CONTENTS

Introduction: Why Brand Relationships?
Deborah J. Maclnnis, C. Whan Park, and Joseph R. Priester ix

Part I. Fundamental Issues in Brand Relationships 3
1. Lessons Learned about Consumers’ Relationships with Their Brands
   Susan Fournier 5
2. Using Relationship Norms to Understand Consumer-Brand Interactions
   Pankaj Aggarwal 24
3. Brand Loyalty Is Not Habitual
   Leona Tâm, Wendy Wood, and Mindy F. Ji 43

Part II. Goals, Needs, and Motives that Foster Brand Relationships 63
4. Self-Expansion Motivation and Inclusion of Brands in Self:
   Toward a Theory of Brand Relationships
   Martin Reimann and Arthur Aron 65
5. Why on Earth Do Consumers Have Relationships with Marketers?
   Toward Understanding the Functions of Brand Relationships
   Laurence Ashworth, Peter Dacin, and Matthew Thomson 82
   Endorsers in the Creation of Brand Meaning
   Jennifer Edson Escalas and James R. Bettman 107
7. When Brands Are Built from Within: A Social Identity Pathway
   to Liking and Evaluation
   Americus Reed II, Joel B. Cohen, and Amit Bhattacharjee 124
8. Group-Based Brand Relationships and Persuasion: Multiple Roles for Identification and Identification Discrepancies
   Monique A. Fleming

Part III. Brand Meaning and Meaning Makers

9. Collective Brand Relationships
   Thomas C. O'Guinn and Albert M. Muñiz, Jr.

10. Building Brand Relationships through Corporate Social Responsibility
    Sankar Sen, Shuili Du, and C.B. Bhattacharya

11. Ethnicity, Race, and Brand Connections
    David W. Schumann, Edith F. Davidson, and Bridget Satinover

    Susan Forquer Gupta, Doan Winkel, and Laura Peracchio

13. Understanding Cultural Differences in Brand Extension Evaluation:
    The Influence of Analytic versus Holistic Thinking
    Alokparna Basu Monga and Deborah Roedder John

14. Luxury Branding
    Vanessa M. Patrick and Henrik Hagtvedt

Part IV. Psychological and Behavioral Effects of Strong Brand Relationships

15. Attitudes as a Basis for Brand Relationships: The Roles of Elaboration,
    Metacognition, and Bias Correction
    Duane T. Wegener, Vanessa Sawicki, and Richard E. Petty

    as Moderated by Attitude Strength (CARMAS) Model of
    Evaluative Judgment
    Dhananjay Nayakankuppam and Joseph R. Priester

17. The Connection-Prominence Attachment Model (CPAM):
    A Conceptual and Methodological Exploration of Brand Attachment
    C. Whan Park, Joseph R. Priester, Deborah J. MacInnis, and Zhong Wan

    Love of Things
    Aaron C. Ahuvia, Rajeev Batra, and Richard P. Bagozzi
   Marcel Paulssen and Richard P. Bagozzi
   358

20. Research Directions on Strong Brand Relationships
    C. Whan Park, Deborah J. MacInnis, and Joseph R. Priester
    379

Part V. Conclusions and Research Directions

About the Editors and Contributors
Name Index
Subject Index