REFERENCES

Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, The Free Press., New York, NY.

Albert, N., Merunka, D. and Vallette-Florence, P. (2008), "When consumers love their brands: exploring the concept and its dimensions", *Journal of Business Research*, Vol. 61 No. 10, pp. 1062-75.

Arnould, Eric. J. and Craig J. Thompson (2005), "Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, 32 (March), in press.

Ashforth, B. E., & Mael, F. (1989). Social identity theory and the organization. Academy of Management Review, 14(1), 20–39.

Baker, S. M., & Kennedy, P. F. (1994). Death by nostalgia: a diagnostic of context-specific-cases. *Proceedings of NA - Advances in Consumer Research*, Provo, UT, USA, 21.

Batra, R. Ahuvia, A. and Bagozzi, R.P. (2012), "Brand love", *Journal of Marketing*, Vol. 76 No. 2, pp. 1-16.

Batra, R., Ahuvia, A. & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, Vol. 76, No. 2, Pages 1-16.

Belk, R. W. (1988). Possessions and the extended self. Journal of Consumer Research, 15(2), 139–168.

Bengtsson, A. (2003), "Towards a critique of brand relationships", *Advances in Consumer Research*, Vol. 30 No. 1, pp. 154-158.

Bergami, M., & Bagozzi, R. P. (2000). Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization. British Journal of Social Psychology, 39(4), 555–577.

Berger, J., & Heath, C. (2007). Where consumers diverge from others: Identity signaling and product domains. *Journal of Consumer Research*, 34(2), 121–134.

Bergkvist, L. and Bech-Larsen, T. (2010), "Two studies of consequences and actionable antecedents of brand love", *Journal of Brand Management*, Vol. 17 No. 7, pp. 504-518.

Bhattacharya, C. B., & Sen, S. (2003). Consumer–company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing*, 67(2), 76–88.

Bhattacharya, C. B., & Sen, S. (2003). Consumer–company identification: A framework for understanding consumers' relationships with companies. Journal of Marketing, 67(2), 76–88.

Bowlby, J. (1979), *The Making and Breaking of Affectional Brands*, Tavistock, London.

Brewer, M. B. (1991). T*he social self: On being the same and different at the same time.*

Bryman, B. and Bell, E. (2011) *Business Research Methods,* 3rd ed., Oxford: Oxford University Press.

Carroll, B.A. and Ahuvia, A.C. (2006), "Some antecedents and outcomes of brand love", *Marketing Letters*, Vol. 17 No. 2, pp.

79-89.

Chernev, A., Hamilton, R., & Gal, D. (2011). Competing for consumer identity: Limits to self-expression and the perils of lifestyle branding. Journal of Marketing, 75(3), 66–82.

Davis, F. (1979). Yearning for yesterday: sociology of nostalgy. Nova York: The Free Press.

Escalas, J. E., & Bettman, J. R. (2009). Self-brand connections: The role of reference groups and celebrity endorsers in the creation of brand meaning. In D. J. MacInnis, C. W. Park, & J. R. Priester (Eds.), Handbook of brand relationships (pp. 107–123). Armonk, NY: M.E. Sharpe.

Festinger, L. (1962) Cognitive Dissonance. Scientific American, 207, 93-107.

Fournier, S. (1998), "Consumers and their brands: developing relationship theory in consumer research", Journal of Consumer Research, Vol. 24 No. 4, pp. 343-73.

Fournier, S. M. (2009). Lessons learned about consumers' relationships with their brands. In D. J. MacInnis, C. W. Park, & J. R. Priester (Eds.), Handbook of brand rela- tionships (pp. 5–23). Armonk, NY: M.E. Sharpe.

Higgins, E. T. (1987). Self-discrepancy: A theory relating self and affect. Psychological Review, 94, 319-340.

Hill, C. E. et al. (2005). Consensual qualitative research: An update. *Journal of Counseling Psychology, 52,* 196-205.

Hill, C. E., Williams, E. N., & Thompson, B. G. (1997). A guide to conducting consensual qualitative research. *Counseling*

Psychologist, 25, 517-572.

Holak, S., & Havlena, W. (1998). Feelings, fantasies, and memories: an examination of the emotional components of nostalgia. Journal of Business Research, 42(1), 217-226. doi: 10.1016/S0148-2963(97)00119-7.

Holbrook, M.B. and Hirschman, E.C. (1982a), "The experiential aspects of consumption: consumer fantasies, feelings, and fun", *Journal of Consumer Research*, Vol. 9 No. 2, pp. 132-140.

Holbrook, M.B. and Hirschman, E.C. (1982b), "Hedonic consumptions: emerging concepts, methods & propositions", *Journal of Marketing*, Vol. 46 No. 3, pp. 92-101.

Holt, D. B. (2005). How societies desire brands: Using cultural theory to explain brand symbolism. In S. Ratneshwar, & D. G. Mick (Eds.), Inside consumption (pp. 273–291). London, New York: Routledge.

Huffman, C., Ratneshwar, S., & Mick, D. G. (2000). Consumer goal structures and goal determination processes: An integrative framework. In S. Ratneshwar, D. G. Mick, & C. Huffman (Eds.), The why of consumption: Contemporary perspectives on consumer motives, goals, and desires (pp. 9–35). London: Routledge.

Kanungo, R. N. (1979). The concept of alienation and involvement revisited. Psychological Bulletin, 86(1), 119-138. doi: 10.1037/0033-2909.86.1.119.

Keh, H.T., Pang, J. & Peng, S. (2007). Understanding and Measuring

Brand Love. In Priester, Joseph R. (Ed.), *Society for Consumer Psychology Conference Proceedings, Santa Monica*, pp. 84-88.

Kotler, P. Armstrong, G. Agnihotri, P.Y. and Haque, E.U. (2010), *Principles of Marketing: A South Asian Perspective*, 13th ed., Dorling Kindersley, New Delhi.

Kunda, Z. (1999). Social cognition: Making sense of people. Cambridge, MA: MIT Press.

Kvale, S. (1983) "The Qualitative Research Interview: A Phenomenological and Hermeneutical Mode of Understanding", *Journal of Phenomenological Psychology*, Vol.14 (Fall), pp.171-196.

Lam, S. K., Ahearne, M., Hu, Y., & Schillewaert, N. (2010). Resistance to brand switching when a radically new brand is introduced: A social identity theory perspective. Journal of Marketing, 74(6), 128–146.

Levy, S. J. (1959). Symbols for sale. Harvard Business Review, 37(4), 117–124.

Maslow, A.H. (1943) A Theory of Human Motivation. Psychological Review, 50, 370-396.

McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. Journal of Marketing, 66(1), 38–54.

Merchant, A., & Ford, J. (2008). Nostalgia and giving to charity: a conceptual framework for discussion and research. International Journal of Nonprofit and Voluntary Sector Marketing, 13(1), 13-30.

Oliver, R.L. (1999), "Whence consumer loyalty", *Journal of Marketing*, Vol. 63 No. 4, pp. 33-44.

Reimann, Martin, R. Castano, J. Zaichkowsky, and A. Bechara (2012) How we relate to brands: Psychological and neurophysiological insights into consumer–brand relationships Journal of Consumer Psychology 22, 128-142

Rubin, Z. (1970). Measurement of romantic love. *Journal of Personality and Social Psychology*, 16, 2, 265-273.

Saunders, M., Lewis, P. and Thornill, A. (2007) *Research Methods for Business Students,* 4th ed. Harlow, Essex: Pearson Education Limited

Seligman, M. E. P., & Csikszentmihalyi, M. (Eds.) (2000). Positive Psychology—An Introduction. American Psychologist, 55, 5-14.

Shimp, T.A. and Madden, T.J. (1988), "Consumer-object relations: a conceptual framework based analogously on Sternberg's triangular theory of love", *Advances in Consumer Research*, Vol. 15 No. 1, pp. 163-168.

Singer, J.L. (1966), *Daydreaming: An Introduction to the Experimental Study of Inner Experience*, New York: Random House.

Stern, B. B. (1992). Historical and personal nostalgia in advertising text: The fin de siècle effect. *Journal of Advertising, 21*(4), 11-22.

Sternberg, Robert J. (1986). A triangular theory of love. *Psychological Review*, 93 (2), 119-135.

Sternberg, Robert J. (1997). Construct validation of a triangular love scale. *European Journal of Social Psychology*, 27, 3, 313-335.

Stuart, H. (2002). Employee identification with the corporate identity.

International Studies of Management and Organization, 32(3), 28–44.

Swanson, Guy E. (1978). "Travels Though Inner Space: Family Structure and Openness to Absorbing Experiences," *American Journal of Sociology*, 83, 890-919.

Tajfel, H., & Turner, J. C. (1985). The social identity theory of intergroup behavior. In S. Worchel, & W. G. Austin (Eds.), Psychology of intergroup relations (pp. 7–24). (2nd ed.). Chicago, IL: Nelson Hall.

Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional branding and the strategic value of the Doppelgänger brand image. Journal of Marketing, 70(1), 50–64.

Thomson, M. MacInnis, D.J. and Park, C.W. (2005), "The ties that bind: measuring the strength of consumers' emotional attachments to brands", *Journal of Consumer Psychology*, Vol. 15 No. 1, pp. 77-91.

Thomson, M., MacInnis, D. J., & Whan Park, C. (2005). The ties that bind: Measuring the strength of consumers' emotional attachment to brands. Journal of Consumer Psychology, 15(1), 77–91.

Whang, Yn-Oh, J. Allen, N. Sahoury, & Zhang. H. (2004). Falling in Love with a Product: The Structure of a Romantic Consumer-Product Relationship. *In Advances in Consumer Research B. E. Kahn and M. F. Luce (Eds.)* Vol. 31. Provo, UT: Association for Consumer Research 2004.