whatever, and then comparing both of them, Mac's much better, it lasts longer, it doesn't like I don't know, but to be fair the other one, the one from the other company they are like half the price, like half half the price, they are alot cheaper than Mac so what do I expect right like if I am buying a cheap lipstick for $5 compared to buying one for 20 box for Mac.
Interviwer: Have you had to deal with any complexity with the brand?
Esther: what do you mean by complexity?

Interviewer: Was it difficult to use, did you have to learn something's, was it time consuming.
Esther: Well yea, because I don't know how, this is very specific to Mac make-up, because I don't know how to use make up, so yea I am still

learning so in that sense, its it is bothering because , I am learning with their product. I don't know if its fair to say, its complex because I don't how to use Make-up that well. Do you get?

Interviewer :Yes I do,
Esther: let me use the Mac computer for example before I got a Mac, I was saying that it looked very hard , but it was actually very easy, but for the Mac computer, how do I put this, it was better than my expectation

Interviewer: How would you rate your satisfaction from 1-100?
Esther: with the Laptop?
Interviewer: Yes with the brand or any brand you love?
Esther: 80
Interviewer: for the Mac computer right?
Esther: Ya
Interviewer: how about the performance?
Esther: 90

Interviewer: and the quality?
Esther: 90
Interviewer: hmmm, so are you committed to Mac? Can you please?
Esther, I didn't hear that,

Interviewer: Are you committed to Mac
Esther: Committed oooo, hmmmm the Make-up No, but the Laptop Ya, probably

Interviewer: Can you describe your commitment and why?
Esther: for one I spent a lot of money on it so it better do it job, I am not to buy any laptop anytime soon, and me I don't know, I feel like if anything happens to, like maybe it got stolen or whatever, its not something that is from the producer, like from my part, like I poured

water on it, maybe if it got stolen, ya I would buy a Mac again, so I guess in that way I am commited. But for Mac Make-up, noooo, I am so willingly to try other things because I haven't find that perfect thing that works for me, I mean so far they've been good but I don't think I want to be one so to speak.

Interviewer: Do you love brands?

Esther: do I love brands? Ya I think it makes things easy, like for example if I go to the grocery store, so If I go shopping for food or what, I don't want to waste my time looking through, if I time I would look through like looking through all the different brand is cheaper, which one, having a brand loyalty I think makes things faster, like I can just go, and speak one and I trust that I am picking one will be good for me, as opposed to going to a store and picking whatever one I see. Do you get? So in that sense ya, its also not a bad idea to compare brands to know which one. I have actually heard in terms of food that a lot of them do the same product, but they just put it in their own container, it's actually the same thing you are using but you in a different package so that's another thing.

Interviewer: So how do you relate with this brand that you love?

Esther: How do you mean by that?

Interviewer: like for example, there are some people who they shop in certain places they don't want people to know, they are intimate relationship with brands where you have a bond with the brand, so how do you relate?

Esther: It depends on the product, let me see,I don't know, hmmm,when it comes to make-up Mac, there is nothing to hide,

maybe I am buying something like, maybe if I am buying something like, I don't know, I wouldn't know what I'll buy that I wouldn't want people to know where I am buying from. Maybe the cloths, for example I got this very nice dress, it was from a store that a lot of people are like ahhhh, because they normally have all this cheap and sacky rugged stuff so I got this really dress from there, its something that people will think is custom-made, I got from a very saggy store so like it really wasn't I guess, like if I buy a shirt from Walmart, I wouln't go and bradcast what I bought, compared to if I buy a Channel, I want the whole world to know that I carry a Chanel

Interviewer: Are you attached to brand that you purchased and why?
Esther: I guess I am, because it gives me as sense of comfort, like if someone else comes to me and ask me do you know where I can get something from, I can recommend that to them, because I know and I trust them.
Interviewer. Ok. So whats your feedback in terms of relationship, do you get feedback from this brands you love and wat are the kinds of feeback you get?
Esther: What do you mean by Feedback?

Interviewer: like for example customer service feedback like what do you think about the brand? was it very good? Do you get feedback?
Esther: ohhh yea, they ask me but I really don't have time for that, so I don't really give them my feedback

Interviewer: SO you really don't care about the feedback?
Esther: No like, they care because they want it from me, but I don't have time to start filling all that. The only time that I actually filled like do that is when it was really terrible, like when I went to a restaurant and they were so rude to me, I so gave it back to them, feedback or when its really really good.

Interviwer: In terms of engaging with the brands, co-creating where you have the opportunity to tell Mac what you want and they make what you want? Would that enhance your relationship with Mac or whatever brand you love?

Esther: of course.

Interviewer: why

Esther: Well for one, Nothing is ever perfect, I mean a brand, the reason why you prefer a brand over another brand is because it probaly   has more things than you, maybe I am not speaking for everything, but I don't think everything is 100%, they will be always be one thing, so if there is a way for me to make everything tailored to my own personal desire or preferences, or obviously, that would be great.

Interviewer: Are you saying that this co-creation will make you closer to the brand?

Esther: Ya definitely

Interviewer: Are you loyal to brands?

Esther: Yap very.

Interviewer: what motivates you to be loyal?

Esther. I don't know I think that one is psychological, like if I buy another thing I just feel guilty to it, that's just it, (laughs) it depends like if I am broke, I really don't care less of their feeling but otherwise

Interviewer: What factor can actually make you change brand Loyalty? What will move you to switch brands?

Esther: Well One price, there is a limit, I can spend maybe high, but when it goes up to certain like amount then you have to look for next

dest, another alternative, and then one the product starts to fail, like when it just stopped working for me.

Interview: So do you think you have relationship with brands?

Esther: Like what do you mean by that?

Interviwer: like a positive relationship , close relationship, intimate relationship, loyalty,?

Esther: Yes

Interviewer: Why do you form this relationship with this brands?

Esther: hmmmm. That's a very good question actually, well for one, maybe because everyone has that relationship with a brand and maybe I just said that if its working for them, then it should work for me, its always like, let say I want to get a toothbrush that's the best example, and I don't know anything about the toothbrush and I just picked out one,and it turned out to be very good, I haven't tried the rest but just because this one that I picked was very good, I'll just keep buying that and not bother to try to get the remaining one, that's what the factor and that's like the only one I've used.

Interviewer: Bascially when you are satisfied when you are satisfied with other brand, you don't care about other brands?

Esther: Ya, I guess, you could say that, it depends on the product, but generally ya.

Interviewer: What is your occupation?

Esther: Student

Interviewer: What is your life theme goal and ambition?

Esther: Like career wise?

Interviewer: Ya it could be career, life goal, it does not matter, anything you want to be in life basically

Esther: I want to eradicate poverty

Interview with 5 Binta

Interviewer: Do you use brands?

Binta: Yes I do.

Interviewer: what is the name of your favourite brand?

Binta: I don't have favourite brand. I don 't

Interviewer: What kind of brand do you use?

Binta: Hmmmm. I use to buy Luxury hand bags.

Interviewer: Why do you purchase Luxury hand bags?

Binta: because for me its kind of investment, like it might be expensive but in a hard time you will be able to sell them,

Interviewer:So how do you feel whenever you use this brand?

Binta:How do I feel? Hmmmm I feel good and I mean hmm but at the same time, I pay a huge importance to my money, if I am buying those things its because its something in good quality

Interviewer: When you say feel good, what do you mean when you say you feel good using the brand

Binta: oooooo as a girl it can make you feel good, Jewelleries, handbags, shoes, but me its hand bags because for me the hand bag is the little touch of the style. I mean it's something that tidy, someone who is really interested in fashion will, you have something that you

like for sure, I mean, I am interested in fashion, for me the main thing is the handbag, it won't be the clothes, shoes, for me it's the bag.

Interviewer: what kind of bags are you talking about? What are the names of the brand of bags you love?
Binta: Actually I have different brands and each brand is different to me so ya

Interviewer: Can you name some them?
Binta: ok, I have Givenchy, Louis Vuiton, Chloe, Longchamps its french, it is famous here, it is, it is Longchamp and Lancel is not famous here, it is more famous in france ok. I think I made a statement of all the brands that I have bought before I mean there are other brands but I don't remember but in those brand I got different models, if its not handbags it will be wallet, so ya

Interviewer: Do you trust this brand?
Binta: I trust them because since I bought them, I did not have any issue with them, I am gonna take an example with my Longchamps bag, I bought it like maybe, up to 8years now, if you see how the bag is, it look like its new and I use to wear it, summer time or winter time, its raining, its snowing, my bag is still in a good state, Anyway, I am taking care of my stuffs but at the same time if the quality is here I mean you know.

Interviewer: So What is the Motivating factor for you to really buy and purchase this brand?
Binta: good question I love to do shopping, I like to shop, I know that if I have good income, and I really like something, because I am not gonna buy it like this for sure, I have to take care, that oh, if I am taking this colour,do I have some clothes with which suits this bag, it's a fashion thing, I think twice before a buy, I don't know how I can explain it to you, (laughs). I don't know how I will explain to you, I

really think twice before buying a bag, its not like am gonna buy it twice, because I told you because of the price and also because I am not gonna buy a yellow bag for example, if I don't have something that can suits it, anyway the yellow is if you have black clothes you can buy a yellow bag for example. So ya. I mean.

Interviewer: Was there any point you suspected this brand as been unethical

Binta: for me, I mean, I don't suspect them because for me those brands, they produce their brand in Europe specifically in Italy, except some of them which are really really high price that they produce it in france itself, like downstairs you have the shop and upstairs you have the plants, something like this, the way people are working to produce the bag. For me there is huge quality and the price. Its Classy, because its not gonna be in a park in china like, the worker have to produce like 10 bags an hour, this case is like you have like 1 bag, the bag can take 10 to 15 days to produce it , its really hand-made, I respect this work that is why I am able to put a high price in this kind of bag.

Interviewer: What kind of relationship would you say you have with this brand?

Binta: Hmm, a relationship I don't know because I am not really loyal to them, I can switch to brand A and brand b tomorrow so it depends on the model they do, and if I like it or not. It depend also on trend, because this winter its gonna be this colour, I mean it depends so I cannot say that I am faithful to one brand. First I am faithful to bags, to handbags but for sure, about the brand, about the price, that is

totally different. I am like a Chameleon, I don't know if you can say that, you know I change my mind easily, so I am not the kind of person who is sticky to one brand.

Interviwer: Hpw does your background influence your purchase for this brand?
Binta: my background…….

Interviewer: I mean coming from paris, how does this shape the kind of luxury bags you buy?
Binta: Paris is the capital of the fashion, at a really young stage we are really involved in brands, because you know they promote it as Paris as the capital of fashion, so I used to work in different Jobs that involves you to be able to meet tourists, and the first thing tourists wants more is Shopping centre, I want to go to this, this, because I want to more about French luxury brands, maybe because of that I have developed a relationship with Luxury brands . I don't know, it might be.
Interviewer: How did you feel the very first day you owned the Luxury bag, the one you loved? Can you describe your feeling for me?
Binta: I was so good, so happy, for me it was a kind of achievement, for me as a woman,you need to buy once in your life a luxury bag, because that's what defines a woman, that's my view, the view of different stylist in the fashion industry, and I agree with them, In fashion they have a Philosophy so I follow their Philosophy, saying that you have to won at least one Luxury handbag in your life as a woman.

Interviewer: how did you feel after using it?
Binta: I was proud of myself, so yes I was proud of myself because its not that everyone can buy the bag and some people say its too much, but I was sp happy because I manage to purchase one of them, for me it was an achievement because at a young stage that I had this bag, I got itby myself, no one helped me, so I was proud but at the same

time I am not the kind of person that I am gonna show off, I got the LV or Givenchy bag, I am not that kind of person, I prefer to buy Luxury bag, not a big logo of the brand, I prefer to have something more secret, that's the beauty of the bag. To have something obvious, I mean you are losing the beauty of the product, that's my own view because you have people if I buy this product, everybody knows that I bought it, me I am totally different, me I prefer to hide because, I know that this bag its for me not for people, its for me, I have this bag and I am ready to invest and I am happy with it.

Interviewer: Did this brand meet your expectation?

Binta: In terms of quality Yes, definitely

Interviewer: Will you purchase this brand again and why?

Binta: Yes I will, why hmmmmmmm because I love bags, (laugh) when you love something, you, like you have people who are doing collection of whatever, me I am doing a collection of handbags,.

Interviewer: Are you satisfied with this brand?

Binta: Of course I am ya.

Interviewer: Can you explain to me what satisfactions mean to you and how this brand has satisfied you?

Binta: hmmmmmm, what satisfaction means to me, (deep breath) let me take my time, hmmmmm, satisfaction, I mean it's a feeling that only, I don't how to express it, honestly its how to express it, because I mean, as soon as the product makes me feel happy, for me its good, I can define that as a point of satisfaction

Interviewer:So how would you rate the quality of the bag from a scale of 1-5. 5 being the best and 1 being bad?

Binta: I am gonna say 4, it's a good quality, because it's a good quality if you take care of it properly, even in 10 years the bag will be like new, but the only things is, because you are carrying it, you put it

on floor, you know you use it, like any product when you use it, you can feel I mean, you can feel the aging of the product, but the funny thing is when the leather is getting old its more beautiful, but you can see that your bags is getting old. For everything, for me when those product is getting old they are getting beautiful, because all the story, when you love something it means a lot.

Interviewer: Have you had to cope with any complexity with this brand?
Binta: what do you mean by complexity?

Interviewer: Maybe there was a time when you find it difficult to use or maybe, or is there something in the bag you struggled with when you bought it?
Binta: No, the only thing is people say its fake because they don't believe that a girl like me can buy this brand.
Interviewer: Are you committed to this brand?
Binta: Not at all, I told you that today I can buy brand A, two weeks after I can buy brand C.

Interviewer: DO you love the brand?
Binta: brands yes,

Interviewer: Why do you love it?
Binta: because buying the brand can express your personality, by using some product you are expressing your personality, for me I think I can express my personality through the handbags I can buy something colourful, I won't be able to wear on myself for clothes and shoes but for me Handbags can express my personality in a way.
Interviewer: When you say express your personality can you explain further please?
Binta: express my personality, the bag can represent me, its like chic, classy, you know you have every kind of bag, you have Chic bag, Classy bag, Colourful you know, I mean its like Clothes, for me to

express my personality is the quality of the bag, I can come up with a orange handbag, I don't care because I am going to love it but to come up with orange clothes or orange shoes it migh difficult.

Interviewer: How do you relate with this brand you love?

Binta: what do you mean how I relate?

Interviewer: Like if you don't use it for a while, do you miss it, how do you feel or how do you relate with it when you are using it?

Binta: I am not gonna lie to you, I don't have any Cheap bag, all the bags I am using is luxury brands, so for example to get back and use a Zara brand might be difficult for the first time, but if I don't have the choice, then I will use it but if I have the choice, I am going to try my best to avoid to use cheaper bag, I am not saying that it is not good to use cheaper bags but I have my own expectation

Interviewer: Are you attached to this Luxury brand you purchase?

Binta: Hmmm about the bags Yes, but about the clothes, cosmetics, all those area I don't care I don't really mind, I am more attached to the handbag

Interviewer: Can you tell me why you are attached to this brand?

Binta: I mean to me those brands I specifically talked about is modern active woman, so modern active woman, kind of Chic not ghetto you know, so I mean a model, you have some bags who reveals the name of the personality because the personality something that the brand want to represent aswell. For example, Hermes they built one of the bag for one of the princes of Monaco because the prince of Monaco was representing was representing the beauty, Monaco royalty, all those kind things the brand wanted to promote across the bag. So by acquiring this bag, the woman who buys this bag is gonna say that I want to feel like this woman, like I want to be part of what this woman represents

Interviewer: What kind of bond do you have with this brand?

Binta: For me its physical, if I see it, I 'll know if I like it or not, I am not gonna waste my time, I like it or not

Interviewer: How comfortable are you when you use this brand?

Binta: I am feeling good but sometimes I feel like people are looking like me like that's not a real bag, she doesn't deserve it stuffs like it, I mean I don't like the way they look at me because it does not make me feel comfortable because I feel like I don't deserve buying those kind of products.

Interviewer: If this luxury brand decide to co-create with you and they want you to tell them what you want for yourself and they do it, how would this enhance your relationship with the brand?

Binta: I am not going to create a relationship with the brand, but I will create a relationship with the bag because the brand is just a name, but the bag represent a kind of criteria across human beings, the brand is just a name, but its just what the product hmmm is showing to people, the characteristics of the product, the bag, because even the shade of the bag mean something, the colour mean something, I am not going to pay attention to the brand, ok if there is a partnership why not, anyway if there is a partnership there are going to put my name first, they are going to put my name by the side and be more focused on the product because I am going to discuss why did you put this kind of shade, why did you choose this type of colour, you have to express yourself and provide what you want for those woman.

Interviewer: You said you will like to have a relationship with the bag? Please can you tell me what kind of relationship would you like to have with this bag?

Binta: the bag is hmmm all the time with you, its like your mobile phone, you have it always with you, if you forget it at home you are going to come back same for the handbag, the hand bag is part of what you are wearing, its like you can't go out without an underwear, same for a bag, I don't know if you get it, its not only something that you need its part of you're the way that you dress every day.

Interviewer: Are you loyal to this brand?

Binta: No

Interviewer: Why do you form relationship with this luxury bag?

Binta: I told you in terms of quality, not everybody will be able to afford this kind of bag, so you know its not everyone that is going to have this bag.

Interviewer: How does the customer feedback affect your relationship with the brand?

Binta: Most of the time when I am reading the customers review, I used to do window shopping on the internet on different website, most of the feedback are really good, people are not complaining about what they are buying, you have the choice, you have to try it, go to shop and try it and see how you feel with it and you are free to buy it or not, but most of the feedback are good, nobody forces you to buy it. Its how you think about

Interviewer: How does it affect your relationship with the brand in terms of the customer's feedback?

Binta: it does not really affect me, I know if I want something I am going to get it for sure so this kind of feedback is not useful for handbags, it is more useful for products, for hairs, vitamins, stuffs that you have to consume, this is a bag, you don't really need feedback, if you like it buy it. It can be nice, it can comfort you in your choice, I want this bag because of good feedback, 'you can say I want to have it' it can be a factor to push you to buy it. But me if I like the bag, I am going to take it but I like it

Interviewer: What is your occupation

Binta: I am a student in Uel, Msc student

Interviewer: what is your life ambition?

Binta: in the short term to finish my Msc and get a good Job as a Manager in a big company, a house, a Car. My dream is to have my own cosmetic company especially colour cosmetics.

Interview 6 with Seun

Interviewer: Do you use brands?

Seun: well I use several kind of brands. Just like you know everybody use different brands just like you wear shoes, you wear clothes, they eat, some people love fashion, some people love fashion. For me I love fashion, I love shoes one of my best brand is Zara

Interviewer: Why do you purchase Zara shoes?

Seun: Impressively I think Zara is a unique product, a very unique brand. they have been out for awhile, I really cannot tell how long they have been out, their style is just unique, they are very unique, you cannot just see in a brand anywhere else in any shoe store anywhere else. Hmmm Zara is a very durable, it lasts long, and actually I have it on my feet right now. I purchase Zara because it last me for a long time, I can use it for years and it does not wear out before I purchase another one, that's how good Zara is, Zara has never disappointed me that's is why I am into that.

Interviewer: when you say unique, can you explain further, what actually is this uniqueness?

Seun: Personally, I don't like seeing my kind of stuffs, I know I am not a celebrity, I am not that rich to always customize my brand, but I will appreciate it me just like the word unique, for few people. They produce few quality stuffs and they really don't produce mass brands or product, they only produce specific feet, they might have just a 100 of it, that is why I purchase shoes from Zara. I don't think I have come

across with someone with my kind of Zara shoes that is why I love them so much.

Interviewer: How do you feel whenever you purchase this brand?

Seun: I feel so happy, I feel so fulfilled because I am very sure that I am not going to see the shoes in anybody else's feet. Ya, that is how sure I am.

Interviewer: Do you trust this brand?

Seun: I trust Zara because I have been purchasing them for years and I have never been disappointed

Interviewer: why do you trust it?

Seun: I trust once again because Zara is unique, durable, and long-lasting. Those are the words I can use to narrow it down. Zara is unique.

Interviewer: What motivates you to purchase this brand Zara

Seun: because I am person of style, I like Style, I don't like everybody to be like me, we are all unique in our own different ways, and I like looking good on my chest to my toes, like they say everybody is unique in their own different ways, so that means I know I am unique that's why I purchase Zara.

Interviewer: What there any point in time that you suspected that Zara was unethical?

Seun: I never suspected Zara because from the very First time I started purchasing Zara it never disappointed me so I had no reason to suspect that they are going to be unethical or so. They have been serving me so good. I'll actually tell you that I have a 100% trust in Zara.

Interviewer: What kind of relationship do you feel you have with Zara?

Seun: I have a trusted relationship with Zara, it has even gotten to the point that the extent that I have a customer discount card for Zara that I use to purchase Zara shoes, and they always give me discount that's why I love and trust Zara and they appreciate their customers too.

Interviewer: In terms of reliability how would you rate Zara?
Seun: Zara on a scale of 10, I'll give Zara 9.5

Interviewer: Have you had any experience of reliability with them that you rate them so high?
Seun: Zara to me, on my own stats, Zara is number one, so that's the reason why I rate them 9.5, I wear other brand shoes but Zara is so good on my fit, people always ask me where I get my shoes from and I am always feeling so good about that. That's why I will give Zara that high rate.
Interviewer: Why Zara, why not anyother brand?
Seun: I have louboutin, Gucci, I have all those but really there is just this feel of uniqness I have whenever I am putting on Zara.
Interviewer: tell me your first experience when you bought Zara for the first time?
Seun: At the time I had, hmmm, Its been awhile ago, I have had Zara, I have been patronizing Zara for year, let me recall I think the first day I had it I really, I didn't really know what I was spending my money on but I decided to give it a try, because I see the design on the internet, on tv, advertisement so I decided to go for it and I went for it, I think I had a birthday party, and I decided to try my Zara shoe, and that's one of the reason I trust Zara because the first day people really appreciated what I had on my feet so that's is why I decided to stay with Zara.
Interviewer: did the brand meet your expectation and how?
Seun: Oh yes, 9.5, the uniqueness, the stlye, durability, its long lasting it's a pass.

Interviewer: What role does Zara play in your life?

Seun: In the fashion aspect, Zara has, I will explain in a way of an example, Zara places a certain role in my life in the sense that when they see me coming they expect to see me and something about Zara in me, so that's the role it plays in my life.

Interviewer: Are you satisfied with the brand?

Seun: 9.5 on a scale of 10. Very satisfied,

Interviewer: What does satisfaction mean to you and how has Zara met this satisfaction?

Seun: Satisfaction in terms of Zara brand on my shoes it makes me comfortable, when I want to go out, I look good, people always commend me and my dressing with my Zara shoes its comfortable. Whenever something is to me unique, durable, long-lasting what else do you want? Would you rather put on an expensive shoe and you are not comfortable in it, why will you do that? So I feel so much money on my shoes therby getting enough satisfaction

Interviewer: How would you rate the quality of Zara?

Seun: Zara to me is 9.5 on a scale of 10. It is very very durable.

Interviewer: have you had to cope with any complexity with Zara product?

Seun:on a few occasion, sometimes I see some kind of look-alike design, but I try to call that complexity, some other people wear something like another Zara brand but it's just, that just draw my attention to it when I see something from zara I know this from Zara I try to go look and see, because I really love shoes and whenever I see a nice shoes, I really go and compare and contrast look for something better, I really do that a lot

Interviewer: Are you commited to this brand?

Seun: I am committed to it because like I said most of my shoes are Zara, so I go Zara a lot in terms of my shoes.

Interviewer: Do you love the brand?
Seun: I am in love with the brand.

Interviewer: why do you love it?
Seun: I love Zara because it is unique, strong, makes me feel good, people always commend me all the time, that's why I love it
Interviewer: So how do you relate with this brand that you love?
Seun: well most of the time I put on Zara shoes, the few times I don't I miss it, I really do miss it
Interviewer: Do you have an intimate relationship with Zara?
Seun: Yes I do.
Interviewer: DO you have an opportunity to give your feedback to Zara to let know how you feel about the brand?
Seun: Yes I do. Sometimes I go online, I read reviews and I make comments and I let them know, I receive emails and all that, I do.

Interviewer: If Zara decide to co-create with you how would it enhance your relationship with them?
Seun: Yes of course, if I were a celebrity or rich man, that I love to customize myself, I would have done so, to enjoy this benefit, ya I will love it

Interviewer: why will you want to co-create with Zara?
Seun: Because I want what other people don't have in terms of design, I mean me putting on a shoe and seeing another person putting on that shoe is not it.
Interviewer: Are you loyal to Zara
Seun: Yes I am

Interviewer: what factor can change your loyalty from Zara?

Seun: For now I don't think anything can, but in the next future, if I see a better brand, maybe, I can.

Interviewer: what motivates your loyalty to the brand?
Seun: the uniqueness of Zara.

Interviewer: In terms of loyalty how would you scale it in a scale of between 1- 5
Seun: 4
Interviewer: In terms of your engagement with the brand what do you scale yourself in a scale of 1-5
Seun: 4
Interviewer: In terms of your Intimacy with the brand what do you scale yourself in a scale of 1-5
Seun: 4
Interviewer: Why do you form this relationship with this brand?
Seun: I formed the relationship because I was to attend a birthday party and I went to shop for a shoe and I stumbled on Zara and I decided to give it a try, since then I have been loving Zara.

Interviewer: Are you saying it exceeded your expectation that was why you give stuck to it?
Seun: Exactly yes
Interviewer: what is your occupation?
Seun: I am a student and I work
Interviewer: what is your life goal?
Seun: I am trying to be an envoy. A diplomat

Interview 7 with Dupe

Interviewer: Do you use brands?

Dupe: Yes I do.

Interviewer: What kind of brand do you use?

Dupe: Samsung

Interviewer: Why do you purchase this brand Samsung?

Dupe: hmmmm they have proven to me that they have a long lasting, as in their product are very durable. They have been very durable to me. I have used their Mobile phone, I currently use their laptop, I currently use their mobile phone, I have used 2 of their mobile phones, one laptop, computer, TV, DVD

Interviewer: How do you feel when you use this brand?

Dupe: basically I feel a kind of satisfaction in terms that with the product they meet up with with consumer needs and they give it to them

Interviewer: Can you describe the feeling for me?

Dupe: I don't know the exact word, there is a kind of satisfaction I derive whenever I purchase their product.

Interviewer: Do you trust this brand Samsung?

Dupe: Yes, currently I do, because whenever there are is an issue with it, they are always willingly to and I have not really had any major issue with it that is why I trust it

Interviewer: What motivates you to purchase the brand?

Dupe: I believe that Samsung product they always research on current trends on their products and they try to infuse it in their products that is why I choose to purchase their product.

Was there any point where you suspected the brand as being unethical?

Dupe: No not all

Interviewer: what kind of relationship do you think you have with Samsung?

Dupe: if I put on a scale, I will give them a 5 because I have a good relationship with them and with their product.

Interviewer: Can you describe this relationship with brand?

Dupe: the relationship with Samsung is that they have the basic need, what I mean basic need is home made, everything in form of electronic is like Samsung, there is nothing you want to think about in terms of electronic that Samsung has made that is not home, from DVD, laptop, to phones, computer , so basically everything you want to do at home they have product for it, that's why I choose to go for it.

Interviewer: What makes Samsung stand out for you, Why Samsung, why not any other brand?

Dupe: Yea Why Samsung is this, Samsung over the years they have worked on a really niche, they actually became a force to reckon with in the 21st century, and that they have shown that ok and proven that they have done a lot of research and a lot of work has been done to put in new trends and they actually flow with the new trend, they are not just laid back as regards what about, they are always willingly to know more, like the mobile phone, they tend to compete with Apple, and I realise that they make their product way better than the apple products.

Interviwer: If you want to scale from 1 to 100 in terms of the reliability and performance and the security of the Samsung product, how would you rate it? First for reliability

Dupe: Reliabilty and performance, I will give them like a 99% because they is always room for improvement.

Interviewer: DO they meet your expectation?

Dupe: Yes they do, they always meet my expectation.

Interviewer: what was your experience with Samsung the very first time you purchased it?

Dupe: the experience was like there was a kind of feel that attraction I got from it. The laptop was the first one I got from it and it was

wonderful, it was slick, slim, the resolution was good, almost everything was good about it, the RAM, Screen, display, keypad, touch, everything was just wonderful, I couldn't have settled for any other laptop.

Interviewer: When you say wonderful can you go deeper with it?

Dupe: Wonderful in the sense that its resolution, like when it comes on, the feeling I got with the screen display was wonderful, it was something I had never gotten from prior laptop that I have been using. There is a kind of way they make their screen, the pictures are directly to you. Its just different. I think they use the HD quality and they make it perfect.

Interviewer: Did the brand meet your expectation

Dupe: it surpassed my expectation, that was too good for a basic Laptop for a brand

Interviewer: Can you describe how it met your expectation?

Dupe: first of all the basic things that I needed in a laptop was already there and then was an extra effort in which they did, maybe like I was looking for a laptop that had like a media 2.3, a laptop with a 1GB RAM or something like a 5GB RAM , everything was different, what I got from them was different.

Interviewer: Will you purchase this brand again and why?

Dupe: I will purchase this brand again because hmmmm they are product, which I believe that they do research to make sure that every day their product becomes better and keeps been, so that's the reason why they I will keep purchasing.

Interviewer: what role does the brand play in your life?

Dupe: Satisfaction in terms of appliances, basic appliance.

Interviewer: Can you define your satisfaction?

Dupe: Satisfaction in terms of basic electronics in which you use at home, like the phone I am using now is a Samsung, my laptop is a

Samsung , the DVD, TV is a Samsung product so I just derive that satisfaction from it.

Interviewer: How would you rate the quality of the brand?
Dupe: Very good

Interviewer: Can you tell me your quality experience with this brand?
Dupe: Quality experience, they keep surpassing my expectation so quality is very good, resolution and clarity is the quality for me.
Interviewer: did you have any complexity with the brand?
Dupe: No it has been user friendly.

Interviewer: how would you rate your satisfaction from 1-5.
Dupe: 4
Interviewer: how would you rate the performance of the brand?
Dupe: 4

Interviewer: Can you describe the brand performance experience you have had with this brand?
Dupe, in terms of performance, for the laptop it got a lot of speed and it does not really hang like normal laptop that they freeze and all that, but this doesn't freeze so the performance has been wonderful
Interviewer: Are you committed to the brand?
Dupe: Yes for now I am committed to the brand, except I see something better which I have not seen so I am still committed to the brand.
Interviewer: Can you describe this commitment you have with this brand?
Dupe: Whenever I get to see any new product, once its Samsung, I just fall in love with it.
Interviewer: Why?
Dupe: Because its Samsung

Interviewer: How do you relate with this brand?

I think it's a passion for the brand since the first day I got it, every other thing I got afterwards nothing has gone lower than it

Interviwer: what kind of bond do you have this brand?

Dupe: There is really no bond, the only bond is the satisfaction I get from it.

Interviewer: are you comfortable when using this brand?

Duper: Very comfortable

Interviwer: Do you get the opportunity to get a feedback from the brand whenever you use their product?

Dupe: they always send you like either a mail, most times I get it directly from the stores, so the store that always send it on behalf of the brand.

Interviewer: Is this brand affordable for you?

Dupe: Very affordable

Interviewer: Do you love the brand?

Dupe: Yes I love the brand

Interviewer: If Samsung decide to co-create with you, will this kind of co-creation enhance your relationship with the brand?

Dupe: hmmmm, it will but currently I don't see anything they I want them to personalize to me apart from the Skin of the laptop using my name, but I don't see anything that will be a fault in the laptop that will make me be like if only you can do this to my specification.

Interviewer: So you don't car about co-creation?

Dupe I don't really care about it

Interviwer: Will co-creation bring you closer to the brand?

Dupe: If they do that for me, it will bring me closest to the brand. for now I am still love the brand and closer to it each day.

Intervewer: Are you a loyal customer?

Dupe: Yes

Interviewer: What factor can change your loyalty from this brand?

Dupe: If I purchase a product and it does not meet my expectation or they tell me it does one thing and it doesn't do, then I will. I don't think they have ever done anything to me with the product

Interviewer: Why did yo form of relationship with this brand?

Dupe: the first time I came in contact with the brand it met my expectation since then it has always met my expectation

Interviwer: DO you have a positive or negative relationship with the brand?

Dupe: I do have a positive relationship with the brand.

Interviewer: What is your occupation?

Dupe: I am a student

Interviewer: What is your life goal?

Dupe: to be an aviation safety consultant

Interview 8 with Bolaji

Interviewer: Do you use brands?

Bolaji: Yes I do

Interviewer: what is your favourite brand?
Bolaji: Hmmmm Shoes, I like Aldo.

Interviewer: Why do you purchase this brand?
Bolaji: because they have good quality shoes and they have good prices and it is not expensive.

Interviewer: Can you explain more on Quality?
Bolaji: like the stuff they use to make shoe, like the suede, they are really good, the suede, they are not wearing off and it takes a really long time before you start seeing damages and stuffs like that.
Interviwer: How do you feel when you use this brand?
Bolaji: I feel hmm, when I get something from them, I think I am getting a bargain like a really good deal that has how I feel. Wearing their shoes make me feel feminine and classy.
Interviewer: What is the motivating factor that makes you to perform the brand?
Bolaji: Defintely the price, encompassing into the quality of the shoes, I can get the same quality from another company but the company will charge me more so the price vs the quality
Interviewer: do you trust the brand?
Bolaji: I do about 95% I think.
Interviewer: Tell me why do you trust the brand?
Bolaji: because I have been their customer for a long time, like 2/3 years and like they say, when you try something that brings out you actually know what it really is, I have their shoes, I have worn them, 2 different occasion to areas I could really damage the shoes but it is still good
Interviewer: Have you suspected any kind of unethical behaviour with this brand?
Bolaji: No.

Interviewer: What kind of relationship do you think you have with Aldo?

Bolaji: hmm, I would say good and bad, I have a good relationship and 100% positive relationship reaction, and I love the brand and the only thing I do not like is that their shoes are not the true size, that's what I don't like about their brand. like if they put a size 8, it is still like a 7.5

Interviwer: How you rate the reliability of the shoes in a scale of 1-5?

Bolaji: 4.5, because of the sizes like I said, if their sizes were okay, it would probably be a 5. So i take the 0.5 off.

Interviewer: So what was your experience when you purchased the brand for the first time and how did you feel?

Bolaji: hmmm, I got the shoe that I really like and I was nice and everything then it was small, then I was like oh oh, like I did not really feel good but this shoe was really nice, the style, I was not just happy with that because I had to give the shoe away, after that time I had to start ordering them half size up, the experience wasn't really good. It was not what I expected.

Interviewer: Will you repurchase again from the brand and why?

Bolaji: I would, the reason I would do so is because they have nice shoes that last a long time and that's why I think I want to keep buying.

Interviewer: What role does this brand play in your life?

Bolaji: hmmm, it definitely adds to my feminine features, its make me look colourful, it makes me look really nice classy, elegance, it just add beauty to class, and I like as a person, it makes me comfortable, I get a lot of comments, that's what women and female like, we like been called we are beautiful.

Interviewer: Are you satisfied with this brand?

Bolaji: Very much satisfied

Interviewer: What does satisfaction mean to you in terms of this Aldo brand?

Bolaji: it is what I want it to look like and it is and does what I want it to do, does what I exactly expect it to do.

Interviewer: How would you rate the quality of the brand on a scale of 1-5?

Bolaji: I would give it a 5 because I have not had a reason to complain about the quality of their product, even when I wore the suede shoe when it was raining it was still good.

Interviewer: Have you had to cope with any complexity with the brand (Aldo Shoes)

Bolaji: Not at all

Interviewer: How would rate your satisfaction for the brand from 1-10?

Bolaji: positive, on a scale of 10, I am 9.5 satisified.

Intervieweer:Can you tell me why you are not fully satisfied?

Bolaji: Because I have to think before I purchase my shoes in terms of the sizes, I have think, is this shoe going to be small, wrong, big, is it gonna fit me, I don't want to stress myself when I am going to pay for something that I have to think, so I will take that 1% off to the back.

Interviewer: Are you committed to this brand?

Bolaji: Yes pretty much.

Interviewer: Can you describe your commitment?

Bolaji: hmmm, I buy it a lot because I love shoes, when I go out and I see something nice I get it, and I wear my shoes all the time because I always find somewhere to go all the time and sometimes when I get their shoes, just to make sure that it is what I think I want it to be, I just wear it somewhere you know just for the sake of it. I can say I am pretty committed because I always buy from them a lot and then

Interviewer: Do you care about the price and affordability?

Bolaji: I do care about the price but I don't care much because generally their prices are good for the quality of the shoes, generally their prices are good for the quality of the shoes, generally their prices are affordable, their shoes are affordable so when I see something, I just want to look at the price its never a high price where I say oh my GOD, I can't afford it, it is quite affordable

Interviewer: Do you love this brand?

Bolaji: Yes I do

Interviewer: Why Aldo and not any other brand?

Bolaji: Because I think they have unique style, they are non- American, they are UK brand, and I like the UK style and I like their fashion trends and stuff more than the American fashion trends, I like to purchase stuff from the UK companies or UK brands.

Interviewer:How do you relate with Aldo?

Bolaji: Just a casual relationship, nothing special, nothing serious, its like a big brand and shoe, like Christian Luboutain then I would feel like wow, like when I walk I would like people to see what I am wearing, Aldo shoes, they are just causal, they don't make me feel any special and I just feel special owning those shoes.

Interviewer: Do you have any kind of bond?

Bolaji: Not really, apart from my intense love for shoes generally, I don't love their shoes but I just love shoes in general.

Interviewer: Do you have the opportunity to give your feedback to the brand to let them know what you think about their brand?

Bolaji: Yes sometimes I do and sometimes I don't because they have long reviews but hmm I try to do it when I can and I give it a 4star or 5star depending on the shoe I got so I do that once in awhile. I give them feedback.

Interview: If for example Aldo decide to co-create with you, how would that enhance your relationship with the brands?

Bolaji: For sure I want to be the only one who owns their stuff, I want to feel like   nobody has it and I can get it from Aldo and will e for me and me alone so it will definitely.

Interviewer: Is it going to bring you closer to the brand?

Bolaji: Yes that's for sure, sometimes you visualize something, you want your shoes to look in a way but you can't find a shoe that looks like that, you can find something that looks close to it but not exactly what you want. But if they are exactly how I want them to look, then we it would bring us closer together

Interviewer: Are you loyal to the brand?

Bolaji: yes I do repeat purchase, but I am not like a big Aldo lover or all my shoes Aldo, no, I just have a normal level of love and interest in their product.

Interviewer: What factor can make you switch brand from Aldo?

Bolaji: Probably if the prices go up (laughs) I want to save some money, Ya.

Interviewer: What motivates your loyalty to Aldo?

Bolaji: Style

Interviewer: What really special about the style?

Bolaji: It's hmmm,the shoe they look very elegant, they add class to your oufits, there is something about looking British, and It brings that elegance out of you and its probably the reason why I love to shop there .

Interviewer: Would you consider yourself a Loyal customer?

Bolaji: Yes pretty much.

Interviewer: So if you want to rate your loyalty from 1-10, how would you rate it?

Bolaji:9

Interviewer: Would you consider yourself having an intimate relationship with the Aldo?

Bolaji: I am not sure, I really can't tell how long I am going to love their shoes, maybe I just love them now because I am a student, maybe when I might want to go for brand that are expensive, right now I am not an Aldo fan.

Interviewer: In terms with Engagement with Aldo? How would you rate your engagement with them on a scale of 1-10?

Bolaji: Well I would say a 5 because I am a kind of person when I get their shoes, I don't really go on their website to give feedback they send me in my email, I am 50% engaged with them.

Interviewer: Does your background influence your relationship with Aldo brand?

Bolaji: I would say Yes I like to dress up, I like to look nice, that's the reason why I shop there because, I am really short, their shoes make me look skinny taller and beautiful

Interviewer: Why do you form this relationship with the brand?

Bolaji: I really love to is because the first Aldo shoe I had was given to me by friend and I didn't really know about them but the way it fits, they were so nice and so beautiful, so let me see if I can get something for myself and I saw one stuff that I liked and when I looked at the quality vs price, it was worth it, it was a good deal. I was like Ok why not, just keep buying from them. I think they met my expectation.

Interviewer: What is your occupation?

Bolaji: I am a student.

Interviewer: What is your life goal?

Bolaji: I am trying to be a nurse.(laugh) I want to be a primary care provider to children.

Interview 9 with Michael

Interviewer: Do you use brands?
Michael: Yes I do.

Interviewer: What is your favourite brand?
Michael: Heinz Mayonaise
Interviewer: what makes you purchase this brand?
Michael: It has a distinctive taste.
Interviewer: How do you feel when you buy the brand?
Michael: I feel satisfied
Interviewer: Do you trust the brand?
Michael: So far I can only read off the label, I don't have a reason not to trust them, i don't really want say I do.
Interviewer: What is the motivating factor for buying the brand?
Michael: The taste , because I have tried a few other brands and they did not taste aswell as that did.
Interviewer: Was there any point where you suspected any unethical behaviour by the brand?
Michael: Regarding this brand No, but regarding that question, there was one time I used drink a lot of cocacola but there was this one time, I heard this news recently that they were doing something in the middle-east that I don't remember where, they monopolize the water in the region then they bottle them and a dollar each and sold it for a dollar each, that actually discouraged me from, since then I stopped buying coca cola.

Interviewer: Does the value of the brand matter to you?
Michael: I am all for sustainability, if one brand is not socially responsible, I won't be interested

Interviewer: What kind of relationship do you have with this Mayonaise brand?

Michael: I would say a casual relationship, I would not go to the store to get a box of it but I would go once a jar is done then I get another one.

Interviewer: How would you rate your satisfaction for this brand between 1-10?

Michael: Right now I am kind comparing other brands to this, I will give it a 10 because I have not had anything better than it.

Interviewer: When you first purchased this Brand for the first time, describe your experience?

Michael: I think I was using something else before, and I got this one, and I tasted it and said wow, so there is something that was, I wasn't too expectant but I got better value for money than what I expected

Interviewer: Will you purchase the brand again?

Michael: Over and over again until I get a better one, and even if I do get a better one, I think I am already psychologically attached to this one so I might not even try other ones. So yes I will

Interviewer: Why will you always want to continue with this?

Michael: Well I have used it over time and it satisfied me over time and I don't really feel, I feel obligated to, its gonna be difficult not using it and its kind of my customer loyalty.

Interviewer: What role does this brand pay in your life?

Michael: Hmmm, I would say a very significant one, like I would say every morning, like I am not much of a cooker, when I am leaving home in the morning I like to bite like a slice of bread or 2, there are other things I can substitute for but they don't give me as much satisfaction so I would say every morning I have it so I would say a significant one . Yes.

Interviewer: How would you rate the quality of the brand between 1-5?

Michael: I give it a 5.

Interviewer: Can you explain the quality of the brands in your own words to me?

Michael: Its been consistently satisfying, in terms of taste. It is always been the same taste its been consistently satisfying

Interviewer: Are you committed to the brand and how?

Michael: Yes I am, like if by chance, I happen to try something else, maybe I go to a friend's place tomorrow, and he gives me like a better brand, albeit better, I don't think I would want to switch, I will just stick with mine

Interviewer: How do you relate with this brand?

Michael: I never field any questionnaire; I am just a casual buyer, so unfortunately I don't have any relationship. I have a causal relationship

Interviewer: Do you have a bond with this brand?

Michael: One a one basis No, but I am a generally devoted, in terms of customers feedback they don't yet

Interviewer: Are you attached to the brand and Why?

Michael: I would say Yes, because I have been using it over time, it has been consistent.

Interviewer: Are you comfortable every time you use it?

Michael: Yes I am.

Interviewer: Do you have the opportunity to give your feedback on this brand?

Michael: So far I don't think I have come across a platform with that

Interviewer: Are you happy with that or you don't care about feedback?

Michael: Hmmm, it would be nice, I think every kind of business needs a platform for customer feedback, in other to access yourself in terms of, yes so I would like to have one.

Interviewer: How would co-creation enhance your relationship with the brand?

Michael: For sure, definitely because I will feel like my opinion matters so it gives me a different feeling.

Interviewer: Would it bring you closer to the brand?

Michael: Yes it would

Interviewer: What factor will make you change brand loyalty?

Michael: Hmmmm, for one if I find out they are not been socially responsible and or over time the taste changes, if they get into anything unethical, I am actually all about that. If they do anything to hurt my values I will switch

Interviewer: Why do you form the relationship with the brand?

Michael: Maybe because for one I am a bread and Mayo kind of guy, compared to to others they have consistently delivered in taste, it as not changed

Interviewer: How does your background influence your relationship with the brand?

Michael: Yes my background influences because if I was a kind of guy that cooks, I probably need to be so attached to Mayo, I can call that a background I guess.

Interviewer: How would you rate your loyalty from 1-5?

Michael: I would say 4, because there is a tendency it might change to something different

Interviewer: How would you rate your engagement with the brand?

Michael: Zero Because there is no engagement with the brand. they have not yet provided a platform for that yet. None that I know of yet of

Interviewer: If they do will that change a lot of things?

Michael: Yes it will

Interviewer: What is your occupation?

Michael: I am a student

Interviewer: What is your life ambition?

Michael: I got a major in project management so I am hoping to see a career in project management