



International Journal of Economic Research

ISSN : 0972-9380

available at <http://www.serialsjournal.com>

© Serials Publications Pvt. Ltd.

Volume 14 • Number 11 • 2017

How the Obtained Results Influence on Emotional Attachment of Consumers to the Luxury Brand?

Mohammad Kashani¹, Mohammad Haghghi² and Alireza Aslani³

¹⁻²Business and Marketing Department, Faculty of management, Tehran University, Tehran. Email: ¹Kashani776@gmail.com, ²mbaghghi@ut.ac.ir

³Industrial Management Department, Faculty of Technology, University of Vaasa, Finland, Faculty of New Sciences and Technologies, Tebran University, Tebran. Email: Alireza.aslani@uva.fi

ABSTRACT

Main goal of this study is to investigate the effective factors on the formation of emotional attachment of consumers and luxury brands and also investigate the obtained results. The attachment has been defined as a connection full of meaningful emotions between a person and a special thing or the affectional development between a brand and consumer was explained by the attachment perspective which can be resulted in the commitment.

The studies shows that if the companies could not have emotional relations with consumers, probably they will fail to create a real loyalty. The data analyzes showed that the experience and consumers attitudes influence on emotional attachment of consumers about a luxury brand. In the other words, there was not a meaningful relation between knowledge and consumer satisfaction with their emotional attachment to the luxury brand. With respect to the study findings it can be said that those consumers who attach to a luxury brand, they will show higher level of loyalty and spread the luxury brand advertisement from one mouth to the other.

Keywords: Emotional attachment, luxury brand, consumers' loyalty, tendency, Willingness to pay a premium for luxury brands.

1. INTRODUCTION

Today, not only attracting new customers is one of the challenge of the organizations, but also keeping the current customers is a serious concerns in the competitive world. So, the consumer satisfaction is not enough, and the traders should provide the ground for development and promotion of consumers' loyalty more than before. In such a situation, our goal is to keep the long term relations with the interested

groups and even more importantly the consumers. To keep more consumers and loose lesser consumers, so they assure more stock of market and organization profitability in the long term (Osman, 2009) (Yoo, 2008). Different tools have been used to communicate with the consumers and sale the products (Keller, 2010). One of these means is the brand, the companies want to distinct with implementing the branding strategies (Sheng, 2012). Actually the brand is one of the methods which identify the producers' products from the other ones (Sheng & Teo 2012). Brand resulted in the consumers self-confidence increase for their choice, their buying satisfaction (Low, 2002), increase of social and affection value (CHIH-CHEN, 2012) and affectional feeling to the products (Gobe, 2001). Thus it resulted in the increase of company success in the market and formation of competitive benefit (Lee, 2010). The brands are the main points of differences and distinction among competitive offerings, so they are crucial and important for companies success (Wang, 2012).

Emotional attachment to brand is another variable as an explainer variable for intense and power of relations and it is very crucial. Because it should be influenced by the behaviors which improve profitability and value of consumer life time. Recently some gaps have been appeared in the studies of consumers satisfaction, and pattern change of companies for loyalty to the brand as the commercial strategic goal has been changed into more important role. In fact, marketing concepts which emphasized on this point, never have been recognized, but today only the consumers who are happy, joyful and with mind and heart attachment to the organizations are considered as the capitals who are productive and have long life (Aslani et. al. 2015). Transferring the attention from the consumer satisfaction to loyalty is a valuable change for strategy of companies because the commercial institutions have understood the effectiveness of loyal consumer. Thus it is necessary for companies to be aware of commercial symbols to create loyalty for their growth and development in the market and they have to investigate which aspects of commercial symbols resulted in the strength of loyalty to the commercial symbols. The recent marketing studies supported the attachment theory in the market (Patwardhan, 2011). Fournier. S (1988) and Pawl Sen (2007) presented some experimental evidence that the commercial relations behave the same as human relations. The study findings showed that it is more likely that consumers have attachments full of emotions in the commercial relations (Vlachos, 2009). It is worthy to note that the main study goal is to investigate the effective factors on the formation of emotional attachment between consumers and luxury brands and then how the obtained results influence on the consumers attachment to the luxury.

The study starts with a review of emotional attachment of consumers to the brand and then the effective factors on the emotional attachment including knowledge, attitudes, and satisfaction and consumers experience have been investigated about the luxury brand. Finally the effectiveness of emotional attachment has been investigated for consumer's loyalty, consumer tendency to pay extra amount and spread the speech about the luxury brand.

2. STUDY THEORETICAL PRINCIPLES

Emotional attachment of consumers to the luxury brand the recent studies about marketing show that special attention has been given to the feelings and affections importance in the relations between consumer and brand. In the last decade, the marketing studies have been investigated and confirmed the liking concept. The consumer view is that a feeling like this can be created about loving a situation or a brand. Based on the relation pattern and this view that the consumers can attribute the human characteristics to the

brands, the academic community has gotten to pay attention to liking concept and attachments (Albert, 2010). Bowlby (1979) has defined the attachment between children – parent’s relations, the attachment is full of meaning full emotions between a person and special thing (Patwardhan, 2011). The theory has investigated 3 main features of a deep attachment : close support, state support, security. The normal word usage became common in the last 1990s. for example, Danken (1999) evaluated the brand relations as a key factor in the success of advertisement organizations. But he clearly believed that the advertisement is merely the process of data processing. McQueen, Folley and Deighton (1993) explained the affectional progress between brand and consumer with the attachment view which can result into the commitment. Chaudhuri (2007) has emphasized on the emotional way which connects the affections and feelings requisitions to its results including attachment and commitment. The attachment reflects the emotional and affectional connection with brand which can be defined as the powerful emotional and affectional connections, mutual and stable between brand and consumer which represent attachment, friendship and being familiar. Park & et. al (2010) consider the emotional attachments to the brand as the connections which are between person’s personalities with brand (Parks, 2010). About attachment theory, this connection is exemplified by mind chart or mind illustration which includes thoughts, emotions about brand and their connections with person’s personality.

Patwardhan and Balasouber Amanian (2011) consider the affectional attachments as a state which is the reaction to a brand as a motive for mind, high motivation is created by powerful emotions to a brand and the tendency to overcome the brand on the consumer minds, different consumers may enjoy from different levels of affection attachment (Patwardhan 2011). The studies have shown that if companies could not find emotional connections with consumers, probably they will fail to create real loyalty. Affectional attachment shows a psychological state of human brain, it relates the powerful emotional and recognition connection between person and brand such that the brand considers as personality expression.

2.1. The Effective Factors on the Consumers Emotional Attachment to Brand

2.1.1. Consumers Knowledge about Luxury Brand

Consumer knowledge is defined as the understanding of what the consumers need including product quality, goods quality, marketing specialization, effective distribution channel and social responsiveness (Yee, 2010). The consumer knowledge is unclear asset for every company, because they can be able to group and value (Rowley, 2002). The staff should signify every opportunity to exchange with consumer (Annabi, 2002). Shes & et. al (2000) expressed that marketing in 21st century moves toward extent marketing-centralized and market partition to concentrate on the consumers. Finally, the organization should find a path to understand their consumers and how to respond them.

To buy a product, the consumers search information, this process is one of the processes of consumer decision making. This information is divided into the internal and external parts.

Internal information includes awareness of name, trade mark and external information includes color, price, name, trade mark and appearance features of product. Actually, awareness of name and trade mark includes consumer ability to identify name, trade mark under different conditions such that it will be reflected by identification and remembering the performance (Parks, 2010). For a long time, brand awareness has been key goal of management for a comprehensive study (East R, 2007). Franz Rudolf &

et. al have approved that awareness and knowledge of brand can influence on satisfaction, brand Figure and trust to it, it makes attachment to the brand.

2.1.2. Consumers Loyalty to the Luxury Brand

One of the behavioral aspects of consumers is their loyalty. Accer (1991) has defined the loyalty to brand as consumer attachment level to a brand. This definition possibility of brand replaces on behalf of consumer, especially during features change and brand price. The possibility for consumers who can have powerful attachment with brand, they are very important for loyalty studies. As attachment theory shows in the psychological studies, emotional attachment level to a thing predict the nature and person interaction with that thing. Bowen and Chen (2007) about explanation of loyalty concept to brand believed that the concept can be made clear in three views: in the first approach under the title of behavioral approach, brand loyalty is more based on buying frequency and suggestion to others. In the second approach under the title of attribute approach, brand loyalty is measured by three aspects including emotional, commitment and reaction aspects. In the third approach which is a combination one, two last approaches are measured to evaluate consumer loyalty to brand (Bowen, 2001). Brand loyalty is resulted in some marketing benefits including cost reduction, profitability, marketing benefits by speech (CHIH-CHEN, 2012). Companies with better performance in different industries move toward keeping consumers and loyalty because mostly markets are grown up. The competition is increasing and costs to attract new consumers have been increased. Keeping consumers and their loyalty are considered crucial to keep on marketing. Thus, the organizations should gradually understand consumer attention and to identify and provide consumers needs and wants. They want to attract consumers' loyalty more than before because the loyal consumers do not need wide promotion efforts (Kelati&et, 2008). The first step for loyalty is to identify loyalty factors and motives among consumers.

2.1.3. Consumers Experience from the Luxury Brand

There is a relation between consumer affectional loyalty- a method which feels the brand- and financial value of brand.

Consumers' loyalty mostly translates into the company growth. Consumer loyalty principle has remained as a big challenge for many companies. Emotional and affectional loyalty have been proved by strong evidence and based on value, it is comprehensive and stable on behalf of consumer. They give powerful experience to the consumers who include general experience of consumer about brand. They can enjoy instead of just satisfaction (Huang, 2008)Zajonc (1980) with a new method 'experience method' showed that consumption is preventative of an experience. Thus, they include affectional reactions including emotions, passion, affection etc.

2.1.4. Oral Speech about Luxury Brand

One of the most wide spread accepted concepts is the consumer behavior by communication which play an important role for behavior formation and consumer attitude (Brown J. J, 1987). Speech communication in marketing mostly are used to suggest advices and recommendations of consumers to each other. Speed and lack of commercial prejudices to a product or special service have changed it into the source of effective

information for choices of commercial brands, especially when the past purchase experience is limited (East R, 2007)

Despite speech communication importance in commercial choices of consumers, just a small part of it has been encouraged by promotion efforts. While the researchers believed that the effect of oral speech on consumers purchase behavior is more than the sources which are under control (A., 1998). Speech communication highly influences on the consumers attitudes formation about purchase decision making and reduction of risk which is related to the purchase (Wangenheim F. V, 2004). About the importance of oral speech, Silverman believes that due to the marketing change seems that it is necessary to find alternative ways to create hearable sound and speech is a phenomenon which has been known for a long time and it has been proved that it is a powerful method to make and stop marketing (Silverman, 2001). Payen believed that speech process is the result and principle of keeping consumers and the loyal consumers tend to have positive oral speech and they are as supporter of trademark (Payne, 1994). Katerz and Lazarsfeld found out that speech communication is seven times more effective than advertisement in radio to influence on consumer for trademark change (Katz E, 1995). In Darbayx and Van Hame (2003) work some causes which show the power of oral speech include (1) speech communication is more valid than commercial and information resources which are under control of company, (2) speech communications are a real connection and they can be two sided, (3) the people share their experiences about products, services and brands with each other and this can result in risk reduction for potential consumers (Derbaix C, 2003). Speech communication is the communication among consumers to share the consuming information. Also, this communication is one of the most important personal information resources decision making by consumers (Litvin S. W, 2008). Especially when the purchase decision is complicated and comprehensive risk is high (Sweeney J. C, 2008). Herison-walker (2001) has defined the speech as informal, person by person about a brand, product, organization or service which occurs between a communicator who is non-commercial and the receiver (consumer), it has been shown that this form of communication in compared to the other forms influence highly on the consumer choice (Harrison-Walker, 2001). Dick and Bazou (1994) showed that the oral speech about a brand is one of the commitment outcomes. Commitment as a kind of attachment, resulted in promotive behaviors of consumers. Especially when consumers find the emotional commitment to the brand, they have identified themselves by brand views and values and helped the brand growth. Finally, promotive behaviors show oral positive speech (Hur, 2011). Other studies argue that emotional commitment develop and keep mutual relations.

2.1.5. Consumers Attribute about Luxury Brand

Howir and Makinis (1997) determined the attribute as stable and global evaluation of thing, subject, person or act. Two main reasons are for this long term interest. First, mostly attributes are considered stable and they create a field for consumers to behave with a special method. Thus, they should be those who effectively predict the consumers behaviors when interact with a product or service. Secondly some theoretical patterns about attitude structure can be found in social psychology text especially about carried out studies by Fishbin and Ajzen (1975) the attribute studies resulted in the marketing (Abdulmajid Sallam, 2012). To understand better the attribute concept, we should look at the attribute elements that are recognition, affection, and behavior. Attribute recognition of person has been constituted by belief, ideas, knowledge and information set. For example, a manager should introduce a clerk as the sample. This belief shows his recognition. Constituting affectional element is the feeling and excitation attribute. The affection will be

expressed in individual's expression. I do not like that person because for the minorities the discrimination is allowed. Finally the recognition and affection will be reflected in the person's behavior. Behavioral part of an intention or especial behavior is related to the person or thing. For example, I try to avoid that person because of the feeling that I have to him. With respect to this attribute which constitutes from three elements, recognition, affection and behavior. We can show the complexity of attributes. To make clear the meaning, you should remember that correcting the attribute usually refers to the affectional part of an attribute (David A. DeCenzo, 2009). The point that we should mention is that just a few numbers of our attribute are generally different from the other attributes. Most of attributes make attributes clusters with the other ones. The importance of the attributes coordination is that the level that each attribute coordinates with the other ones, we can say that the person is unified. As the person attribute relates to the different matters, it can be said that the person has a specific life philosophy or a certain ideology.

2.1.6. Extra Payment to the Luxury Brand

Accer (1996) has defined the extra payment to the brand as the sum of amounts that consumers want to pay to the considered brand rather than the other related brand. It is possible to be positive or negative. The economists look towards the extra payment to the brand as the reservation price. Thus, the extra payment is a criteria for a value that a person dedicates with respect to the consumption experience or brand usage (Homburg, 2005). Arjun Chaudhuri & Morris B Holbrook (2001) have defined the operational definition of especial value of brand as the extra payment for a specified brand in the range of product classes and they concluded that the brands which have higher loyalty to product, they will offer higher and relative prices (Holbrook, 2001). Klor (1993) showed that the consumers with powerful and desirable attributes about brand should have more tendency to pay higher prices. If a person has affectional attachment to a brand, he will have extra payment to that brand. Affectional attachment to a brand relates positively to the brand support and mind anxiety resulted in separation from brand or real separation from brand. So people strongly tend to buy from some brands that like them. Thus, he will want to pay more for that brand. The amount that consumers want to pay for their purchase, it relates to the affectional attachment (Sarkar, 2011).

2.1.7. Consumer Satisfaction about Luxury Brand

In new marketing philosophy that is consumer-based, will concentrate mainly on consumers and look towards the problems in their views. One of the most common methods to determine needs and wants satisfaction by products and services and through organizations and consumer satisfaction. Today the term 'consumer satisfaction' is one of the common terms in working place, but it is no doubt that consumers satisfaction and even encourage them about service and product quality. Firstly it needs to know the needs and wants and then transfers these to a situation that produces the services and products (Grigoroudis, 2004). Measurement of consumer satisfaction is an effective tool to determine the weaknesses and try to solve them and provide the possibility to identify the economy benefits for organization especial situations (Lihra, 2012).

The studies show that consumer satisfaction gradually results in the loyalty and trust to the organization. In Simon's view (1974) when an organization becomes successful to attract a new consumer, satisfaction is the starting point of a long term relation among the consumer and organization. Consumer loyalty has been considered as a key factor for organization success and profitability.

3. CONCEPTUAL MODEL AND EXPRESSING THE STUDY HYPOTHESIS

3.1. Conceptual Model

With respect to the theoretical principles and review of background, and with Patwardhan and Balasubramanian (2011), Sarkar (2011) and Carrol & Ahuvia (2006) considered the consumers satisfaction, consumers attitude, payment of extra amount for buying, oral and positive speech about brand, brand loyalty, consumer knowledge and consumer experience about luxury brand as independent and effective variables on formation of affectional attachment to the brand as the independent variable and discussed the following conceptual model.

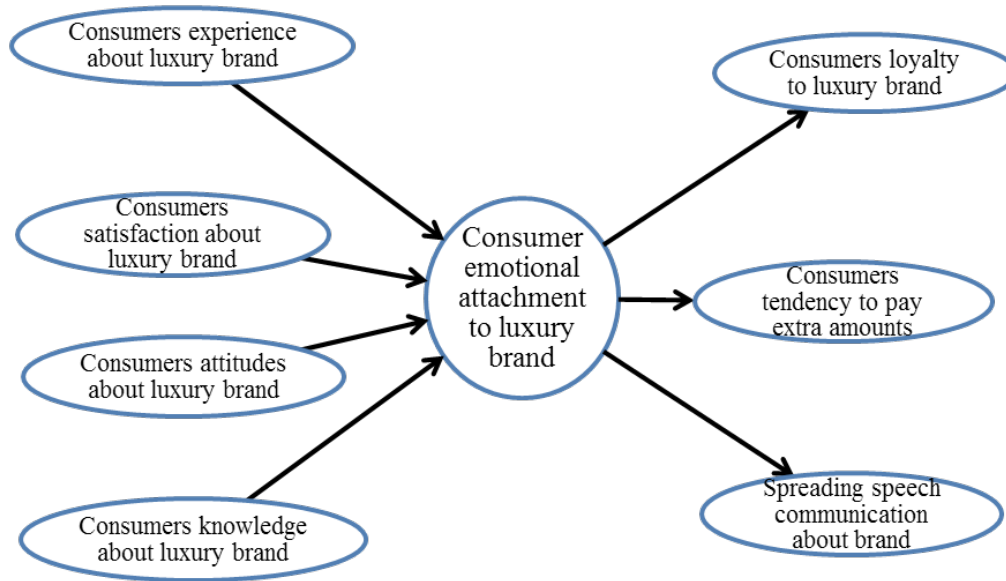


Figure 1: conceptual model of the research

Source: (Patwardhan & Balasubramanian, 2011; Sarkar, 2011; Carroll & Ahuvia, 2006)

3.2. Hypotheses

According to the above, the researchers have designed the following hypotheses:

- **H1:** Consumers experience about the luxury brand influences on the consumers' emotional attachment to the luxury brand.
- **H2:** Consumers' satisfaction about the luxury brand influences on the consumers' emotional attachment.
- **H3:** Consumers attitudes about luxury brand influence on the consumers' emotional attachment to the luxury brand.
- **H4:** Consumers knowledge about the luxury brand influences on the consumers emotional attachment.
- **H5:** Consumers' emotional attachment to the luxury brand influences on the consumers' loyalty to the brand.

- **H6:** Consumers' emotional attachment to the luxury brand influences on the tendency to pay extra amount to buy from that brand.
- **H7:** Consumers emotional attachment influences on the tendency to spread the oral and positive speech about the luxury brand.

4. METHODOLOGY

The present study is in correlation form about study method and in applied form about its goal. The study population includes those who refer to the shopping center in north of Tehran. The reasons of choosing the shopping centers as the target population can be related to our country population structure with easy access to the class, cost and lesser time. In the study the cluster-random sampling has been used with respect to the population. With respect to the considered population, the statistical sample population has been chosen with the use of Cochoran formula who are 380 individuals. To collect the required data, the survey study has been used. To evaluate the questionnaire validity, the formal and content validity has been used. The primary form of questionnaire has been given to 15 management experts. The amending recommendations have been used. Then in a primary test, 30 questionnaires have been distributed among the statistical population. With respect to the obtained results of questionnaire, the unclear and uncertain questions have been omitted and the final form of questionnaire has been provided. To measure the questionnaire reliability used the Cronbach alpha. Amount of Cronbach alpha has been reported 0.939, which was higher than 0.7 and it showed the reliability of study questionnaire.

4.1. Data Statistical Analysis Method

To review the effect of consumers emotional attachment to the luxury brands, the structural equations modeling has been used. The structural equations modeling of statistical approach has been used to test the hypotheses about the relations between study variables and theoretical framework analysis and the related hypotheses, it is a powerful analytical technique about regression and multi-variable. It gives this opportunity to the researcher to test a set of the regression equations. Through this approach, the acceptance of theoretical models have been used in the complicated societies. In the modeling of structural equations, the conformity of study data and model of study concept (suitable agreement) were investigated and in the other words, the significance of relations has been tested in the fitting model. The indices of suitable fitting model include K2 to degree of freedom, GFI, AGFI. A model has suitable fitting that the ratio of K2 is more than degree of freedom, smaller than 3 and amount of GFI and GGI is more than 90 percent and RMSR size is a little lower than 0.05. The technique identifies that how the selected indices are representative of variable. T-statistic has been used. Those indices which are more than 1.96 or less than 1.96, they are significant about statistics and the others are omitted in the model.

4.2. Factor Analysis

To understand and analyze better and more accurate the data and achieve to more academic results, and even the operation of indices, it was necessary to reduce and cluster the indices. This method helps many indices to cluster and classify them. In the factor analysis test, two tests including indices have been used. The results of KMO sampling and factor analysis have been offered in the study questionnaire in the order of following.

4.2.1. First Step

Identification of factor analysis about data: to identify the effective indices on the knowledge transfer, two tests including KMO and Bartlett have been used. The results of these two tests have been used in Table 1.

Table 1
Test of sampling sufficiency index kmo and Bartlett and Bartlett test

Sampling sufficiency index of KMO-Olkin and Bartlett	0.872	
Bartlett Test	Calculated K2	358.123
	Degree of freedom	89
	Significance level	0.000

With respect to Table 1, because test amount KMO is more than 0.7, so the factor analysis is suggested. Also this test is 5% about its significance. This matrix is study indices which are not unit. in the reliability distance of 95% it can be said that there is a significant relation among study indices and it is possible to discover new structure of data.

4.2.2. Second Step

Knowing the factors set to verify the variance of every index, with respect to the Table 5, of 38 indices, 5 indices have a variance less than 50 percent. It means the sum of factors cannot predict the indices changes. So they are not suitable for factor analysis and they put out from the analysis. So the analysis based on 33 indices was done that the extracted variance was higher than 50%.

4.3. Descriptive Findings

With respect to the obtained information about features of questionnaire demography, most of frequency was related to the age group 20-25 years with 201 individuals who are equivalent of 52.9%. The least frequency is related to group age who are more than 40 years with 2.4%. The single class and 76.6% has the highest frequency. In our under study sample, the women, 235 ones were equivalent of 61.8% and men, 145 ones that is 38.2%. The people class with BA degree is 59.7% and they were the highest group and doctor degree level is 1.1% with the least frequency of under study sample. Review of statistical birth location show that 61.8% of respondents were born in Tehran and 38.2% were born in the other states.

4.4. Measurement Model or Confirmation Factor Analysis (CFA)

In the methodology of structural equations modeling, first it is necessary to investigate the validity to determine the selected signs have the considered accuracy for frames measurements. So the CFA has been used. So the factor load of every indicator with t amount is more than 1.96, so this indicator has the sufficient accuracy to measure that frame. With respect to the CFA results, the internal variables have the required accuracy to measure the frames and the hidden state.

4.5. Hypotheses Test

Before entering to the hypotheses tests, it is necessary to be sure about the validity of external variable models. With respect to the presented results in table 2, in our under study model if K2 index on degree

of freedom is smaller than 3 it shows that the model has an acceptable fitting so in this study, the amount of index shows 2.98. Also for our under study model, the more RMSEA is smaller, it more the fitting is acceptable. RMSEA index equals to 0.072 and it shows the reasonable error for approximation in the society. Also the index of square standard root of reminders (0.064) is in allowable amount and it shows that the model has good fitting. The amounts of three indices including IFI, CFI, and NNFI should at least be 0.9 and the model will be accepted. The amounts of present model are 0.94, 0.94 and 0.93. It shows that the amounts are allowable. So it can be concluded that all of indices have acceptable fitting.

Table 2
Fitting indices of model

Parameter	Value	Permitted range
Square K ration to degree freedom		Smaller than 3
RMSA		Smaller than 0.08
NNFI		Bigger than 0.9
CFI		Bigger than 0.9
IFI		Bigger than 0.9
GFI		Bigger than 0.9
AGFI		Bigger than 0.9

Figure 3 shows the significance numbers for every variables in the model. As you can see, the significance numbers have been obtained. As this number is higher than modulus 1.96. But first to seventh hypotheses have been confirmed.

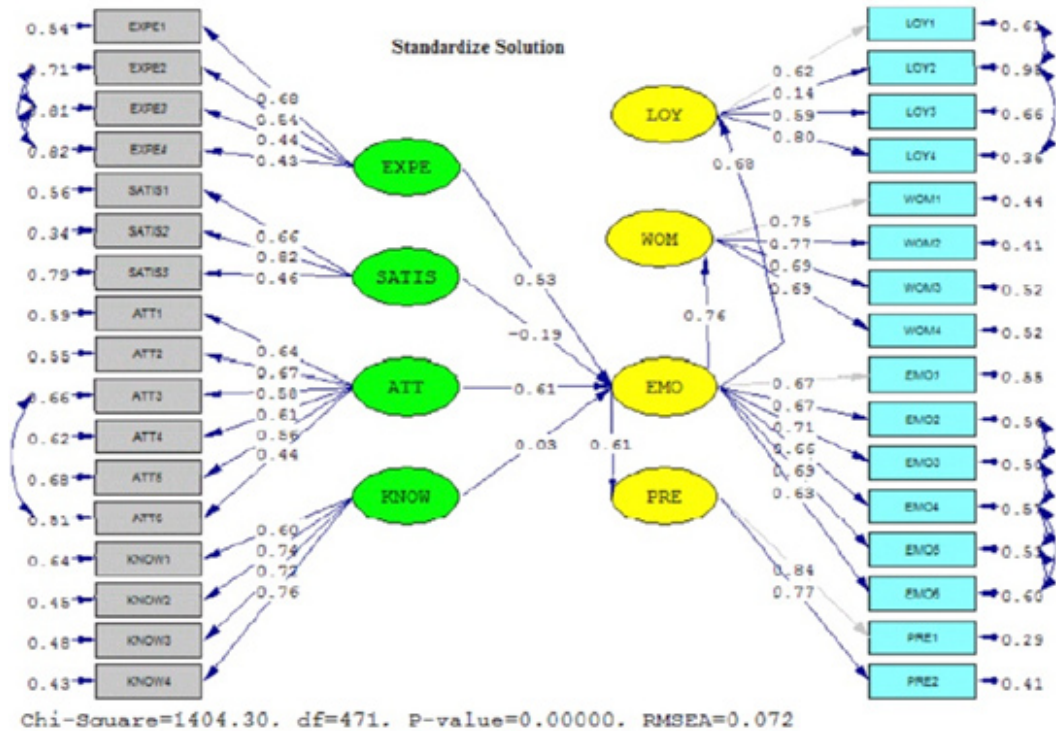


Figure 2: Measurement model of consumers emotional attachment criteria to luxury brands in approximation standard state

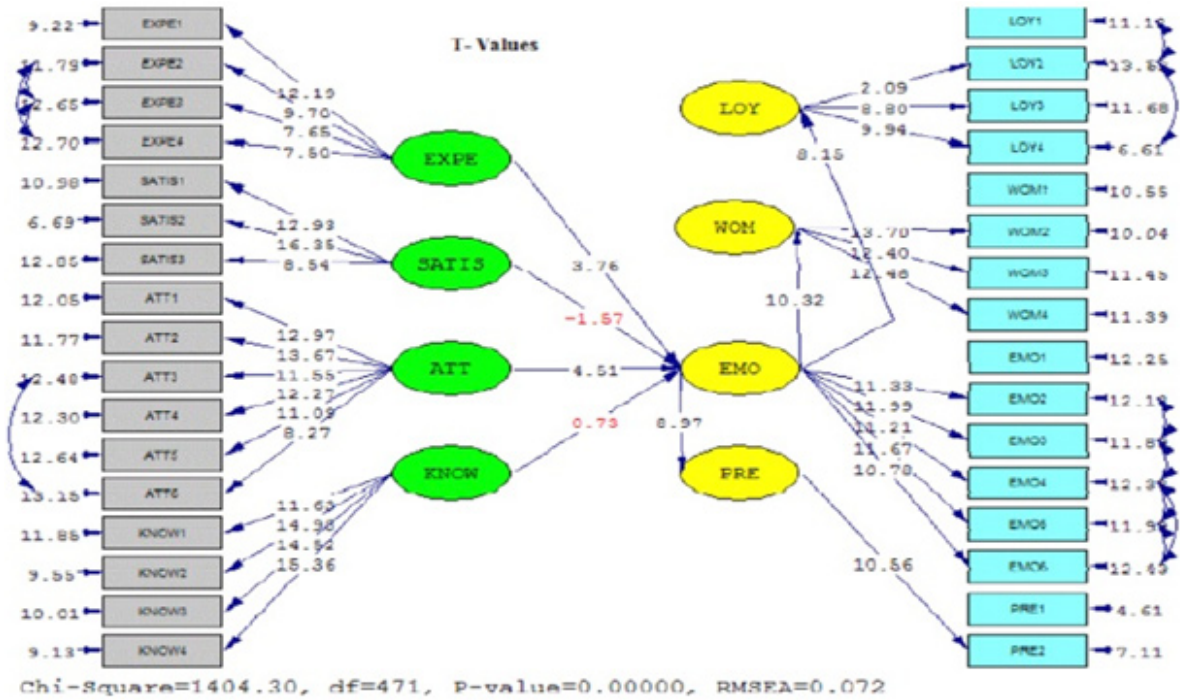


Figure 3: Measurement model of consumers emotional attachment criteria to luxury brands in the state of significance coefficients

Table 3
Analyses results of study hypotheses

Study hypothesis	Significance coefficient	Path coefficient	Result
Consumers experience about luxury brand on attachment	0.53	3.76	Accepted
Consumers' satisfaction about luxury brand influences on luxury brand.	-0.19	-1.57	Rejected
Consumers' attitudes about luxury brand influences on the consumers' emotional attachment to the luxury brand	0.61	4.51	Accepted
Consumers' knowledge about luxury brand influences on the consumers' emotional attachment	0.03	0.73	Rejected
Consumers' emotional attachment to the luxury brand influences on the consumers' loyalty to the brand	0.68	8.15	Accepted
Consumers' emotional attachment to the luxury brand influences on the tendency to pay extra amount	0.61	8.97	Accepted
Consumers' emotional attachment influences on their tendency to spread positive speech about luxury brand	0.76	10.32	Accepted

5. DISCUSSION AND CONCLUSION

In the study, the consumers' emotional and affection attachment as the deep emotional connections in long term that have been made, they will be introduced. Some effective factors about consumers' affection attachments have been investigated with the use of structural equation modeling.

1. **First hypotheses** of study express that consumer experience about the luxury brand influences on the emotional attachment of luxury brand. With respect to the results of table 3 it is identified that path coefficient of experience effect on the emotional attachment has 0.53 path coefficient. The statistics value (t) is 3.76 which is more than 1.96 modulus. The so the zero hypotheses will be rejected, with 99% reliability it can be said that the experience will influence on the emotional attachment. So the producers can act such that transfer positive experience to the consumer. For example, suitable interaction when buying the product in the shopping center, high quality when consuming the product, and services that the consumer after buying from that brand they expect and finally having long term management systems to keep the consumers so they can create the positive mentality in the consumer, they provide the field for affectional relation with that company brand.
2. **Second hypotheses** of study shows that the consumer satisfaction of luxury brand influences on the emotional attachment. With respect to the results of Table 3 it is identified that the path coefficient of satisfaction effect has been calculated for the emotional attachment which has -0.19 coefficient and the modulus (t) was $-1/57$ which was less than 1.96. As effect coefficient of consumer satisfaction is considerable on the affectional attachment, about significance, amount of statistics (t) is not suitable, so zero hypothesis is confirmed and with 95% reliability it can be said that the satisfaction does not influence on the emotional attachment. It is expected that consumer satisfaction and emotional attachment to the brand indirectly relate to each other. In the other words, based on the last study findings, consumer satisfaction, if lasts for a long time, can result in the emotional attachment. But by having management systems of consumers' relations, long term relations have been created and kept to form the long term emotional attachment. To keep the existing consumers and attract their attention, their concentration and expectation will be met. It is tried to attract the consumers with promotion policies in special times of year in the end of every season or New Year days, they attract the consumer attention and it results in the target market satisfaction because the attribute are highly important and they result in the behavioral tendency and individual strength in front of brand change.
3. **Third hypothesis** of study shows that the attribute to the luxury brand influences on the emotional attachment. With respect to the results of Table 3, it is identified that the effect coefficient of attribute on the emotional attachment has 0.61 and the calculated value (t) is 4.51 which is more than 1.96. So the zero hypothesis is rejected and with the reliability of 99% it can be said that the attribute influences the emotional attachment. As the attributes are a kind of evaluation, it is formed without the brand or its appearance, the brand managers should act such that in the first interaction with one consumer, the positive attribute will be found to the brand. It is possible to improve the product design, suitable interaction about the dissatisfaction on the behalf of consumers, spread of distribution network, cost reduction and even the speech improvement.
4. **Fourth hypothesis** of study expresses that the knowledge about the luxury brand influences on the emotional attachment to the brand. With respect to the results of Table 3 it is identified that knowledge coefficient on the emotional attachment has the amount of 0.03 and the calculated (t) is 0.73 which is less than 1.96. So the zero hypothesis is confirmed and with 99%

reliability it can be said that the consumer knowledge does not influence on the affectional attachment.

5. **Fifth hypothesis** of study expresses that the emotional attachment to the brand influences on the consumers loyalty, with respect to the results of Table 3 it is identified that the coefficient of emotional attachment on the loyalty is 0.67 and the calculated (t) is 8.15 for it that is more than 1.96 so the zero hypothesis will be rejected and with 99% reliability it can be said that the affectional attachment influences on the consumer loyalty.
6. **Sixth hypothesis** of study expresses that the emotional attachment to the luxury brand influences on the more payment. With respect to the results of Table 3, it is identified that the coefficient of emotional attachment on the more payment is 0.61 and the value of calculated (t) is 8.97 which is more than 1.96. So the zero hypothesis is rejected and with 99% reliability it can be said that the emotional attachment influences on the payment.
7. **Seventh hypothesis** of study expresses that the affectional and emotional attachment to the luxury brand influence on the oral and positive speech about the brand. With respect to the results of Table 3 it is identified that the coefficient of emotional attachment on the oral speech is 0.76 and the calculated (t) is 10.32 which is higher than 1.96 so the zero hypothesis is rejected and with 99% reliability it can be said that the emotional attachment influences on the oral speech.

With respect to the results of hypotheses 5-6-7 which show the effect and role of emotional attachment to loyalty, we tend to pay extra prices about brand and positive speech about the brand. The following suggestions are given to the manager:

- The branding product should be advertised such that they distinct their consumers from usual buyers of the other brands,
- Companies should gather their consumers through suitable advertisement and representative prevalence of brand,
- To create the affectional relations, beautiful design of product, attractive package, suitable quality of constituting products and ..., they even try more.
- Using the formation motives of long term emotional attachment to the product in luxury products, is the same as a small of gift when selling a product or especial sale of new products with lower products
- It is suggested the effect of variables including product beauty, role of reference groups like friends, peers, family, and also the advertisement about formation of emotional relations with brand and also the affection relation with different and separated luxury brands for especial brands in product classes for example clothes, hygienic necessities and ... in future studies.

References

- A., B. F. (1998). Word of mouth: understanding and managing referral marketing. *Journal of Strategic Marketing*, Vol. 6, pp. 241- 54.

- Abdulmajid Sallam, M. A. (2012). Endorser credibility effects on Yemeni: Male consumer's attitudes towards bank services in Brazil. *International Journal of Bank Marketing*, 8 (3), pp. 168-192.
- Albert, N. &.-F. (2010). Measuring the love feeling for a brand using interpersonal love items. *Journal of Marketing Development and Competitiveness*, 5 (1), pp. 57-63.
- Annabi, M. G.-M. (2002). Customer knowledge management. *Journal of the Operational Research Society*, 53,pp 875–884.
- Aslani,A. Eftekhari, H. Hamidi, M. Nabavi, B. (2015). Commercialization Methods of a New Product/service in ICT Industry: Case of a Science and Technology Park. *Organizacija Journal*. Vol.48, No 2.
- Bowen, J. C. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 213-217.
- Brown J. J, R. P. (1987). Social ties and word of mouth referral behavior. *Journal of Consumer Research*, Vol. 14, pp. 350-62.
- CHIH-CHEN, C. C.-K.-E. (2012). BRANDS AND CONSUMER BEHAVIOR. *SOCIAL BEHAVIOR AND PERSONALITY*, 40(1), 105-114.
- David A. DeCenzo, S. P. (2009). *Fundamentals of human resource management*. Wiley; 10th edition (November 10, 2009).
- Derbaix C, V. J. (2003). Inducing word of mouth by eliciting surprise- a pilot investigation. *Journal of economic psychology*, Vol. 24, pp. 99-116.
- East R, H. K. (2007). The relative incidence of positive and negative word of mouth: A multi category study. *International journal of research in marketing*, Vol. 24, pp. 175-184.
- Gobe, M. (2001). Making the emotional connection. *Brand week*, 42 (5), pp. 23-27.
- Grigoroudis, E. S. (2004). A survey of customer satisfaction barometers: Some results from the transportation-communications sector. *European Journal of Operation Research*, 152(2):334-353.
- Harrison-Walker. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment As Potential Antecedents. *Journal of Service Research*, vol. 4 no. 1 60-75.
- Holbrook, A. C. (2001). The chain of effects from brand trust and brand affect to brand performance. *Journal of Marketing*, 65, 2; pg. 81.
- Homburg, C. K. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing*, 69 (2), pp. 84–96.
- Huang, H. P. (2008). The adoption of emotional branding dimensions: psychological effects of brand story, brand association, brand uniqueness and brand experience. *M.Sc International Business Strategic Marketing Maastricht*, University of Maastricht.
- Hur, W. M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, 49 (7), pp. 1194-1213.
- Katz E, L. P. (1995). *Personal Influence*. Glencoe, IL, Free Press.
- Kelati&et. (2008). A rare case of dermatomyositis revealed during pregnancy with good outcome. *Pan African Medical journal*. doi:10.11604/pamj.2016.23.117.9198
- Keller, K. (. (2010). Brand Equity Management in a Multichannel, Multimedia Retail Environment. *Journal of Interactive Marketing*, 24, 58° 70.
- Lee, J.-S. &.-J. (2010). Reexamination of attendee-based brand equity. *Tourism Management*, 31, 395° 401.

- Lihra, T. B. (2012). Customer preferences for customized household furniture. *Journal of Forest Economics*, 18(2):94-112.
- Litvin S. W, G. R. (2008). Electronic word of mouth in hospitality and tourism management. *Tourism management*, Vol. 29, No. 3, pp. 458-468.
- Low, J. &. (2002). The evolution of generic brands in industrial markets: the challenges to owners of brand equity.. *Industrial Marketing Management*, 31, 385° 392.
- Osman, H. H. (2009). A transactional approach to customer loyalty in the hotel industry. *International Journal of Contemporary Hospitality Management*, vol. 21, No. 3, 239-50.
- Parks, L. &. (2010). Personality, values, and motivation Personality and Individual Differences. *Elsevier*, 47(7), 675–684.
- Patwardhan, H. &. (2011). Brand romance a complementary approach to explain emotional attachment toward brands. *Journal of Product & Brand Management*, 20 (4), pp. 297-308.
- Payne. (1994). Relationship Marketing-Making the Customer Count. *Managing Service Quality*, Vol. 4, No. 6, pp. 29-31.
- Rowley, J. (2002). reflection on customer knowledge management in e business Qual. *Market Research*, 5, pp268-280.
- Sarkar, A. (2011). Romancing with a brand: A conceptual analysis of romantic consumer-brand relationship. *Management and Marketing Challenges for the Knowledge Society*, 6 (1), pp. 79-94.
- Sheng, M. &. (2012). Product attributes and brand equity in the mobile domain: The mediating role of customer experience. *International Journal of Information Management*, 32, 139° 146.
- Silverman. (2001). *Secrets of Word-of-Mouth Marketing*. New York, NY.
- Sweeney J. C, S. G. (2008). Factors influencing word of mouth effectiveness: receiver perspectives. *European Journal of Marketing*, Vol. 42, No. 3/4, pp. 344-364.
- Vlachos, P. A. (2009). Corporate social responsibility: attributions, loyalty, and the mediating role of trust. *Journal of the Academy of Marketing Science*, 37, 2, 170-180.
- Wang, Y.-L. &.-H. (2012). Brand marketing for creating brand value based on a MCDM model combining DEMATEL with ANP and VIKOR methods. *Expert Systems with Applications*, 39, 5600° 5615.
- Wangenheim F. V, B. T. (2004). The effect of word of mouth on services switching Measurement and moderating variables. *European Journal of Marketing*, Vol. 38, No. 9/10, pp. 1173-1185.
- Yee, W. Y. (2010). An empirical study of employee loyalty, service quality and firm performance in the service industry. *International Journal of Production Economics*, 124 (1), 109–120.
- Yoo, B. (2008). Cross-national invariance of the effect of personal collectivistic orientation on brand loyalty and equity. *Asia Pacific Journal of Marketing and Logistics*, Vol. 21 No.1, 41-57.

