

Consumer- brand relationship (CBR): A New Perspective (Relationship types)

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Abstract

The current research deals with the study of consumer-brand relationships in the form of the two kinds of the relationships: communal and exchange. In this study, by using the quantitative methods and the structural equations model (SEM) among 864 students of the marketing in Tehran City, we tried to create some scale to measure and compare these two kinds of the relationships with each other. The results showed that some of the variables such as brand advocacy & brand image & attitude to brand & pleasure & symbol benefit & usability seem to be common and effective in the both kinds of the relationships, while the variables such as brand love & emotional attachment & social value & advertisement are so deep and influence the communal relationships and on the contrary, they neutrally act in the exchange relationship. As well, the variables such as brand reliability & functional attachment are so effective and important in the exchange relationships and conversely, they have no effect on the communal ones. The results of this study could effectively help the marketing strategy, because the improvement and the reinforcement of consumer-brand relationships could create the attachment to brand and finally the loyalty.

Key words: Consumer, Brand Relationship, Brand Attachment, Exchange Relationship, Communal Relationship

INTRODUCTION

A brand constitutes an important and inseparable part of the marketing strategy. A brand is powerful when it is able to influence its consumers' behavior and to make commonly repeat the preferences, attitudes and the purchase behavior.

Before the 1980s, the researches into consumer behavior's literature were rather about the subject of the advertising development, the quality of brands management for producing and advertising at the qualitative levels of product, products' labels and the development of products' trademark, etc. which led to increase the loyalty of a brand consumer (Cunningham, 1956; Copeland, 1923). During this period, price effectiveness and companies' promotions were considered as principal

activities for brand-making (Guest, 1994). The quality of increasing the space ratio of retailers' shelves and the development of the branded product line were allocated to, the highest percent in the marketing researches. But the fundamental studies of Fournier in 1994 made a fresh perspective in the marketing relationships with the meaning of loyalty. Fournier in 1994 suggested that a brand means a joint relationship with consumer. According to the Fournier's researches, brands are seen as a partner in a relationship. He describes attachment between brand and consumer as individuals' attachment in the relationships between themselves and also recognizes the factors like the past experiences of relationships, the romantic sense of relationships, the joint personality dominating relationships, and the profit earned from relationships, etc. as the components developing attachment in the consumer-brand relationships. In his consistent studies, Fournier states that the consumer-brand relationship is due to a kind of the obligatory or facultative attachment that results from an experience of brand and the prediction of its future experiences which finally leads to create a sense of attachment in consumer which is created and reinforced by the common functional and emotional objectives towards the brand (Fournier, 1994, 1998, 2000, 2001, 2009, Fournier et

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al., 1998). Likewise, other researchers like Mark & Zanna, (2000) and Clark et al. (1989) turned to define the exchange and communal relationships. In the study carried out by Mark and Zanna, these relationships refer to the personality feedback of self and the maintenance of the meaning of self, while in the study conducted by Clark et al., it is dissociated the kind of the relationships according to the earned profits. They considered the communal relationships similar to the ones among close individuals, for example among family members which affection and sincerity give meaning to an individual's life. Individuals in this relationship positively evaluate themselves. The exchange relationships are further similar to the win-win ones where an individual usually takes a common value like money into account and they involve a balance between spent costs and earned benefits (Ball & Tasaki, 1992). In the communal relationships, the emotional attachment appears to be a kind of personal reward; in fact, it is likely that the involved individuals won't recognize to be fair what they received against the expenses they have afforded before (Lam, et al., 2010). On the other hand, it is probable that the long-term win-win relationship makes the involved parties in it dependent, which the yielded sense guarantees this relationship to continue, so that the exchange relationships turn into communal ones; this means that we can simultaneously observe both communal and exchange relationships (Uncles& Hammond, 2003). There is the main issue in the separation of these relationships or in the association of them, that is, through what scales consumers form the type of their relationship? In reality, the main incentives being available in the consumer-brand relationships, are deep and complex, so that they not only depend on product and purchase traditional relationships, but also are included in the social structures and relationships between individuals; in the both ways, it is finally evident the issue of brand attachment, whether in the communal and exchange relationships exclusively or in the bilateral tendency in them. However, it is necessary to answer the following questions:

Main question: How are the formal backgrounds of the structure of the consumer-brand relationships?

First question: What are the distinctive differences in the type of the consumer-brand relationships (emotional/functional) and what scales are there in them?

Second question: Is there a common set of scales for different kinds of the consumer-brand relationships?

Since there are not so many tested scales in the marketing literature to measure the consumer-brand relationships, the researcher, in her first study, has focused upon presenting such scale.

Theoretical Background

Consumer-brand relationships: The key for causing customers to be loyal, consists of creating meaningful and appealing relationships between brand and its consumers. Meanwhile, a brand should be created through the brand relationships, because there is not the quality of a brand in a product, but it is in its consumers' minds. The consumer-brand relationships cause consumers' facultative loyalty towards brand to increase and therefore, it is so important to companies' profitability. Since relationships are a sequence of interactions between parties where the probable course of future interactions between them is significantly different from that of strangers (Hinde, 1976) consumer interactions with brands could also be characterized as relational. Further, the types of brand relationships outlined in prior work suggest a continuum. Despite the lack of the experimental studies, there are many researchers who engaged to investigate the consumer-brand relationships. For Fournier (1994), the consumer-brand relationship is a kind of the obligatory or facultative attachment which is produced by an experience of brand and the prediction of its future experiences; this attachment leads to create consumer's loyalty toward the brand.

Fournier (1998) describes her different participants' relationships with Coke Classic and Ivory as best friendships and with Gatorade as committed partnerships but with trial size shampoos as flings. There is further evidence suggesting why consumers might interact with brands in ways that closely mirrors their social interactions. First, consumers often do not distinguish between brands and manufacturers of brands. To them, the company is often the brand and the brand is the company. This perception is more likely for service brands (e.g. hotels and airlines) and for brands that have a combination of products and services (e.g. many online stores). When people interact with humans (in person or online) as representatives of the brand, it is easy to fall back on social relationships as a guide in their interactions. Second, even when companies focus primarily on selling physical products, some consumers may think of the brand as a living being. Animism, the belief that objects possess souls, has long been recognized in the domain of products. Several research have been reported about CBR. (Table 1)

Sheth and Parvatiyar (1995) affirmed that consumers would maintain their relationships with brand, for the reason that they search for increasing the effectiveness of their consumption; their analyses were more relied on the economic benefits resulted from this relationship and they showed that when consumers are involved in such relationships, it is more likely that they think about alternative products for the negative cases of consuming a product. Several studies have been reported supporting this distinction between communal and exchange relationships.

Table 1: Different research in consumer- brand relationships in different relation

Reference	Variable	CBR
Artz & Brush, 2000; Heide & John, 1992; Joshi & Arnold, 1997; Morgan & Hunt, 1994; Ivens & Blois, 2004	Relational norms	CBR
Smit, Bronner & Talboom, 2007	Brand relationship quality	CBR
Kressmann, Sirgy, Herrmann, Huber & Lee, 2006	Social relationship	CBR
Aggarwal, 2004	Relationship quality	CBR
Crosby et al., 1990; Johnson, 1999; Kumar et al., 1995	Interpersonal relationships	CBR
De Wulf et al., 2001; Hendrick & Hendrick, 2002; Hind, 1997; Oliver, 1999; Fournier, 1994; Garbarino & Johnson, 1999; Morgan & Hunt, 1994; Dorsch et al., 1998	Relationship marketing	CBR
Mitchell & Orwig, 2002	Relationship formulation	CBR
Bagozzi, 1995; Duncan & Moriarty, 1997; Peterson, 1995	Relationship development	CBR
Fajer & Schouten, 1995; Franzen, 1999; Fournier, 1998; Franzen, 1999	Relationship pattern	CBR
Aaker & Joachimsthaler, 2000; Fajer & Schouten, 1995; Kaltcheva & Weitz, 1999	Relationship Schema	CBR
Blackston, 1992; Duncan & Moriarty, 1998; Franzen, 1999; Hess, 1998; Martin, 1998	Response effects of brand relationship	CBR
Kaltcheva & Weitz, 1999; Park & Kim, 2001	Oriented relationships	CBR
Sweeney & Macy, 2009	Interpersonal relationship schema	CBR
Kaltcheva & Barton, 1999	Communal & exchange	CBR
Aggarwal & Law, 2005; Aggarwal & Zhang, 2006	Dimensions of relationships	CBR
Carroll & Ahuvia, 2006; Pawle & Cooper, 2006		

Table 2: Different research about communal & exchange relationships concept

Reference	Approach
Clark & Mills, 1993; Mills & Clark, 1982	Economic factors based on social factor
Fiske, Alan, P., 1992	Market price
Clark, 1981; Clark & Mills, 1993; Clark & Mills & Corcoran, 1989	Norms
Aggarwal, 2012	Relationships Norms
Grote & Clark, 2001; Mikula, 2002	Affect the structure & dynamics of peoples relationships
Poulson, 2005	Different expectations
Peter & Vonden Bos, 2008	Fairness Dimensional
Sharlicki & Folger, 1997	Interactional fairness
Muniz & O'Guinn, 2001	Cultivated ongoing communal relationships with their customer
Greenhouse, 2005	Investment
Clark & Mills & Powell, 1986	Needs
Clark & Mills, 1979; Mills & Clark, 1982; Clark, 1981, 1982, Clark & Waddell, 1985	Distinction
Clark & Mills, 1993	Different
Clark & Powell & Ouellette & Milberg, 1987	Psychology different

In exchange relationships the motivation for giving a benefit to the partner is to get something back in return, that is, *quid pro quo*. Relationships between strangers and people who interact for business purposes are typical exchange relationships.

On the other hand, in communal relationships people give benefits to others to demonstrate a concern for them and to attend to their needs taking a perspective that transcends emphasis on self-interest alone. Most family

relationships, romantic relationships, and friendships fall in this category. Further, the two relationships have distinct norms of behavior. For example, people in an exchange relationship expect to receive monetary payments for providing help, prefer to get comparable benefits in return, and expect prompt repayment for benefits given to a partner. Conversely, people in a communal relationship do not expect monetary payment for helping their partner, prefer to get non-comparable benefits in return and do not expect prompt repayment for benefits given. (Grisaffe & Nguyen, 2011)

This research turns to study the relationships built up at any time between consumer and brand where the related measurement criteria rely upon the literature of the relationships between individuals. The literature of the relationships between individuals is used as a primary resource for the considered scales to measure the structure of the consumer-brand relationship. It is believed that the concepts like friendly relationships, relationships and interactions between individuals and very close dependence between individuals could be related to the field of the consumer-brand relationships. We presume that the concepts and the selective factors used for measuring the relationships between individuals, could be applied for the evaluation of consumer-brand relationships, too. Especially, the evaluation of the processes starts with a broad set of the factors available in the relationships between individuals. These scales indicate that there is a duality in the economical and emotional relationships. In other words, these scales show the other types of the relationships. For example, some attachment with a high emotional degree, indicates a mutual or communal

relationship (Clark & Mills, 1993). Some of these scales are attempting to adapt the contradictory concepts such as the reward based on the benefit from the friendly relationship and its self-protective nature. However, there is this basic duality in this literature for the primary functional feature versus the primary emotional one of the relationships. In the light of the theoretical literature in the first study, we would ask this question:

Question: do any of the original exchange and communal components of the consumer-brand relationships have many components?

METHODOLOGY

In present study according to the literature review, observing the influential components in the production of brand-consumer relationships scale was focused. The present research method would be applied, descriptive, survey. The statistical population of present study is the business management students in Tehran. This study is done in the age range of (18-35) years as (Youth adult) to observe the influencing consumer Brand relationship from the perspective of this class. Sampling was done randomly collected in two groups with communal relationships and exchange relationships which totally 864 samples has been collected. Considering that the research models have been investigated by exploratory and confirmatory factor analysis and structural equation, therefore in the estimation of sample size, the sample size is cited for structural equation. The main model of the research is consisted of two sub-communities, which have been studied in 46 items. Therefore, for each item, 10 observations and according to two sub-communities for each 460 sample group, Nine hundred samples have been taken which some samples were removed and at the end 864 samples have been examined.

The questionnaire tool has been used in present study. To extract proper structure and scale production according to Churchill 1979 model, pool of items has been produced from the available from the available literature reviews which approximately structures and items (Pool of items) have been collected.

Collected items were translated by several translators from English to Persian and vice versa in order to avoid any conceptual errors (Hui & Triandis, 1985; Hair et al., 1998). These scales were examined again by several marketing experts and chosen by the Lawshe's formula. 10 professors among the different Tehran universities were evaluators based on the Lawshe's formula. On the basis of the Lawshe criterion, it was recognized 46 items

For Lawshe, higher the agreements rate of the evaluators with advantage of a definite item, higher the content validity level too. By means of this hypothesis, Lawshe invented some formula for validity measuring of content validity which is called the content validity ratio

$$CVR = \frac{(ne - \frac{N}{2})}{\frac{N}{2}}$$

In next stage to observe the reliability and validity, the evaluation of a part of the members of the statistical community has been used. In this stage, pretest was done in the sample of 40 students. The Cronbach's Alpha coefficients were more than 0.70 and supported by the reliability of the questionnaire. The final questionnaire was assessed with 46 main items based on five options Likert Scale from very disagree (1) very agree (5) spectrum.

ANALYSIS AND RESULT

Data analysis from the descriptive statistics shows among the participants in the study, 62% have been women and 38% men 59% with master degree 41% with bachelor degree/30% married and 70% single. To observe the validity of the questionnaire, Cronbach's alpha coefficients and Dillon-Goldstein's rho coefficients have been used which is greater than 0.70 for all the structures of present study in both exchange and communal relationships communities and supported the validity of structural measurement tools.

According to the exploratory factor analysis of items, the study has been loaded in 17 scales. According to the calculated indices, the structural validity of questionnaire is consisted of discriminant validity and convergent validity. Therefore, according to the 17 components, the validity observation has been done for the two sub-communities including exchange and communal relationship. According to the fact that AVE (average variance extracted) for two exchange and communal relationships is greater than 0.50, the convergence validity is supported. Also according to the fact that AVE for each structure is greater than the correlation square of that structure with the other structures, the diagnostic validity is supported in both exchange and communal relationships. To analyze the 17 variables in the study, exploratory factor analysis and confirmatory factor analysis have been used.

In this observation first the average of each of the variables was calculated based on the responses of each statistical sample to the related items with calculated variables and extracted variables and then, the two societies of exchange and communal relationships were compared through the mean of the two independent societies. According

Table 3: Comparison of mean of research variables in two societies (communal and exchange)

Variable	Mean		Comparison of mean of research variables			
	Exchange	Communal	t	df	Significant	Mean different
Attitude brand	4.2691	4.2755	-0.146	862	0.884	-0.00637
Functional attachment	3.1586	2.8252	4.901	862	0.000	0.33333
Purchase repeat	3.8681	4.0347	-2.536	862	0.011	-0.16667
Emotional attachment	3.1736	4.1281	-16.792	862	0.000	-0.95448
Involvement	2.6690	2.7477	-1.323	862	0.186	-0.07870
Usability	4.2261	4.1937	0.665	862	0.506	0.03241
Value matching	4.0417	4.0787	-0.843	862	0.399	-0.03704
Social value	2.8819	3.5285	-10.124	862	0.000	-0.64660
Advertisement	3.4961	3.9244	-7.545	862	0.000	-0.42824
Brand association	3.2616	3.3669	-1.575	862	0.116	-0.10532
Brand reliability	3.5972	2.8831	10.941	862	0.000	0.71412
Brand experience	3.8009	3.8418	-0.701	862	0.484	-0.04090
Brand advocacy	3.3981	3.5031	-1.543	862	0.123	-0.10494
Symbol benefit	3.5810	3.7153	-1.762	862	0.078	-0.13426
Brand love	3.9572	4.0891	-2.107	862	0.035	-0.13194
Brand image	4.1505	4.2488	-1.764	862	0.078	-0.09838
Pleasure	4.0972	4.1721	-1.709	862	0.088	-0.07485

to the results of the comparison of the mean in the two communities, there was a significance difference in the variables: functional attachment, repeat or non-repeat purchasing with price increase, brand emotional attachment, social values, advertising, brand reliability and brand love could be seen (The meaningful level is smaller than 0.05) but wasn't the significance difference between two societies in variables: Brand attitudes, involvement, value matching, usability, brand association, brand experience, brand advocacy, symbol benefit, brand image and sense of pleasure have been observed (The significance level greater than 0.05) The test results are presented in Table 3.

Exploratory factor analysis for study in three separate analyzes including exploratory factor analysis for the whole statistical sample, for exchange relationship and for communal relationship has been done based on the forty-six filtered items. The results for three items: according to the KMO pretest which is greater than 0.60, proper sampling from the variables is chosen with the possibility of agent creation and according to the Bartlett's test results that significance level is smaller than 0.05 supported zero hypothesis based on the lack of correlation. The results of test are presented in the following Table 4.

In this analysis Varimax rotation has been used to determine the number of factors from Eigenvalues. There are seventeen factors with a specific value in this analysis higher than 1. The actual value is the sum of the squares of the factor loads of each factor. According to the taken results from the exploratory factor analysis, first order confirmatory factor model was observed. In this model, the relationship of 46 items could be seen with 17 structures fitted as an exogenous structure and assessed items in model are considered as each of structures. Appendix 1

Table 4: The results of the KMO and Bartlett test for exploratory analysis of the exchange & communal relationship & whole sample

Kaiser-Meyer-Olkin measure	Bartlett test			
	Approx. Chi-square	df	Significant	
0.623	27399.006	1035	.000	Whole sample
0.619	18805.624	1035	.000	Exchange relationship
0.602	12208.203	1035	.000	Communal relationship

Goodness of fitness index is consistent with the developed model based on theoretical framework and empirical background with reality. The GFI included: The GFI of 0.95, The NFI of 0.89, the CFI of 1.00, the IFI of 1.07, the PNFI of 0.73, the PGFI of 0.75, RMSEA of 0.001 and X2 of 1.75 which the theoretical model is compatible with the used experimental data. Confirmatory factor analysis was performed for both exchange/communal groups according to GFI. The standardized load factors of all items in relation to their structure had positive values greater than 0.49 and their critical ratio statistic was greater than 1.96 and 2.58 that significantly supports the positive relationship between each of the indices with the structures identified in the exploratory factor analysis and the background of the research) Table 5).

DISCUSSION

The measurement whole sample was tested using LISREL 8.8 and included all of the items composing each of the 17 constructs. (Table.6)

Table 5: Coefficients and factor analysis of factor loads in first order confirmatory factor analysis for exchange & communal sample/C: communal/E: emotional

Model fitted index	Recommended value	Recommender	Measurment:E	Measurment:C
GFI	≥80	Forza and Filippini (1998)	0.95	0.91
NFI	≥80	Kaynak (2003)	0.89	0.80
CFI	≥90	Jun et al. (2006)	1.00	0.98
IFI	≥50	Jun et al. (2006)	1.07	0.98
PNFI	≥50	Forza and Filippini (1998)	0.73	0.66
PGFI	≥50	Kaynak (2003)	0.75	0.75
RMSEA	≤08	Forza and Filippini (1998)	0.001	0.018
X2/df	<3	Jun et al. (2006)	0.649988	1.102

Table 6: Overall CFA for the measurement exchange & communal relationships

Constructs and items	Items	Standardized loadings: E	Standardized loadings: C	t -value:E	t -value: C	R2:C	R2:E
Attitude brand	ATB1	0.58	0.40	11.32	7.25	0.16	0.34
	ATB2	0.63	0.53	12.43	9.75	0.28	0.40
	ATB3	0.66	0.65	13.00	12.02	0.42	0.43
	ATB4	0.64	0.57	12.65	10.46	0.32	0.41
Functional attachment	FA1	0.74	0.74	9.85	5.13	0.55	0.54
	FA2	0.61	0.29	9.05	4.02	0.083	0.38
Purchase R	RP1	0.69	0.33	7.81	4.81	0.11	0.48
	RP2	0.68	0.54	7.77	5.75	0.29	0.46
Emotional attachment	BEA1	0.69	0.58	13.32	9.67	0.33	0.47
	BEA2	0.68	0.51	13.22	8.62	0.26	0.46
	BEA3	0.69	0.54	13.34	9.13	0.29	0.47
Involvement	Inv1	0.68	0.60	12.64	10.18	0.36	0.47
	Inv2	0.63	0.54	11.68	9.25	0.29	0.39
	Inv3	0.66	0.60	12.24	10.22	0.36	0.44
Usability	US1	0.63	0.47	10.83	6.96	0.22	0.39
	US2	0.60	0.56	10.48	7.85	0.32	0.36
	US3	0.63	0.45	10.86	6.75	0.21	0.40
Value matching	VM1	0.58	0.48	9.97	8.15	0.23	0.33
	VM2	0.59	0.56	10.25	9.46	0.31	0.35
	VM3	0.47	0.42	8.13	7.10	0.18	0.22
	VM4	0.48	0.53	8.28	8.94	0.28	0.23
Social value	SV1	0.67	0.51	13.19	8.91	0.26	0.45
	SV2	0.67	0.60	13.22	10.57	0.36	0.45
	SV3	0.71	0.61	13.95	10.63	0.37	0.50
Advertisemen	ADV1	0.66	0.38	12.28	6.21	0.14	0.44
	ADV2	0.66	0.61	12.24	9.40	0.38	0.43
	ADV3	0.67	0.52	12.50	8.39	0.28	0.45
Brand association	BAS1	0.64	0.36	8.75	4.83	0.13	0.41
	BAS2	0.71	0.77	9.08	5.90	0.60	0.50
Brand reliability	BR1	0.72	0.57	9.87	7.51	0.32	0.51
	BR2	0.64	0.52	9.34	7.26	0.27	0.41
Brand experience	BE1	0.67	0.63	11.27	10.30	0.39	0.45
	BE2	0.69	0.72	11.53	11.32	0.52	0.48
	BE3	0.50	0.40	8.99	7.05	0.16	0.25
Brand advocac	BAD1	0.61	0.55	11.30	10.33	0.30	0.38
	BAD2	0.73	0.73	13.22	13.81	0.53	0.53
	BAD3	0.56	0.57	10.40	10.76	0.32	0.32
Symbol benefit	SB1	0.62	0.63	7.18	10.18	0.39	0.38
	SB2	0.76	0.71	7.58	10.95	0.51	0.58
Brand love	BL1	0.80	0.73	8.57	10.63	0.54	0.64
	BL2	0.52	0.51	7.33	8.63	0.26	0.27
Brand image	BI1	0.66	0.67	10.38	11.67	0.45	0.44
	BI2	0.71	0.67	10.78	11.70	0.46	0.50
Pleasure	PL1	0.60	0.61	9.41	9.94	0.37	0.36
	PL2	0.51	0.51	8.21	8.51	0.26	0.26
	PL3	0.51	0.53	8.23	8.92	0.28	0.26

C: Communal relationship, E: Exchange relationship

According to the desired tables the strong impact of some structures on the two types of relationships, as well as common structures in both relationships, which ultimately forms the final model (Figure,1), could be seen.

This model of, brand emotional attachment, social values, advertising and brand love, repeat purchasing with price increase structures could have a strong impact in the communal type and functional attachment, repeat or non-repeat purchasing with price increase, brand reliability in exchange type and Brand attitudes, involvement, value matching, usability, brand association, brand experience,

brand advocacy, symbol benefit, brand image and sense of pleasure structures on two common types of relationships.

- In exchange relationships we see 13 the component of consumption scales that are effective in making purchasing decisions.
- The arrows drawn from the central rectangle towards the center core, as well as the arrows around the core, represent this relationship.
- Also, in communal relationships, the component that influences purchasing decisions in these relationships is that 15 the component is through the rectangle and the individual is a separate entity.

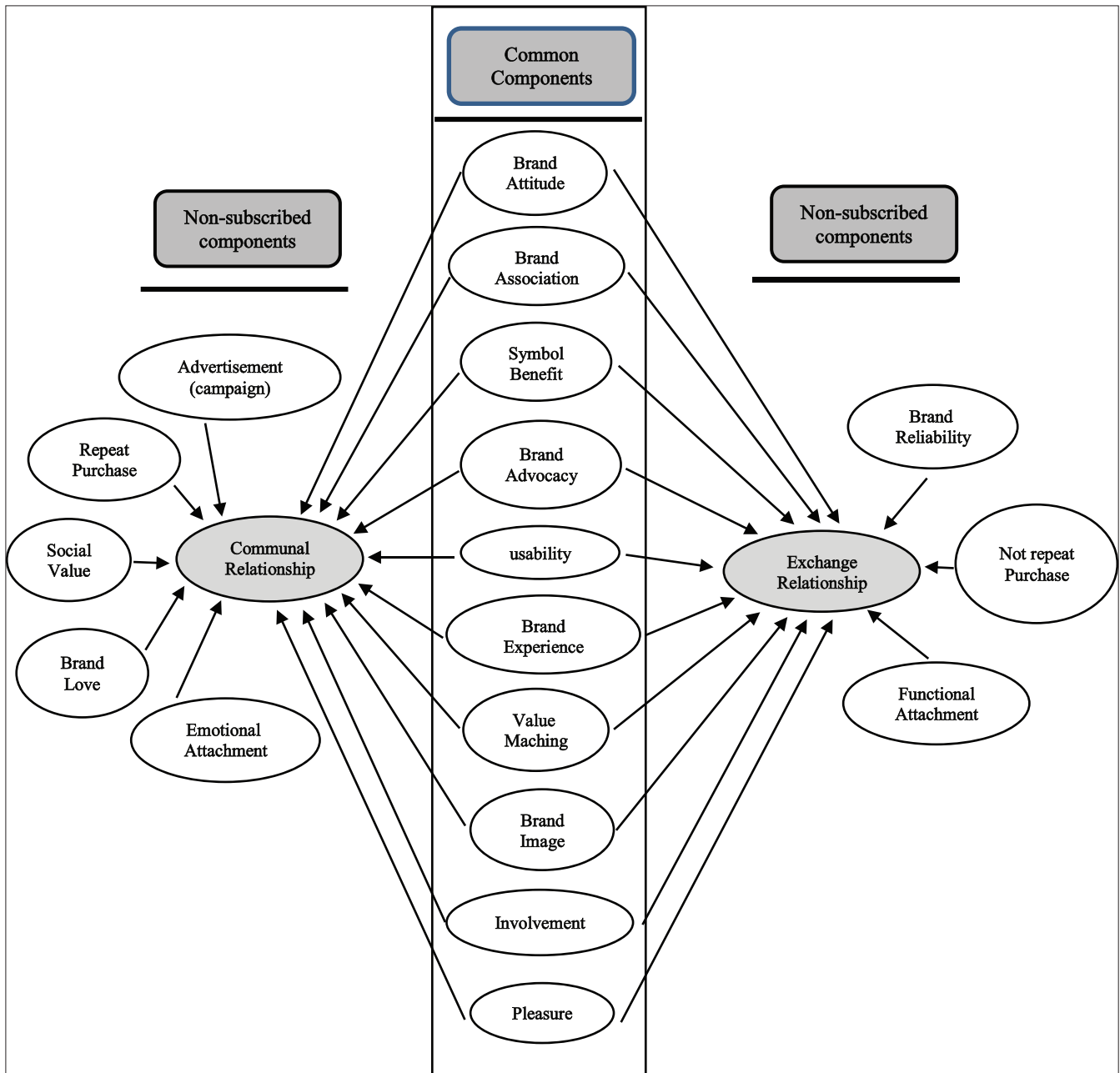


Figure.1: conceptual model of present research

CONCLUSIONS

Understanding consumer behavior is a key element in the success of marketing programs. Creating close and long-term relationships with users is the key to the victory of today's organizations. They want consumers to really love their products and make the consumers love the products so that long-term relationships and product-consumer attachment would be formed. These relationships are based on past research based on different needs in both communal and exchange forms, or arising from an economic relationship based on the costs and benefits of this relationship, or the completely warm and emotional relationships in which such relationships have the same characteristics with interpersonal relationships that bring about trust, loyalty and commitment. Given the importance of the issue of brand-consumer relations in this study, we seek to produce a scale for these relationships in the form of consumption structures. In the relationship section, there are two types of communal and exchange relationships that each of them causes brand attachment finally. In the Hess, 1994 studies, just three elements are recognized in the relations (value matching, value express, commitment). Clark & mills, 1987 just focused on describing the psychology of individuals in relationships which according to the newness of the present thinking cannot be compared with other research. In present study the 17 consumption scales have been used to find out which of these scales are common or specific in communal relationships and which of them are in exchange relationships. In this regard, the exploratory and confirmatory factor analysis have been used. The statistical results indicated that 10 factors are influential on both groups.

Some of the factors (brand love, social value, emotional attachment, advertisement) had strong effect on the communal relationships.

Hess & Story's research, 2005 & Ashley's research, 2006 proved the positive impact of love in communal relationships, which leads to more commitment from consumers which is consistent with the results of this study.

Lourerio et al., 2012 research in the impulsive product category also expresses the strong and positive effect of love in this group.

In their research, Muniz and O'Guinn, 2001 confirmed the effect of social values in a group with communal relationships that is in line with this research.

Some of factors (functional attachment, brand reliability, not repeat purchase) had strong effect on exchange relationships.

The impact of the price on the Fiske, 1992 research has been noticeable. In exchange relationships, price increases have a negative effect on the frequency of purchases. In the current study, the price increase does not repeat the purchase.

In the Sweeney and macy, 2009 studies conducted in the exchange group, the price and performance of the product are important factors and attention in this category of consumers.

Pedeliento, et al., 2015 also confirmed the great influence of factors such as the brand reliability and efficiency of products in the category of exchange relationships, which is consistent with the results of the research. These results were also shown with the study of Belaid and behi, 2011 in the field of exchange relationships (commodities such as car batteries)

This research has been along with some limitations. The studied population of study is the marketing university students from 18 to 34 which the tastes and special behaviors of this age group are shared by them. This pattern could be observed in older ages with different nostalgic walkthrough. Regarding the time, just an academic semester was used which the longitudinal one is better to used. According to the studies of Clark & Mills, 1993 Cultural differences in societies are reflected in the structure of consumption and how consumers behave. The development of branding-marketing in marketing is also one of the issues that could be along with different approaches due to the behavioral patterns of cultural differences in different societies, so it is better to observed in other cultures. According to the studies of verhoef et al., 2009 the brand experience includes previous experience and experience during the purchase which in current study, there is no separation between these two which could be observed.

Considering the topics discussed, the significance and value of meaningful relationships is clear which never lead to customer satisfaction but also generate value for the company, but how to create meaningful relationships in a business context is something that researchers are interested in marketing and consumer psychology. Some forms of value created by companies are obviously involved in effective customer relationships such as: Comfort, access, occasion, product quality, money value, technical performance, responsiveness, accuracy, coordination, competency and communication. (The topic under discussion in exchange relationships).

Other forms of value are more important to the customer's emotions and feelings such as Common narrative, values,

goals, interests, beliefs, sense of commitment, trust, social support, intimacy, respect, trust, etc. and could cause emotional loyalty and more stable relationships (The topic discussed in communal relationships). In order to create a true meaning for customers, companies should also have a better understanding of customer expectations. Currently, it seems most of the companies have a fairly limited understanding of the expectations of customers and they want to define them in terms of completely predictable and mostly functional expressions. In this regard, the companies believe the customers expect the super quality, one time delivery or be responsive to the issues as soon. The positive responses to the brand experience was combined with the others similar responses and could increase the probability of a customer approach to the brand. This approach could be exclusive in the form of an internal relationship with the brand, engagement in obvious social behaviors such as oral advertising or shopping. These internal and external activities give the customer more opportunities to know more about the brand, use its social context, and build a solid relationship with them.

The structure of consumer psychology has changed in recent decades, which the results of the present study show that there are significant points in this field.

- Consumers' views in the form of exchange relationships are not only in the context of prices, data, and outputs, but they share common features like communal groups.
- In the exchange consumer group, also affect variables such as symbolic benefits and value matching, or even brand advocacy, as well as communal group.

These results should be considered in the marketing plan.

- Variables of sense of pleasure and brand experience were variables that, according to previous research, were more significant in the category of emotional relationships • But in the study, it was found that people are not only in a exchange category looking for good products and prices, but it is also important for them to have a sense of pleasure and joy and good sales when using the goods. • These topics can be important in the planning of the company's strategy.
- Given that satisfaction is an instantaneous mode of consumption that is formed during consumption and is more significant in the exchange group, the production of attachment in this group means paying attention and repeating the purchase of the goods even after consumption.

This satisfaction is naturally more durable. More marketing successes will arise in this new category with a new and more detailed view of the issue of establishing attachment in exchange groups.

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