Consumers' Buying Motive Assessment Tool: Rational versus Emotional

Mollika Roy[1]
Arobindu Dash[2]
Muhammad Salim Hossain[1]

[1] *Department of Psychology, University of Dhaka*
[2]*School of Business & Economics, United International University*

Corresponding author: mollikaroy@du.ac.bd

Now-a-days, understanding consumers' buying motive is much more important for the marketers. As there is very limited literature in this field and no full version of psychometric tool are available for measuring consumer buying motive, we have taken initiative to develop 'Consumers' Buying Motive Assessment Tool' (CBMAT). 388 early adult respondents were used in this study. In EFA, we found two-dimensional model of CBMAT having three factor at each dimension, comprising 26 items which explained 53.63% of sub-total variance of 'Emotional' dimension and 50.90% of sub-total variance of 'Rational' dimension. In both dimension, the reliability was high enough (Cronbach's α of 'Emotional' = .826 and .837 for the 'Rational' dimension). We found high convergent validity within the same dimensional factors and high discriminant validity among different dimensional factors. By considering cutoff point (39), buyers' motive can be low or high in both dimensions which comprises four types buyer motive such as 'Equivocal'; 'Utilitarian'; 'Affective' and 'Indifferent'. These findings help to gain the psychometric properties of CBMAT which also support the 'Dual Process Theory'. This study opens the door of further research on consumer buying motive.

Key words: motivation, consumers' buying motive, economic view, emotional view

Why do people buy? What is the motive behind the purchase behavior? Now-a-days, it's very crucial for the marketers to explore their consumers buying motive which will help them to reach their target consumers more effectively and if their products/services offer match with their target consumers, it will help in product positioning and gain competitive advantage. That's why Consumer behavior analysts give much more emphasis to explore consumers' buying motive. According to Consumer Characteristics Approach, five major components (Attitude, Learning, Perception, Personality and Motivation) affect our buying behavior. In Purchase Decision Making Process Model, it is clear that consumers' motivation is just the immediate stage before buying decision (action). So, understanding buyers' motive will help the marketers to manipulate buyer's decision. Consumer motivation acts as a driving force within consumers that impels them to make purchase decision (action). There are two types of consumer buying motives: Product Motives (driving forces and considerations which make the buyer purchase a specific product) and Patronage Motives (driving forces and considerations which persuade the buyer to patronage specific shops). This study focuses on the product motive perspective which can be two types: Emotional Product Motives: Emotional Motives (persuade the

consumers on the basis of their emotions and they doesn't try to reason out or logically analyses the need for purchase. They make a buying to satisfy pride, sense of ego, urge to initiate others, and desire to be unique) and Rational Motives (impulses in consumer which arise on the basis of logical analysis and proper evaluation. The buyer makes rational decision after chief evaluation of the purpose, alternatives available, cost benefit, and such valid reasons). A motive is that drive or urge for which an individual seeks satisfaction (W.J. Stanton, 1995). When consumers seek satisfaction through the purchase of something, it remarks as buying motive. From marketing perspective, rational motive includes object related criteria (size, weight, price etc.) and emotional motive includes subject/personal related criteria (pride, fear, affection or status etc.). In reality, both object and subject related criteria should be matched for making purchase decision and later, to bring post-purchase satisfaction.

It has been a great debate among consumer researchers whether consumers are directed by emotional (Modern/Emotional View) or Rational (Traditional/Economic View) buying motives. Traditional/Economic View is supported by classical economists and considers the consumer as a 'rational economic man'. 'Utility Theory (the most prevalent model from economic view) proposes that consumers make choices based on the expected outcomes of their decisions. Consumers are viewed as rational decision makers who are only concerned with self-interest. In contrast, Modern/Emotional View is supported by psychologists and behavioral economists and considers the consumer as an 'emotionally driven man'. Emotional motives prompt a prospect to act because of an appeal to some emotion (fun, fear, love, prestige, hope etc.). Philosophically, Emotional motives usually stem more from the heart than the head and often involve little logic and reasons and less pre-purchase information search. There is enough evidence for both ideas (Economic vs. Emotional View) and against them. Finally, both of these views and their debates are aggregated by 'Dual Process Theory'. This theory believes that human beings may be dominated by either rational or emotional thoughts but both thoughts simultaneously exist in human beings. The purchase action of consumers is based on emotional drive with rational modifications (Fig. 1). Emotional motive back the initiation of the purchase decision and final action both.

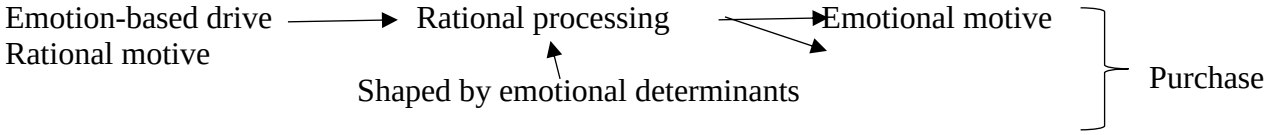

Figure 1: The Emotional Appeals That Make People Buy (Hoque *et. al.*, 2012)

These two processes consist of an emotional (automatic), unconscious process and a rational (controlled), conscious process (Posner & Snyder, 1975). A number of theorists have mapped these dual processes on to two distinct cognitive systems and have been given various names including experiential-rational (Epstein, 1994), heuristic-analytic (Evans, 1989), heuristic-systematic (Chen &Chaiken, 1999), implicit- explicit (Evans & Over, 1996), associative and rule-based (Sloman,

1996) and the neutral System 1 and System 2 (Stanovich, 1999) reflective and impulsive processing (Strack & Deutsch, 2004), reflective and reflexive processing (Lieberman et al., 2002), and System 1 versus System 2 processing (Kahneman, 2003; Stanovich & West, 2000).

On the basis of this 'Dual Process Theory', it is needed to measure consumers buying motive as having both rational and emotional motive and identify which consumer is triggered by which kind of motive. As there is very limited literature in this field and no full version of psychometric tool are available for measuring consumer buying motive, we have taken initiative to develop 'Consumers' Buying Motive Assessment Tool' to classify both rational and emotional dominated consumers by considering previous literature reviews and available different subscales and following standard procedures

Method

Respondents

A total of 388 early adult respondents were used in this study. Three divisions (Dhaka, Chittagong and Sylhet) were selected randomly (lottery technique) from 8 divisions. After getting the divisional city, we used convenience sampling. The age of the respondents ranged from 18 to 30 years (Early adult consumers are more independent decision maker), the mean age being 24.65 years with *SD*= 3.39. Among 388 respondents, 194 (50%) were males and 194 (50%) were females. Most of the respondents (92.63%) were students. The perceived social statuses of these respondents 52 (13.40%) were belong to upper class, 247 (63.66%) were belong to the middle class and rest 89 (22.94%) were in the lower class group. Respondents in Dhaka city were 167 (43.00%), Chittagong city were 110 (28.04%), Sylhet city were 111 (28.06%). The Cross-Sectional survey sample size determination test statistic was used here proposed by Aday and Cornelius (2006).

Design

Cross-sectional survey design was used in this study.

Item Formation Procedures

Items of the Consumers' Buying Motive Assessment Tool (CBMAT) was constructed by following steps;

i. Questionnaire formation:

a. Previous scales' items

On the basis of the guideline Howard, Cole & Maxwell, (1987), the following questionnaire development steps were followed.

Step one: Past literature reviews based items

At the very first of this questionnaire development, several questionnaires were considered which were previously used to partially explore this consumer buying motive field. In case of consideration, we give priority only on the subscales/ sub dimensions of these scales which reflect our present study's desired content (rational/emotional). The questionnaires are as follows:

i. 'The Utilitarian Meaning and Piecemeal Judgement' (rational focused scale) and 'The Affective Judgement and Symbolic Meaning' (emotional focused scale) (Mittal, 1988).

ii. 'Affective and Rational Modes of Consumer Choice' (Allen and Ng, 1999).
iii. 'The Decision-Making Styles Inventory' (Nygren, 2000).
iv. 'The Decision Styles Scale' (DSS; Hamilton & Mohammed, 2016).
v. 'Impulsive Buying Tendency Scale' (Badgaiyan, Verma & Dixit, 2016).

Step two: Ensuring construct equivalence

To decide whether the constructs of the English version of these previously stated scales' items have the identical meanings in Bangladeshi culture as in English culture and the constructs studied previously have been reviewed. In addition, two subject matter experts (both of them were faculties of Psychology Department, University of Dhaka) have judged the construct equality between the two (English & Bangladeshi) cultures.

Step three: Forward translation (English-Bangla)

This step is followed by two translators who individually translated these scales' items from English to Bangla. They were trying their level best in selecting the most appropriate words, items or expressions to translate their respective Bangla versions. By this step, the initial Bangla version of items was organized.

Step four: Back translation (Bangla-English)

Again two translators were selected who translated the Bangla items to English. The correctness of forward translation was cross-checked by the panel members' back-translation reviews.

b. Focus Group Discussion (FGD)

A formal focus group discussion was arranged, comprised with 12 purposively selected consumers (all of them were graduate and post-graduate students of Dhaka University). Then, we discussed with them about the contributing factors behind rational and emotional motive. Several factors were already explored from the previous scales and additionally, some other unexplored but relevant and insightful items were included now in the development of this questionnaire. This FGD session took 45 minutes.

c. Items construction

Total 97 items were selected from previous literature, previous scales' items and FGD findings. Among of these items, 46 were rational items and 51 were emotional items.

d. Items cross-check and reduction

Then, we cross-checked these 97 Bengali items. We found many irrelevant, saturated, repetitive items among these items. Finally, 46 items were selected (23 rational and 23 emotional items).

e. Dimension specification and Item correctness

Now, 46 items were reviewed by three subject matter experts. They specified these items as they think, by putting the "R" sign in case of 'rational motive measuring item' and the "E" sign in case of 'emotional motive measuring item'. When these items measure the dimension appropriately, the experts had put the tick sign (√) and if any correction needed, they wrote down their feedback.

f. Item finalization

On the basis of the panel experts' feedback, we could finally select 40 items for the 'Consumers' Buying Motive Assessment Tool' where 20 items were for measuring 'rational consumer buying motive' and the rest 20 items were for measuring 'emotional consumer buying motive'.

g. Interview

Then, these items were also reviewed by 30 mass consumers and finally we got CBMAT questionnaire. 'Individual interview method' was used to ask respondents about any word, concept or expression that they found confusing, difficult, unacceptable or offensive; when they felt confusing asked them for several possible alternative words or expressions which conformed better to their usual language.

ii. Questionnaire administration and Data acquisition:

CBMAT was individually administered on 388 respondents who have purchased garment products from the clothing shops (All three divisions had city corporation run markets. Data were collected from New Market and City Corporation Market, Dhaka; New Market and Shah Amanat City Corporation Market, Chittagong; New market, Sylhet. These markets were selected because mass people usually make shopping from these markets).Approximately 12-15 minutes were taken by the respondents to complete this questionnaire.

iii. Item analysis:

The appropriateness of each item (Item Analysis), reliability coefficients (Cronbach's alpha), validity (content and construct including convergent and discriminant) of the CBMAT were determined.

Scoring:

CBMAT was scored on the basis of 5 point Likert scale, ranges from 1= 'completely disagree' to 5= 'completely agree' where 3 = neutral. Both Emotional (13 items) and rational (13 items) items were scored separately in a single scale (score ranges from 13 to 65) and then compare. When rational dimension's sub-total score was equal to or above the counterpart emotional dimension's sub-total, it would be remarked that the consumer is a 'rational buyer' and vice versa. On the basis of cutoff point 39 ((65+13)/2), consumers can also be classified as 'High' or 'Low' motive in both dimension. Now, we categorized consumer buying motive into four types: 'Equivocal' (high emotional (emotional subtotal scores range from 39-65) and high rational (rational subtotal scores range from 39-65)); 'Utilitarian' (low emotional (emotional subtotal scores range from 13-38) and high rational (rational subtotal scores range from 39-65)); 'Affective'(high emotional (emotional subtotal scores range from 39-65) and low rational (rational subtotal scores range from 13-38)) and 'Indifferent' (low emotional (emotional subtotal scores range from 13-38) and low rational (emotional subtotal scores range from 13-38).

Results

Item analysis

Previous study showed that the 'Rational' buying motive items were negatively correlated with the 'Emotional' buying motive items. So, negative correlations

based items exclusion will not be appropriate strategy in item analysis. This is why; we have to prepare two correlation matrices: one for 'Emotional' and another for 'Rational'. In the correlation matrix of CBMAT: Emotional (not shown) didn't have any negative values and among 190 ('Emotional'=20 items) inter-item correlation coefficients 160 were significant with average coefficient being .20. In item-subtotal (item-emotional total) correlations, 13 corrected-item subtotal correlations were significant (r >.30) which ranged from .38 to .57 with a mean of .48. So, we have to exclude 7 items from emotional subscale. In the correlation matrix of CBMAT: Rational (not shown), there were 22 negative values and among 190 ('Rational'=20 items) inter-item correlation coefficients 146 were significant with average coefficient being .18. 2 items (item no. 16 and 22) were excluded because of negative inter-item correlations. In item-subtotal (item-rational total) correlations, 13 corrected-item subtotal correlations were significant (r >.30) which ranged from .35 to .60 with a mean of .44. So, we have to exclude 7 items from rational subscale.

Factor analysis

Before conducting Exploratory Factor Analysis (EFA), we checked whether data were suitable for factor analysis. We could conclude that the sample size was adequate enough because the 'Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy' was .87 which exceeded .60 (Kaiser, 1970) and in the Bartlett's Test of Sphericity, the x^2 value was 2875.89 (p<.001). In 26-item CBMAT (13 'Rational' and 13 'Emotional'), substantial number (22.72%) of coefficients .30 and above and the determinant was .001 (>.00001, Field, 2005), so we could conclude that there was no multicolinearity or singularity problem. This finding supported our factorability of the R-matrix.

In EFA, Principal Component Analysis (PCA) with varimax rotation technique was used here. In 13-'Emotional' items CBMA, we found 3 factors (Eigen values >1.00) under emotional dimension, accounting for 53.63% of the subtotal variance (Table 1). The scree plot also supported these 3 factors (Fig. 2).

Table 1

Rotated three factor Component Matrix for 13-item emotional dimension

	Component		
	1 (Randomness)	2 (Intuition)	3 (Feeling)
38th Item in Consumer Buying Motive.	.809		
35th Item in Consumer Buying Motive.	.736		
26th Item in Consumer Buying Motive.	.660		
32th Item in Consumer Buying Motive.	.578		
19th Item in Consumer Buying Motive.	.570		
36th Item in Consumer Buying Motive.	.564		
11th Item in Consumer Buying Motive.	.484		
39th Item in Consumer Buying Motive.		.798	
9th Item in Consumer Buying Motive.		.790	
21th Item in Consumer Buying Motive.		.784	
24th Item in Consumer Buying Motive.		.606	
5th Item in Consumer Buying Motive.			.766
8th Item in Consumer Buying Motive.			.756

Note. N= 388; Factor loadings <.40 were suppressed; Extraction Method: Principal Component Analysis;
Rotation Method: Varimax with Kaiser Normalization; Rotation converged in four iterations.

In 13-'Rational' items CBMAT, we found 3 factors (Eigen values >1.00) under rational dimension, accounting for 50.90% of the subtotal variance (Table 2). The scree plot also supported these 3 factors (see Figure 3).

Table 2

Rotated three factor Component Matrix for 13-item rational dimension

	Component		
	1 (Information)	2 (Logic regulation)	3 (Consciousness)
6th Item in Consumer Buying Motive.	.689		
30th Item in Consumer Buying Motive.	.646		
4th Item in Consumer Buying Motive.	.622		
27th Item in Consumer Buying Motive.	.620		
10th Item in Consumer Buying Motive.	.607		
29th Item in Consumer Buying Motive.	.438		
7th Item in Consumer Buying Motive.	.427		
34th Item in Consumer Buying Motive.		.730	
37th Item in Consumer Buying Motive.		.598	
33th Item in Consumer Buying Motive.		.514	
13th Item in Consumer Buying Motive.			.710
23th Item in Consumer Buying Motive.			.671
18th Item in Consumer Buying Motive.			.652

Note. *N*= 388; Factor loadings <.40 were suppressed; Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization; Rotation converged in four iterations.

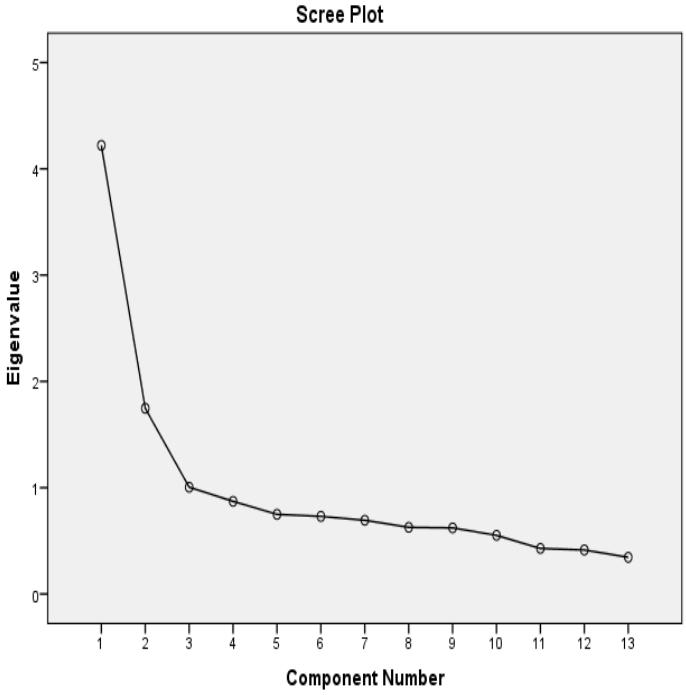

Figure 2: The scree plot (13-items emotional dimension)

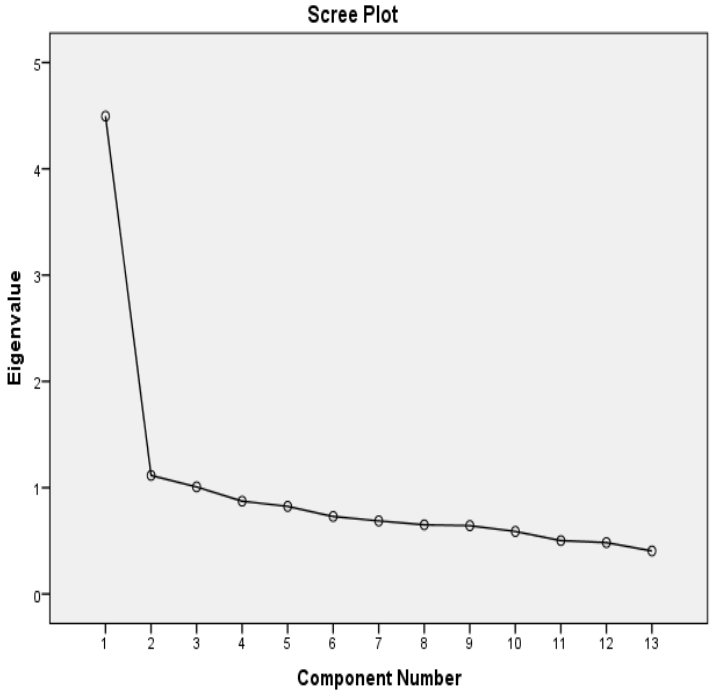

Figure 3: The scree plot (13-items rational dimension)

Factor scores and Buying motive patterns

The descriptive statistics of this study regarding six factors (3 emotional & 3 rational) with two dimension (emotional & rational) were presented in Table 3. Without gender effect, the mean 'Emotional Buying Motive' score was 33.93 ± 9.71 and the mean 'Rational Buying Motive' score was 43.44 ± 9.36.

Table 3

Descriptive statistics &t-test results of the Consumers' Buying Motive Assessment Tool

	Male	Female	Total
	Mean (*SD*)	Mean (*SD*)	Mean (*SD*)
Randomness(Factor 1: Emotional)	15.85 (5.74)	15.61 (6.64)	15.73 (6.20)
Information(Factor 1: Rational)	15.47 (4.56)	15.99 (4.39)	15.73 (4.48)
Intuition(Factor 2: Emotional)	10.67* (3.85)	11.42* (4.07)	11.05 (3.97)
Logic regulation(Factor 2: Rational)	17.27 (4.14)	17.26 (3.78)	17.26 (3.96)
Feeling(Factor 3: Emotional)	7.15 (2.22)	7.15 (2.18)	7.15 (2.14)
Consciousness (Factor 3: Rational)	10.25 (2.71)	10.63 (2.64)	10.44 (2.68)
Emotional dimension	33.68 (8.91)	34.18 (10.47)	33.93* (9.71)
Rational dimension	42.98 (9.07)	43.89 (9.64)	43.44* (9.36)

*Note. Male = 194; Female = 194; N = 388; *p <.05.*

In case of CBMAT, we also considered cutoff point '39' (see 'Scoring' subsection). In Table 4, we found that most consumers were 'Utilitarian' (53.09%) and less consumers were 'Affective' (12.89%).

Table 4

The proportion of different consumer buying motives

	Male	Female	Total
	n (%)	*n* (%)	*N*(%)
'Equivocal' (high emotional and high rational)	27 (13.92%)	27 (13.92%)	54 (13.92%)
'Utilitarian' (low emotional and high rational)	101 (52.06%)	105 (54.12%)	206 (53.09%)
'Affective' (high emotional and low rational)	23 (11.86%)	27 (13.92%)	50 (12.89%)
'Indifferent' (low emotional and low rational).	43 (22.16%)	35 (18.04%)	78 (20.10%)

Note, Male (n) = 194; Female (n) = 194; Total (N) = 388

Reliability: The reliability of the CBMAT was examined by estimating internal consistency. In Cronbach's α statistic (unstandardized), we found .826 for the 'Emotional' dimension and .837forthe 'Rational' dimension. Finally, the reliability of this CBMAT questionnaire was established.

Validity: The content validity of items used in CBMAT was established by subject matter experts (mentioned earlier in questionnaire formation stage) and we also checked construct validity which includes convergent validity and discriminant validity.

Convergent Validity: The average squared factor loadings in six factors (3 emotional factors and 3 rational factors) were greater than or equal to (close enough) .50 (Table 5) (Hair, Black, Babin, Anderson & Tatham, 1998). Hence, these supported items-factors coefficient are valid enough for measuring buying motive.

Table 5

Average squared factor loadings in six factors

Emotional dimension	Average squared factor loadings	Rational dimension	Average squared factor loadings
1. Randomness	.49	1. Information	.52
2. Intuition	.56	2. Logic regulation	.59
3. Feeling	.58	3. Consciousness	.50

Discriminant Validity:

In inter-factor squared correlation coefficient, we found that the relationship among same dimensional factors was high but very low correlation among different dimensional factors which was lower than the convergent scores (Table 6). This findings established discriminant validity in CBMAT.

Table 6

Inter-factor squared correlation coefficient

		Rational dimension		
		1. Information	2. Logic regulation	3. Consciousness
Emotional dimension	1. Randomness	.007*	.02*	.03*
	2. Intuition	.01*	.03*	.004*
	3. Feeling	.009*	.06*	.003*

*Note. N=402; *p <.05(2-tailed).*

Discussion

The aim of this present study is to develop a reliable and valid psychometric too for measuring consumers' buying motive. On the basis of the 'Dual Process Theory', it is needed to measure consumers buying motive as having both rational and emotional motive and identify which consumer is triggered by which kind of motive. In EFA, we focused on two-dimensional model of CBMAT having three factor at each dimension, comprising 26 items; rest 14 items were dropped from the CBMAT questionnaire at different stages of the analysis such as contents analysis, inter-item correlations and factor loadings. 'Emotional' dimension had 3 factors with 13 items including 'Randomness' (Factor 1: 7 items), 'Intuition' (Factor 2: 4 items) and 'Feeling' (Factor 3: 2 items) which explained 53.63% of sub-total variance. 'Rational' dimension had 3 factors with 13 items including 'Information' (Factor 1: 7 items), 'Logic regulation' (Factor 2: 3 items) and 'Consciousness' (Factor 3: 3 items) which explained 50.90% of sub-total variance. We found high reliability in both dimension (Cronbach's α of 'Emotional' = .826 and .837 for the 'Rational' dimension).

In inter-factor correlations, we found low and significantly negative correlation between dimensional factors which represents that bipolar dimensions are unique enough. This dimensionality supports the 'Dual Process Theory'.

From this study, we also found some interesting features. In case of buying motive, gender difference isn't significant enough (see Table 3). Only in intuition (factor 2; emotional dimension), we found a significant difference between male and female. That's why, it can be concluded that female (11.42 ± 4.07) are much more intuition focused than male (10.67 ± 3.85).We found a significant difference between rational and emotional buyers in purchase decision (see Table 3). In case of purchase decision, our rational motive (43.44 ± 9.36) is much more dominating than our emotional motive (33.93 ± 9.71).

On the basis of cutoff point (39), buyers' motive can be low or high in both dimensions (see table 4). In this 4 category, there were no significant differences between male and female in buying motive (not seen in the table). We also found that most consumers were 'Utilitarian' (n=206); they are much more rational dominating (n=206) in comparison to emotional motive (n=50).

This study also has a few limitations. Firstly, we considered only garment items buyers as our respondents so that we can constant the reference items for all consumers. These garment items (clothes) are the basic utilitarian products which are most commonly purchased by mass consumers. Secondly, most respondents' perceived social classes were middle. This also makes the sample more similar. Finally, we have to use non-probabilistic sampling (convenient) due to dealing with large data. For these consequences, we may miss some relevant demographic influences on the data which requires further investigation.

In conclusion, this CBMAT makes it possible to measure consumers' buying motive in more reliable and valid manner. This psychometric tool will enrich knowledge in understanding our dual system and also show sight to give up the debate between 'Economic view' vs. 'Emotional view'.

References

Allen, M. W., & Ng, S. H. (1999). The direct and indirect influences of human values on product ownership. *Journal of Economic Psychology*, *20*(1), 5-39.

Badgaiyan, A. J., Verma, A., & Dixit, S. (2016). Impulsive buying tendency: Measuring important relationships with a new perspective and an indigenous scale. *IIMB Management Review*, *28*(4), 186-199.

Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, *22*(2), 99-113.

Foxall, G. R. (2005). Consumer Behavior. In *Understanding Consumer Choice* (pp. 15-42). Palgrave Macmillan, London.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (1998). Multivariate data analysis . Uppersaddle River. *Multivariate Data Analysis (5th ed) Upper Saddle River*.

Hamilton, K., Shih, S. I., & Mohammed, S. (2016). The development and validation of the rational and

intuitive decision styles scale. *Journal of Personality Assessment*, *98*(5), 523-535.

Hoque, M. R., Islam, S.,& Khan, N. A. (2012). Consumer Motives Toward Apartment Purchase: A Study From Consumers' Perspective. *Journal of Business Studies*, 33(1), 194-195.

Howard, G. S., Cole, D. A., & Maxwell, S. E. (1987). Research productivity in psychology based on publication in the journals of the American psychological association. *American Psychologist*, *42*(11), 975.

Jantzen, C., Fitchett, J., Østergaard, P., & Vetner, M. (2012). Just for fun? The emotional regime of experiential consumption. *Marketing Theory*, *12*(2), 137-154.

Jones, T. M. (1991). Ethical decision making by individuals in organizations: An issue contingent model. *Academy of Management Review*, *16*(2), 366-395.

Katona, G. (1953). Rational behavior and economic behavior. *Psychological Review*, *60*(5), 307.

Lancaster, K. J. (1966). A new approach to consumer theory. *Journal of Political Economy*, *74*(2), 132-157.

Mittal, B. (1988). The role of affective choice mode in the consumer purchase of expressive products. *Journal of Economic Psychology*, *9*(4), 499-524.

Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. *British Food Journal*, *107*(8), 606-625.

Pincus, J. (2004). The consequences of unmet needs: The evolving role of motivation in consumer research. *Journal of Consumer Behaviour*, *3*(4), 375-387.

Stanton, W. J., Buskirk, R. H., Spiro, R. L., & Stanton, W. J. (1995). *Management of the Sales Force*. Chicago: Irwin.

Stoeva, M. (2017). Emotional Branding Online: Case study: Nike. Retrieved from https://www.theseus.fi/bitstream/handle/10024/136114/Stoeva_Margarita_Emotional_Branding_Online.pdf?sequence=1.