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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 Tarn, Wendy Wood, and Mindy F. Ji 43 Part II. Goals, Needs, and Motives that Foster Brand Relationships 63 4.

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type of relationship they have with the brand, brand attachment, and outcomes that might stem from attachment, including brand loyalty , brand advocacy and investment in brand communities.

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### **Lessons Learned About Consumersâ€™ Relationships With Brand**

principles of relationships: (1) Brand relationships are a means to an end: brand relationship managers must

consider the whole person and understand how the brand adds meaning into people's lives.

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er-Brand Relationships. H2: Brand Personality will be a predictor of Relationship Strength. Brand personality is one potential source of relationship expectations [17], in particular those relationship expectations relating to partner quality based on the sum

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Whether marketers can expect that consumer-brand relationships will evoke behaviors such as brand loyalty, brand forgiveness, positive word-of-mouth, involvement in brand communities, or acceptance of brand extensions depends to a great degree on the psychological implications of a given brand relationship.

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