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SELF CONSTRUAL EFFECT ON CREATING & MANAGING EMOTIONAL BRAND EXPERIENCE

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Sabırla dinleyip yol gösteren annem Aysel Durmuş'a, irademe güven veren babam Hüseyin Durmuş'a, stratejist oyun antrenörüm aybim Osman Sait Durmuş'a ve sevginin en güzel karşılığı doğal zeka Mr Boxy Pluto'ya atfedilmiştir.

Yargı hangi iki nokta arasında olursa olsun, ışık sonsuzdan gelir ve sonsuza gider…

Self Construal Effect on Creating & Managing Emotional Brand Experience

Benlik Algısının Duygusal Marka Deneyimi Yaratma & Yönetme Üzerine Etkisi

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1. Self Construal = Benlik Algısı
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ÖZET

Kişinin diğer insanlarla ilgili olarak kendini algılamasındaki farklılaşma, tüketicilerin karar alma süreçleri üzerinde, benzer duygusal marka deneyimi yaşamalarında ve buna bağlı olarak tüketici davranışlarında farklılaşmayla vurgulanmıştır. Bu durum kültürel etkiyle olabileceği kadar anlık tetiklenen benlik algısına da bağlı olabilir. İlk çalışma için anlık benlik algısı tetiklenen 203 kişilik ve ikinci çalışma için kronik benlik algısına göre seçilen 198 kişilik örneklemde, katılımcılar Benlik Algısı Anketi, Pozitif ve Negatif Duygu Çizelgesini, Paylaşılan Deneyim Envanteri ve marka tercihleri sorulduktan sonra Marka Bağlılık Skalasını (Thomson, 2005) tamamladılar.

Duygusal marka deneyimi oluşturmak adına duygu olarak korku seçildi. Her iki çalışmada da 2x2 analizlerinde etkileşim olduğu gözlendi.

Duygusal marka deneyiminin oluşturulması sonrası, deneyimi marka tercihine yönlendirebilmek ve mevcut durumu sürdürebilmek adına bağımlı kişilik profilinin tahmin edilebilir tüketici davranışlarını göz önünde bulundurarak marka bağlılığı oluşturulması hedeflendi. İkinci çalışmada, kronik benlik algısının markaya bağlı durumlarda etkisi görüldü ancak bu durum korku duygusuna bağlı değildi. Gelecekte yapılması muhtemel olan çalışmalar için diğer bulgular ve öneriler tartışıldı.

ABSTRACT

Differentiation of self construal emphasizes different decision making process of self as an important indicator of emotional brand experience and related consumer behavior. This may depend, however, on culturally based variations in self construal as independent and interdependent as well as instantaneously primed self construal. A sample of 203 (Study 1) and 198 (Study 2) ethnically diverse subjects completed the Self Construal Survey, Positive and Negative Affect Schedule, the Shared Experience Inventory and after brand preference, Brand Attachment Scale (Thomson, 2005). As an emotional priming, fear was chosen to create emotional brand experience. In both studies, four 2 X 2 analyzes of variance support an interaction effect. To manage the emotional experience, aiming to the results of decision making as brand preference we expect to observe an interpersonal relationship with brand as brand attachment. Although we could observe the effect of self construal (interdependence), not primed but chronic, has a main effect on brand related results in Study 2, this was regardless of the type of the primed emotion as fear. Other findings and suggestions for future research are discussed.

INTRODUCTION

Decision-making, the ability to choose a path among various options, has always been considered as a cognitive ability of biological systems, is now known to be a capacity of physical objects as well. In a new study of physics, (Kim & Nemada, 2015) researchers have shown that any hard, non-living physical object, such as an iron rod, is able to make decisions, getting information from its surroundings. Decision-making is generally thought to be something done by intelligent living beings, and nowadays, as most computers, programmed by us. But over the past few years, it has been shown that physical objects such as metal bars, liquids and lasers can also "make decisions" by responding to feedback from their environments. The only requirement for a physical object to display an efficient decision-making capability is that the object must be "volume preservative."(Kim & Nemada,2015). These lower life forms exploit their underlying physics without the need for sophisticated neural systems for mind or free will. Therefore, decision making may be caused by automatic reactions. Which makes the researcher think that when we make our decisions there is enormous influence of automatic, such as not conscious processing.

In consumer behavior context of decision making, according to Hoch and Loewenstein (1991), experiences that consumers often hold throughout many shopping situations reflect the situations where “the minimum conscious deliberation characteristic of automatic or mindless behavior" and "little or no cognition" happen. (p. 498). Given that, could a marketer orient consumers to prefer a brand, based on conditioning for a specific main effect, so that consumers change their brand preferences, decisions or interpersonal situations as social situations (Sung, Choi & Tinkham, 2012) and relationships with the preffered brand?

As distinct from volume conserving physical objects, because of a special need, people use interpersonal interactions such as social relationships, objects as well

as brands (Patrick et al., 2007; Belk, 1988; Keller, 1993). To decide on a brand or not, the perception, information and memory of brands can be associated with attitudes that describes a consumer's overall evaluation of a brand such as the brand's reputation or usage imagery, or brand benefits as a satisfaction of a special need (Keller, 1993). Besides, in recent researches it has been stated that brand knowledge does not only depend on quality perceptions for attitudes or attributes (Aaker, 1996) but more likely to be related with the fulfillment of a special need (Proksch, Orth & Cornwell, 2015). Regarding the consumer- brand relationship, according to Parket al. there is an underlying need of fulfillment which is associated with brand benefits; categorized into experiential, symbolic, and functional brand benefits (Park, Jaworski, & MacInnis, 1986). Although experiential benefits satisfy needs, such as sensory pleasure, variety or cognitive stimulation, symbolic benefits are more extrinsic advantages of a brand and correspond to nonproduct related attributes to satisfy the need for belongingness and personal expression, the self concept (Solomon, 1983) that may also be regarded as the perception of the self.

Significance of This Study

According to the results of previous literature, self construal has a main effect on consumer behavior, which would be repetitive so that predicted, on interdependent personality in situation congruity effects on brand preference (Sung, Choi & Tinkham, 2012). Moreover, leading the main effect of self construal for automatic response, Obhi, Hogeveen, and Pascual-Leone (2011) found that, in an action-observation task, priming interdependent self-construal increased motor cortical output, which is an area of the brain that essentially tunes individuals to (or shields the individual from) social input, as a feedback from environment. In this study, the aim of the researcher is to observe the self construal effect on decision making process by responding to feedback or stimulus from environment during brand experience.

Self construal refers to an individual's sense of self in relation to others (Markus & Kitayama, 1991); thus for an interpersonal interaction, emotional brand experience may be required to satisfy consumer's needs and motivations starting from understanding the consumer's self perception. Therefore, in the researcher's opinion, maintaining the preference, consumers' predicted behavior could be managed to be a repetitive behavior regarding consumer- brand relationship, brand attachment for example, through created and managed emotional brand experience that satisfies consumers' both experiental and symbolic needs.

Because marketers are interested in having an impact on consumers' behaviors, according to Crane and Morisson (2007), marketers need to understand the emotional dynamics involved when a customer selects and decides to continue to use a brand .Also in their paper, Crane and Morisson (2007) explained the brand experience as "*when a customer pays to spend time enjoying a series of memorable events that a company stages; companies are staging experiences anytime they engage customers, connecting with them in a personal, memorable way"* (p.415). Therefore, for a brand or product, emotional brand experience which resulted in strong attitudes have been shown to be held with greater confidence and more persistence over time, resistant to counterarguments, accessible in memory, and predictive for consumer behavior (Petty & Krosnick, 1995; Rajagopal & Montgomery, 2011).

In previous literature, self constural of interdependent profile has been observed with interesting consumer- brand relationships such as interdependents (vs. independents) are more sensitive to brand status as it signies the perceived popularity of the brand among others in the social group (Wan et al., 2012). Also, consistency on a brand is less valued and emphasized for individuals with an interdependent self- construal with self adjustments according to environmental feedbacks (Cross, Gore, & Morris, 2003). These kind of consumer behavior linked to the effect of self constural has also an explanation with a neurological result of a study demonstrated that direct influence on brain to receive and evaluate a social input when interdependency primed (Obhi, Hogeveen, and

Pascual-Leone, 2011) and this leading consumer behavior as the interdependent self-construal consumers shift their decisions, attitudes and behaviors in social contexts (Suh, 2002).

In the aspect of decision making process of consumer behavior related with the perception of the self, previous literature has been shown that consumers tend to rely on feelings for experiential consumption goal (Pham, 1998) if processing resources are limited (Shiv and Fedorikhin 1999) and when moderating self construal is independent (Hong and Chang, 2015). Consumers tend to rely on reasons for an instrumental consumption goal (Pham, 1998) if processing resources are high (Shiv and Fedorikhin 1999) and when moderating self construal is interdependent (Hong and Chang, 2015) with decision focus for others (e.g., family, friends).

Understanding the concept of experience, given the adjusted stimulus, a targeted self construal among consumers may lead expected consumer behavior. Referring to emotional brand experience, previous literature explains the experiental aspect of the phenomenon with Berkowitz's Cognitive – Experiential Self Theory (1993) as experiental system being affective in nature; determines the stimulus as positive or negative and the intensity of affection (Shiv & Fedorikhin, 1999) which is crude and rapid processing in automatic manner; whereas rational system being cognitive in nature examines cognitions with a more refined processing that is associated with the consequences of choosing the alternatives (Shiv & Fedorikhin, 1999). Therefore the intended process of decision making through the emotional brand experience will be stimulated with experiental system where the affective reactions are first to come in consumer behavior pattern (LeDoux 2003).

Different from previous studies of consumer behavior, this study focused on the effect of self construal in combination and comparison with the effect of emotion on brand experience while addressing the false experience effect by the presentation mode of experience and product as well as visually conditioning for manipulations of the experiment.

Purpose and Scope of the Thesis

Self construal could be a proxy to understand the pattern of consumer-brand experience, due to its influence on expected decision making process, which will be explained in detail in terms of the self construal (independent vs interdependent) profiles' characteristic as feeling based or reason based decision making pattern. Specifically, the details of the decision making process, related with self construal, differentiates in consumer behavior and brand relationships. To understand in detail, through statistics, it is available to measure the dominant self construal with chronic self construal scale (Singelis 1994) as well as the perception of the self could be primed incidently, temporarily accesible regardless of any culture (Gardner, Gabriel, and Lee 1999). Given that, segmentation of the each self construal, to compare the characteristic consumer behavior of profiles as well as to observe in group analysis of consumer behavior based on the effect of chronic self construal will be obtained and measured in purpose.

In line with literature, emotional priming may also be a trigger for predictive behavior; according to Panskepp (1998) emotions are results of impulse and common for identification. Besides emotions like fear are often said to have been inherited from animal ancestors; these "basic emotions" are typically proposed to be wired into the brain's limbic system (MacLean,1952). As well as interdependent self construal, fear as an emotion also has a background in literature with neurological background that the response is automatic due to a set of circuits having their hub in the limbic area called the amygdala, where automatic response comes from environmental feedback (Panksepp, 1998; LeDoux, 2002; Gross & Canteras, 2012). For deeper investigation on emotions' effect on consumer- brand relationship, in their study Dunn and Hoegg (2011) argued consumer behavior of emotional attitudes, in comparison with other emotions, they found that fear leads to brand attachment more than other emotions.

Targeting the self construal profile as a way to get expected and repetative consumer behavior. Based on the self construal's characteristic on decision making process and a stimulation with an emotional impulse as fear during brand experience to form brand attachment without the necessity of time, is the main objective of the study. Maintaining the study in consistent with previous researches in literature, the researcher combined the effect of self construal on decision making process (Hong & Chang, 2015; Sung, Choi & Tinkham, 2012) and emotions as impulse leading brand attachment (Dunn & Hoegg 2011) by creating an imaginary but emotional brand experience.

THEORETHICAL BACKGROUND

In contemporary aspect of marketing, intended consumer behavior could be obtained by targeting the related charatcteristics of consumers via segmentation. Among the right parameters of these characteristics, applying the appropriate strategic marketing plan, a marketer could achieve the expected consumer behavior but to make the results repetative for every marketing plan for targeted segment there may be certain ways to establish a system with a pattern that results in an automated behavior of consumer due to psychological and biological forms of human being. In marketing aspect of decision making, a historic consumer behavior resarch shows that pseudo conditioning as a subtle phenomenon of classical conditioning can alter preferences via excitement and inhibition; in addition to this, awareness could only affect the strength of conditioning to get the expected results (McSweeney & Bierley, 1984). In their study, they primed the pseudo conditioning as a part of their experiment with Star Wars music, then the participants, specifically who like that music, were asked to prefer a color after watching a scene showing red, yellow and blue colors and according to the results the participants preferred the expected color which was shown with the backing music; due to the positive relation with the primed Star Wars music.

In the aspect of physics, in a recent study (Kim et al, 2015), where naturally there is no positive or negative feelings or free will of an iron stick, instead of a participant, the stick was observed for its selection from any probability, like any case of a gambling game; however, the selection resulted with one of the probabilities that an iron stick was conditioned via environmental feedback by sending sound waves to obtain intended, expected and repetative decision.

Likewise, through the psychological and neurological combination of consumer behavior, segmentation based on a psychological parameter as self construal, as interdependent profile, and the effect of emotions as fear due to a naturally shared stystematic results in body and brain as a biologic parameter may lead a systematic and automated behaviors for human being such as consumer behavior with expected and intended decision flawlessly from the aspect of a marketer .

Novadays, the growing popularity of the Internet and online shopping suggests that more and more shopping situations are likely to involve presentation modes that are symbolic (i.e., products being presented as digital photographs and/or as descriptions). Therefore, to establish a brand experience a marketer may also need to achieve to reach the mental states of consumer in first place; only by triggering his/her emotions for decision making process rather than physical surroundings to nudge easily. Even though previous literature from several disciplines has been shown the importance of physical surroundings affecting behavior (Mehrabian and Russell, 1974; Russell and Pratt, 1980; Donovan and Rossiter, 1982; Bitner, 1992; Donovan et al., 1994; Babin and Darden, 1995); recent studies also has shown that, stimulus could only be imaginary and emotional rather than physical to have an impact on behavior (Shiv&Fedorikhin, 1999; Rajagopal & Montgomery, 2011; Hong & Chang 2015; Sung, Choi & Tinkham, 2012; Dunn & Hoegg, 2011). Rajagopal et al (2011) defined the imaginary evoking brand experiences and related attitudes as *false experience effect*, which increase the likelihood that a consumer mistakenly believes s/he has experience with the advertised product when in fact s/he does not. As a result of such a false belief, even a single exposure to a product image elicits attitudes that are similar to real product experience (Rajagopal & Montgomery 2011). Accordingly, such mental imagery of a product entails consumers to vividly imagine themselves using the product so that the sensory processes that result from such imagery are not different than actual product usage experience (Shiv&Fedorikhin 1999).

Talking about experiences, in recent economy there may become something different than berfore as a consumer behavior; the new trend is wanting experiences over possessions such that instead of buying and owing things consumers would prefer to pay for the experience and want to access to goods temporarily (Bardhi & Eckhardt, 2012). Meaning that, nowadays renting a car to go on a trip is more valuable than owing it thus the brand experience and product usage experience may need to be considered equally.

In this study, the researcher is looking for answers to establish a systematic brand experience, in which conditions could be used as a proxy for both the biological and physchological impacts such as self construal and fear as well as non-physical but mental as false experience effect with respect to the experiental system of Berkowitz's Cognitive – Experiential Self Theory (1993).

Self Construal

The extant literature in psychology and consumer behavior suggests that people view the self differently. How people view the self is generally expected as a consequence of cultural influence; however, an individual's self-construal plays an important role more than only cultural influence in terms of decisions and behaviors in relation to others and the social environment (Markus & Kitayama, 1991; Cialdini et al., 1999).

Prior research has defined two different dimensions under the broad concept of self-construal. In other words, every individual in any culture view the self as *independent* and *interdependent* self-construal (Singelis, 1994). From the further investigation of the concept in literature (Hardin, Leong & Bhagwat, 2004),in definition, the independent self-construal views th self as a unique individual, in terms of internal attributes as well as distinguishing characteristics and perceiving the self as being more differentiated from others. In contrast, the interdependent self-construal is less differentiated or seperated from others (Markus &Kitayama, 1995). Also, by the view of oneself as a part of social context; the interdependent self is bounded and defined by others as more connected to others by social relationships.

In addition to the prior literature that has defined self-construal as a culturally-bounded concept, in which, some cultures tend do produce more independent selves whereas some others producing more interdependent selves (Kitayama & Park 2010); it has been also stated that each of these self construals, conditionally,

could be maintained by a person in different times such that each personality being exposed to one type of self-construal in specific (Aaker, 1999; Mandel, 2003; Wyer & Srull, 1986). Meaning, independent and interdependent self-construals can also be made temporarily accessible, regardless of any cultural membership (Gardner, Gabriel, and Lee 1999).

The concept of self-construal has been a popular topic in psychology and marketing literatures. More particularly, prior studies have focused on the effect of self-construal on a variety of consumer behaviors. The marketing literature often attempted to predict the different consumer behaviors through self-construal such as brand choice (Escalas & Bettman, 2005), risk propensity (Mandel, 2003), response to persuasive messages (Aaker & Lee, 2001), price–quality judgments (Lalwani & Shavitt, 2013), and response to price cues (Chen, 2009) as well as brand extension (Ahluwalia, 2008; Ji, Zhang, & Nisbett, 2004; Ng & Houston, 2006), spatial judgments and object categorization (Krishna, Zhou, & Zhang, 2008), self- regulatory goals (Aaker & Lee, 2001; Lee, Aaker, & Gardner, 2000).

The impact of self-construal on the relative reliance on cognitive versus affective modes of decision making has also been considered (Hong & Chang, 2015). For instance, a study by Sung, Choi, and Tinkham (2012) showed that consumers with a dominantly interdependent self-construal have a stronger concern for the self-image they hold in diverse social situations compared to individuals with a dominantly independent self-construal. This consequently leads the individuals with a dominantly interdependent self-construal to shift their attitudes and behaviors in social contexts to a greater extent than people with a dominantly independent self-construal (Suh, 2002). In their research, Wan, Kwan, Chattopadhyay, Fazel & Chiu (2012) have also anaylzed that different types of self-construals account for individual differences in attitudes and preferences towards specific brands.

According to Self-verification theory (Swann, 1983; Swann & Read, 1981), people tend to actively strive to verify, validate, and sustain their existing self-

views in social contexts. However, in terms of consistency on choice, interdependents view the self as more flexible and intertwined with the social context, leading to maintenance of group harmony in persistent situation (Markus & Kitayama, 1991; Singelis, 1994). Such that, when high status brand choice enhanced by compliments, interdependents (vs. independents) highly appreciate the high-status brands in the presence of compliments (Wan et al. 2012). The important thing is, compliments would not be affective-evoking to lead the decision be feeling based; instead as a reason, like any social input, interdependents adjust their behavior according to this information and decide on the brand. Therefore, consistency became less valued and emphasized for individuals with an interdependent self- construal than for individuals with an independent self-construal (Cross, Gore, & Morris, 2003; Heine et al., 2001; Suh, 2002). This could be an important aspect for brand management because according to the scenario for a predictive consumer behavior of targeted interdependent self construal, inconsistency may be a threat for any brand that the consumer used to experience with.

The two distinct self-construals, independent and interdependent, influences broad range of social and cognitive processes (Markus, Kitayama, & Heiman, 1996). Prior research has focused on the impact of self construal on consumers' cognitive styles such as holistic vs analytical thinking (Nisbett et al 2001). Specifically, being automatically open to a social input, consumers with an interdependent self-construal are more likely to adopt a reason-based decision making than those with an independent self-construal; in comparison, consumers with an independent self-construal are more likely to follow a feeling-based decision making (Hong & Chang, 2015). In that sense, Hong and Chang (2015) have particularly stated that each type of self-construal react differently to affective feelings with the moderating effect of decision focus. In detail of their experiment, two types of apartments were presented to subjects, cognitively superior and affectively superior and the subjects with manipulated independent self construal preferred to live in the smaller apartment due to breathtaking view from most

rooms, which is affectively superior apartment, than those primed with an interdependent self-construal who preferred more likely the cognitively superior choice through the numerical based comparison of alternatives. What is more, when decision focus is not for the self but for others, namely family members or friends, Hong and Chang (2015) found that among participants who were explicitly told to justify their choices, dominantly scored chronic independent participants were also more likely to rely on reasons as would interdependent participants. Therefore, moderating effect of self construal could be reached under different situations for decision making.

Markus and Kunda (1986) stated that "although the self-concept is in some respects quite stable, this stability can mask significant local variations that arise when the individual responds systematically to events in the social environment" (p. 859). Meaning that, for example, neural responses to social environment such as racial empathy was significiantly different after participants had been primed with interdependent or independent self-construals (Gardner et al., 1999). It was also observed with significant neurological responses of brain activity, after primed with independent/interdependent self construal, including empathy for others' pain (Jiang et al., 2014) and reflecting the personality traits of others (Harada et al., 2010) as an interaction of individual with social environment.

Focusing on the systematic and automated responds to impact on consumer behavior for brand experience, as well as the effect of culture, self construal was observed in previous researches with different patterns in brain as a result of temporarily accessed self construal (Obhi, Hogeveen, & Pascual-Leone, 2011). In terms of responding systematically, in recent studies of neuroscience literature has also shown the brain image differences related with the automatic neuro-responses of subjects on hypothesis testing of self construal effects on individuals using functional magnetic resonance imaging (fMRI) as fMRI and observing the blood oxygen level dependent (BOLD) signals (Xu et al., 2009, Wan et al., 2015). Many biological robust evidences of this psychological stimulus, self-construal priming, in recent brain imaging studies focused on the interaction of psychology and the

automated biological response of self perception as a marker to decision making pattern, which is related with human brain activity on different cognitive/affective processes (Wang et al., 2015). In addition to the decision making pattern, the primed shifts of self- construals has been shown with several interaction in the human brain among neurocognitive processes, such as sense of pain (Wang et al., 2014), visual perception (Lin et al., 2008), recognizing self-face (Sui and Han, 2007; Sui et al., 2013), direct impact on motor cortical output when performing an action observation task (Obhi et al., 2011), brain signals leading hormonal reaction to financial benefit (Varnum et al., 2014) and neural responses of resting state activity (Wang et al., 2013).

According to these results of literature, self construal is a concept that may have a main effect on biology, psychology, sociology and economy.

Decision-Making Process: The Role of Affection & Cognition

Comparing and combining affect and cognition in terms of their perceptional and systematic infleunces on individuals has been one of the most continual concept of several disciplines as psychology, neuroscience and consumer behavior. The theories in the literature explaining the relationship between them and how they affect the decision making process of consumers during brand experience are the focus of the thesis in this part.

In early literarure, it was discussed as affect and cognition are different phenomenons operated in brain such as Kunst-Wilson and Zajonc's (1980) "separate systems theory" of affect and cognition; however, they may intersect on the process and the response, consumer behavior, could be a result of combination of these seperate systems according to them. Comparing the priority of these systems in detail, for a response to stimulus, Zajonc (1983) proposed that affect does not always come after cognition; in addition to this, he claimed that during the experience, individuals' first response depends on the affective system if there is a conflict between affect and cognition. Opponent to Zajonc's (1983) argument,

Lazarus' (1991) "cognitive theory of emotions" proposes that "emotion is the result of appraisals of the significance of what has happened for personal well-being" (p.354), which means emotions are result of cognitions. Contraversial theories lead to research in depth about how affect and cognition influence each other in further studies of literature and today the researcher focuses on the role of emotion, as result of cognition of the stimulus, in consumer decision making process.

Previous researches focused on the two modes of decision making of consumer behavior, exploring the conditions under which consumers would rely on feelings versus reasons on brand preference and shopping decisions. According to their consumption goals, consumers tend to rely on feelings when they have experiential consumption goal rather than when they have an instrumental goal (Pham, 1998). Also, it has been found that consumers are more likely to rely on their feelings to make a decision when their processing resources are limited comparing with the situation when the processing resources are high (Shiv and Fedorikhin 1999).

According to Berkowitz's Cognitive – Experiential Self Theory (1993), CEST hereafter, there are two different systems, namely experiential and rational system, that operate in every decision-making process for individuals. The experiential system is affective; determines the stimulus as positive or negative and the level of arousal by the intensity of affection (Shiv & Fedorikhin, 1999); thus this system is associated with crude and rapid processing in human beings. Being in automatic manner, the experiental system is not taken by the process of higher-order cognition (Hoch & Loewenstein ,1991; and Zajonc, 1980). The rational system is cognitive with a more refined processing. Examining cognitions, the rational system is associated with the consequences of choosing the alternatives in decision making process (Shiv & Fedorikhin, 1999).

The neuropsychology literature often produced studies that resonate well with the premises of the CEST framework (LeDoux 2002; Lang 1993). In line with Berkowitz (1993), LeDoux (2003) argues that on exposure to an external stimulus, the following three events may occur in individuals: (1) "low-road"

processes, centered in the limbic systems of the brain, that occur rapidly and may give rise to low-road affective reactions; (2) "high-road"cognitive processes, involving the cortical systems of the brain, incorporating "systems believed to be involved in thinking, reasoning and consciousness" (p. 161), which strengthen or weaken low-road affective reactions; and (3) "high-road"affective reactions, arising from the outcome of high-road cognitive processes, that occur relatively slowly compared to low-road affective reactions. Therefore, the affective reactions will be the first to come in individuals' decision-making processes to an exposure to external stimuli (Zajonc 1983; Berkowitz 1993; LeDoux 2003). One particular point that has been made by the literature is towards the access of affective versus cognitive process of decision-making under constrained processing resources. In the study of Shiv et al (1999), the affective-cognitive model suggests that when processing resources are unusual for some reason, choice is likely to be based primarily on the affective reactions (Shiv & Fedorikhin, 1999). Supportively, in the study of Sung et al. (2012), which was in line with the characterization of impulse buying, the binary choice was presented to subjects as a chocolate cake and fruid salad. Chocolate cake was considered as superior in affective dimension, associated with more intense positive affect but less favorable in cognitions; meaning that, in the situation of conflict in alternatives, taking in consider the further outcomes, chosing fruit salad would be healthier to consume comparing with starch so that become inferior on the cognitive dimension than the other alternative (e.g., fruit salad). After requested to memorize a given number as an unusual processing resource, the subjects would prefer the snack from the alternatives (chocolate cake versus fruit salad). In results of the study, subjects were likely to prefer chocolate cake when they were requested to memorize a seven digit number, which is the constrained processing resources condition just before chosing the snack; however, when subjects were requested to memorize two – digit number (high processing resource condition) before chosing the snack, they were more likely to chose fruit salad. Consequently, under the conditions of constrained processing resources, the

consumer will highly end up choosing the alternative that would be superior on the affective dimensions (Sung, Choi & Tinkham, 2012).

For an emotional brand experience to result in an automatic consumer behavior with the low road affective reaction (LeDoux, 2002), there may need to be constrained processing resources; thus consumer would keep the affective state to crush with the brand as intended. This assumption, though, has been challenged by some studies (Puri, 1996; Shiv & Fedorikhin, 1999), which state that consumers differentiate in two characteristic behavior as a result of impulsivity. One of these is *prudents*, who spend more time thinking about the consequences of engaging in a particular behavior, are low on consumer impulsivity, would depend less on affective stimuli even when their processing resources are constrained. The other one is the *impulsives,* who would be prone to rely on affective choices as a result of an impulse. In this study, one of our aim to observe the self construal profiles (interdepent versus independent) with respect to their impulsivity, compared to the other self construal (interdepent versus independent). According to Pham (1998), consumers tend to rely on reasons and the decision making process would would end up with expected behavior due to being open to influenced by cognition. In this study, the product of experienced brand is bottled water, which is an instrumental consumption goal product, utilitarian for daily use. Given that, with an affective stimuli the researcher expect to observe brand prefence for the given imaginary brand and that would be an impulsive consumer behavior among different types of self constural profiles, even though the product value is instrumental. Therefore, not to manipulate any high order cognitive interfering dimension, the ingredient information will be kept as an assumption, similar to the subjects' regularly preferred and consumed brand of bottled water. Specifically, we requested the subjects to consider the water ingredient values as similar as the difference can be ignored comparing to the bottled water brand the subjects have been familiar with; so that regardless of the product value, self construal condition will be effective more than feelings.

Focusing on the different characteristics of the self construal profiles in decision making process, in Study 1 and Study 2, the aim of the stimulation with emotion

is to delineate the effect of a specific emotion, as fear, and low order affective process to observe the intended consumer behavior in automatic manner; namely forming attitudes, experiences, and decisions toward brands, building an interpersonal relationship in terms of a pattern in order to satisfy their experiental and symbolic needs.

Brand Attachment

In marketing and psychology literature, attachment has been defined as an interpersonal relationship through affliation such as characterizing between an individual and a relationship partner (Aron & Aron, 1986), friend (Bauminger, Finzi-Dottan, Chason, & Har-Even, 2008), reference group (Escalas & Bettman, 2003), place (Hidalgo & Hernandez, 2001) or brand (Thomson, MacInnis, & Park, 2005). In line with literature on previous researches, brand attachment is conceptualized as "an emotion-laden target-specific bond between a person and a specific object" (Thomson, MacInnis, & Park, 2005, p. 77). Strong consumer attachments are generally target specific as an expression of a specific behavior (Thomson, MacInnis, & Park, 2005); and associated with real, anticipated or imagined emotions (Fournier, 1998; Thomson, MacInnis, & Park, 2005).

According to Fournier (1998), consumer- brand relationships could be formed very similar with social relationships in terms of affliation or passionate connection to the interpersonal others. There are different kind of interpersonal relationships that consumers form with brands such as attachment or commitment as well as romantic love; thus a marketer could intend and expect consumer to crush with a brand (Fournier 1998; Batra, Ahuvia, and Bagozzi 2012). However, could "brand crush" happen via emotional brand experience then lead brand attachment to form without several interactions? In some researches it is stated that, with respect to interpersonal relationships, to attachment occur, time and multiple interactions with the brand would be necessary (Thomson et al. 2005; Escalas and Bettman 2005; Park et al. 2010; Lastovicka and Sirianni 2011)

Talking of the consequences of affection (versus cognition) in consumer decision-making process until so far, the prior research have stated that affective stimuli like intense emotional experiences might be beneficial in forming a sense of emotional attachment in consumers toward a given brand (Dunn & Hoegg, 2011). In literature, the concept of emotional attachment has been defined as affliation and forming a bond with brand (Thomson, MacInnis, and Park 2005). What is more, emotional evaluations could occur by an instantaneous stimulation (Zajonc 1980), without being backed by any thought or cognition, or in cases where thoughts or cognitions are not accessible (Zajonc 1983). Such that, emotional evaluations are also instrumental in forming later cognitive evaluations in customers in line with LeDoux (2002) framework. However, instantaneous emotional attachment clearly contradicts with most of the researches to date, who have stated that in terms of interpersonal interactions, attachment occurs and improves in time and enhanced by consumers' variable experiences with the brand (Thomson et al. 2005). Relative to emotional evaluation, having positive feelings, consumers may form interpersonal relationship with brands in time (Thomson, MacInnis, and Park 2005); however, as a negative feeling, fear may have a special condition.

Fear as a Stimulus on Brand Attachment

Talking about emotional brand experience, according to LeDoux and Brown (2017) emotion is a conscious experience and occurs when individual is aware in a particular kind of situation through experiences (LeDoux & Brown, 2017). Meaning that, one should be concious to feel so that the emotion during experience become definite for individual. During an emotional brand experience with fear, which activates circuits in brain and results in inputs to working memory that effects attentional control over sensory processing as well as memory retrieval and other cognitive functions. What is more, this systematic altering, such as memory retrieval, situations would not occur in nonemotional situations (LeDoux 2015).

Research on biologic and behavioral reactions to fear showed that, after a negative emotional experience such as fear, mammals have an increased sensitivity to the benefits of the environment (Martel et al. 1993) and often look for affiliative touch from others in terms of social resources (Eisenberger, Lieberman, and Williams 2003; McGlone et al. 2007; Panksepp 1998). Also in biological aspect of behavior related to emotional experience with fear postulates that relieving the desire to share the experience with others, in turn, leads to a release of oxytocin, which has positive emotional and social benefits such as modulating anxiety and stress (Taylor 2002; Taylor et al. 2000) and increasing trust (Kirsch et al. 2005) to the others. Thus, brand attachment to be formed, the perception that the brand has shared a fearful experience together can fulfill the consumer's needs for affiliation, which can in turn evaluating emotions that results in increased emotional attachment to the brand (Thomson et al. 2005).

In the history of psychology literature, Schachter (1959) was the first to show a connection between fear (specifically anxiety, but research by Sarnoff and Zimbardo (1961) and Morris et al. (1976) confirmed that this was actually a manipulation of fear, thus we prefer to refer as fear) and affiliation, where affiliation was defined as the strength of the desire to share the experience with others. In Schachter's study (1959), participants were induced to feel high or low arousal levels of fear by being told that they would receive either high-intensity or painless electrical shocks then participants were asked that whether they would like to wait for their turn with others or alone. High-fear stimulated participants were significantly more likely to choose to wait with others than low-fear participants. Moreover, further studies resulted that fear leads to a desire not just to be with someone but rather to be with someone who is about to experience the same event (Schachter 1959). These results have been replicated several times (Darley and Aronson 1966; Gerard and Rabbie 1961; Sarnoff and Zimbardo 1961; Wrightsman 1960; Zimbardo and Formica 1963), all the statements agreed on that fear leads to an increase in the desire to share the experience with others (Morris et al. 1976). Besides the assumption for instantaneous emotional brand

attachment, the effect of fear compared to other emotions have been tested by the study of Dunn and Hoegg (2014), which posits that instant emotional attachment to a brand highly occurs during an emotional experience such as fear. Their study point the categorization of emotions in terms of arousal level of given emotion and being positive or negative. Highly arousal emotions are more responded by participants and they also concluded that being a negative emotion fear, instead of sadness, is much more effective to form the bond of instant brand attachment (Dunn & Hoegg, 2014). Given that consumers relate to the brands in interpersonal ways (Fournier, 1998), Dunn and Hoegg (2014) stated that a fearful experience with a brand would more likely to enhance the emotional connections to the brand than others. Specifically, in case of a brand being present with a consumer during a fearful experience, the consumer will have a sense that the brand actually shared the fearful experience, which would result in a heightened sense of emotional attachment to the brand than other emotional conditions as sadness, excitement and happiness. "*Fear leads to emotional brand attachment because of how consumers cope with fear: a desire to share the fearful experience. Since this coping mechanism is specific to fear, other emotions would not similarly facilitate emotional brand attachment"* (Dunn and Hoegg, 2014, p.155). In their experiment, comparing fear with other emotions, subjects was shown emotional contented videos of fear, sadness, happiness and excitement; during the experiment, with a real presentation of a new brand of sparkling water that was not available locally but had been placed on the desk in front of the participants. Participants were then told that, in order to gain initial experience with the brand, they should feel free to try it out during watching the movie samples. As a result of their study, subjects being shown fear videos were observed with more attachment to the new brand than the subjects that were shown sadness, hapiness and excitement contented videos. Besides, to compare emotions with each other in terms of their effect on brand attachment Dunn & Hoegg (2014) also stated a dimension of emotions as arousal. Since arousal has been shown to be a key element of affiliation (Walters & Parke, 1964), being a negative feeling, in the same study, sadness was found to be equally arousing with happiness and defined

as low- arousing emotions compared to fear and excitement as high- arousing emotions (Dunn & Hoegg, 2014). This could be the reason for sadness, being a negative feeling but not having the same effect with fear to form brand attachment. Therefore, the effect on instant brand attachment become specific for fear.

According to the recent studies of neuroscience, during a fearful experience amygdala activates arousal systems in the brain, releasing neuromodulators also triggers behavioral and physiological responses (Phelps 2006; Schiller 2010; Buhle et al. 2014). In comparison to other emotions, fear may play a role with highest arousal affection and trigger automatic responses such as fight or flight response, an ancient behavior to survive and related with cognitive functions. Among all emotions, once the emotion become a composition of cognitive systems, for example recognition of a visual clue of a memory could make one remember the feeling of the experience of related memory or vice versa they can contribute to decision making and actions (Rolls 2008; Damasio 1994&1999) as well as decisions of future actions (LeDoux& Brown, 2017).

SELF CONSTRUAL EFFECT ON EMOTIONAL BRAND EXPERIENCE

Past research in literature has particularly suggested that consumer's self-construal influences the way a person adapts to different situations (Sung, Choi & Tinkham, 2012). More particularly, individuals with dominantly interdependent self-construal will be behaviorally more inconsistent across the different social or interpersonal situations (Suh, 2002). In other words, inconsistency or acting in inconsistent behaviors to the usual ways would be perceived as a weakness and threath for who dominantly more independent individuals (Suh, 2002; Cross, Gore, & Morris, 2003). Besides, those individuals who are dominantly interdependent self-construal are also perceived as more "flexible and variable" to the social and interpersonal situations (Singelis, 1994). Compared to independents, interdependents may value the notion of consistency less and be more in line with acting harmoniously and predicted with the requirements or norms of certain communities or situations.

In this study, the researcher aims to observe the results of the study of Dunn and Hoegg (2014), as natural as biologically predicted response, the effect of fear on instant brand attachment of emotional brand experience as well as self-construal as a conditional moderator. In that sense, we argue that interdependent self-construal will be a higher condition than the direct effect of a negative emotion, namely fear, to a predicted consumer behavior. Despite the fact that fear is a shared emotion among animal behavior, according to LeDoux and Brown (2017) emotions are a natural result of the experience of the self, specifically they say "no self no emotions". This point of view make the researcher think that the self construal may be a higher dimension of experiences such as emotional brand experience since may be a stronger condition to result in automated and predicted behavior than the effect of fear leading the decision making process to brand attachment relating with consumer behavior of future experiences of the self.

Combining these premises with the aforementioned findings of Dunn and Hoegg (2014), we postulate that the effect of emotional priming on a customer's shared

experience, brand preference and emotional attachment with a brand may be similar among all participants; however, interdependent self construal condition will be more effective for the same scenario of decision making process. Mirroring the assumption that consumers relate to the brands in interpersonal ways, an interdependent consumer, when exposed to any stimuli, fear or not, will be more prone to share this experience with a brand, will prefer the brand over the one they familiar with and instantly become emotionally attached to this brand regardless of having previous experience with the brand. This is because, for an interdependent consumer who will have the tendency to adapt himself to the requirements of the situation will behave more expected, but inconsistent, than the naturally automated effect of an emotionally intense experience of fear so that this will lead the consumer to produce emotional evaluations even toward the unfamiliar brand instantaneously via shared experience, brand preference and emotional brand attachment. Nonetheless, the independents who will be more consistent across different situations, would be similarly affected by the presence of given stimuli with fear but not in conditions without stimulated by fear, as control condition, and would be neither in need of sharing the experience with a brand nor hold an emotional attachment toward the brand that they are unfamiliar with.

Our research, accordingly, hypothesizes that:

> **H1**: The effect of interdependent self construal will be stronger than the effect of fear on brand experience through (a) shared experience, (b) brand preference and (c) emotional brand attachment with a new brand.

Among all participants it is expected that; who dominantly hold an interdependent self-construal will be affected by any impulse of brand experience more than those who dominantly hold an independent self-construal; whereas fear is expected to be with similar results of affection. Therefore, interdependent self

construal will be predicted to be more automated condition than the natural effect of fear as a consumer behavior.

We now proceed on communicating the details of the experiments, which enabled us to test our research hypothesis.

STUDY 1 -THE EFFECT OF FEAR ON SHARED EXPERIENCE, BRAND PREFERENCE AND EMOTIONAL BRAND ATTACHMENT THROUGH PRIMED SELF-CONSTRUAL

Overview

The aim of Study 1 is to observe the hypothesized moderating effect of temporarily accessed self-construal on emotional brand experience over the effect of fear among all participants via shared experience, brand preference and emotional brand attachment with a fictious brand; through priming the self-construal. In line with this intent, the study employed a 2 (self-construal priming: independent vs. interdependent) x 2 (emotional priming: fear vs. non-fear) between-subjects experimental design. Due to the fact that fear may enhance interdependency with a natural tendency to share, self construal will be introduced first. The effect of each four different manipulation conditions have been observed on participants' extent of sharing the manipulated experience setting, brand preference and their level of emotional attachment with a fictitious bottled water brand, named PROSTRO, that they have never heard of before.

Method

The brand

PROSTRO :

In line with the premises, we decided to display the picture of a bottled water with a fictious brand name PROSTRO to participants alongside a brief description. The description was given before the emotional priming process, and required the participants to vividly imagine themselves using the product and feel themselves free to consume the product throughout the emotional priming process later. To observe whether any sense of shared experience will be occured with the brand during the process or not, we particularly selected water as our product since bottled water is a basic- instrumental product that would be consumed by all customers on a daily basis with a utilitarian value. We assumed that for some reason all customers often become face to face with this situation, chosing a brand to consume water. Also, Dunn and Hoegg (2014) used a new branded sparkling water as product, since in this study we aim to observe the higher dimension of their statement, self construal effect over the effect of fear, we need to use such a product that could be relative to our statement as feeling free to consume any time during brand experience. Also, a product with an imaginary experience for its utilitarian value instead of hedonic may give a habitual aspect of consumer behavior, to prefer a different brand of a product which is consumed daily. Due to

the contemporary shopping situations, with symbolic presentation modes where alternatives being presented as visuals and/or as descriptions, make the choices likely to be decided based less on affective and more on cognitions (Shiv &Fedorikhin, 1999); we wonder whether the brands that are currently being preferred for their utilitarian rather than their hedonic value would also be affected by the symbolic presentation and false experience effect.

Shiv and his colleagues (1999) stated that these visual presentation modes and any additional description, in turn, are likely to result in choices that would be based less on affect but more on cognitions. Therefore, to reduce any possibility that would trigger the high order cognition in participants, the product description that we provided alongside the picture eliminated a potential cognition input, namely the ingredient values of the bottled water and price information. With this intent, the description informed the participants that the ingredient values of PROSTRO water brand should be considered as similar with the bottled water brand that is being consumed by the participant most frequently in daily life. Such an elimination also let us to see whether the variations in dependent variables would be only based on emotional stimuli to be impulsive.

Self-construal priming

Subjects were randomly assigned to one of the two self-construal priming conditions (independent vs. interdependent). In the independent self-construal priming condition, the participants were presented a total of eight visual images of an individual in isolation (e.g., working in an office, reading a book, cycling, running). In the interdependent self-construal priming condition, the participants were presented with pictures demonstration an individual as part of a group (e.g., surrounded by family members, friends, as a memberof a sports team). Participants in both priming conditions were asked to imagine and place themselves in the position of the main characters displayed in the pictures and were exposed to each visual image for 10 seconds, with the following images appearing to them automatically.

Emotional priming

To prime the sense of fear in participants, we displayed a video clip to the participants. The participants in the fear condition were required to watch a short excerpt from the horror movie "The Conjuring 2". The participants in the control condition, participants were shown a short excerpt that will not create a sense of horror or fear in the participants. Therefore, we have chosen a brief clip from U.S. comedy series "The Office".

Sample of The Conjuring 2 : https://youtu.be/JJmWYGR3XY0

Sample of The Office : https://youtu.be/Vmb1tqYqyII

Dependent variables

The study is a 2 (self-construal: independent vs. interdependent) x 2 (emotional priming: fear vs. control) between-subjects design, the participants were randomly assigned to one of the four conditions ; each of the conditions will be measured with respect to the three dependent variables as perceived shared experience with the new brand, preference the new brand over the brand they familiar with and instantaneously formed brand attachment.

To test the intended moderating effects of self construal and emotional brand experience with fear, we measured the extent of participants' perception for their shared the emotional experience that they have been exposed with the PROSTRO brand, whether the participants prefer PROSTRO after the emotional brand experience over the brand they familiar with and their level of emotional attachment that they hold toward the PROSTRO brand.

Since previous research measured the desire of participants to share the experience with others who also exposed to fear together (Gerard and Rabbie 1961; Morris et al. 1976; Sarnoff and Zimbardo 1961; Schachter 1959; Zimbardo and Formica 1963), we used a recent study measure of 4-item scale that has been

created by Dunn and Hoegg (2014), the perceived shared experience with the proposed brand on a 7-point scale (1 = *Strongly disagree*; 7 = *Strongly agree*). The sample items for this scale are as "*PROSTRO went through the experience with me*" and "*I felt that PROSTRO was with me during the experience*".

4-item scale Perceived Shared Experience	Strongly Disagree (1)	Disagree (2)	Somewhat disagree (3)	Don't agree or disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
PROSTRO went through the experience with me							
PROSTRO and I underwent the experience together							
PROSTRO experienced the situation with me							
I felt that PROSTRO was with me during the experience							

To observe the brand prefence of participants of their decision making, related with the moderating effect of self construal effect and fear on emotional brand experience, whether results with the new brand PROSTRO will be their choice or not, we asked participants to state their preference level of the new brand PROSTRO over the sparkling water brand that they regularly consume between 1 and 7 where 1: Strongly Prefer The Brand That I Regularly Consume and 7: Strongly Prefer PROSTRO.

Finally, we measured the instantaneously formed emotional attachment level that the participants hold towards PROSTRO by using the 10-item emotional brand attachment scale (Thomson et al., 2005) to indicate the extent to which they were emotionally attached to PROSTRO bottled water on a 7-point scale (1 = Not at all; 7 =Very much).

10-item scale Emotional Brand Attachment (Thomson et al., 2005)	Not at all (1)	(2)	(3)	(4)	(5)	(6)	Very much (7)
Affectionate (1)							
Friendly (2)							
Loved (3)							
Peaceful (4)							
Passionate (5)							
Delighted (6)							
Captivated (7)							
Connected (8)							
Bonded (9)							
Attached (10)							

Sample and Procedure

A total number of 203 participants were recruited through MTurk in exchange of cash. Since the study was a 2 (self-construal priming: independent vs. interdependent) x 2 (emotional priming: fear vs. control) between-subjects design, the participants were randomly assigned to one of the four conditions.

At the beginning of the study, participants were informed that the nature of the study aims to learn about their feelings, attitudes, opinions, and behaviors as consumers. The participants were then assigned to one of the four different manipulation conditions for self-construal priming. The subjects were then asked

to describe the pictures from the perspective of the character. After being exposed to the self-construal priming, all participants were required to respond to the Self-Thought and Others Thought Index to be used as manipulation checks for the self-construal priming (Lee, Aaker, & Gardner, 2000; Sung, Choi, & Tinkham, 2012). Items for Self-Thought index include "*The situations depicted in the pictures make you think about yourself*" and "*You might think about yourself when faced with the situations depicted in the pictures*". The items for the Others Thought Index include "*The situations depicted in the pictures make you think about your teammates"* and "*You might think about your teammates when faced with the situations depicted in the pictures*".

Self Thought Index: (1) & (2) **Others Thought Index: (3) & (4)**	Not at all (1)	(2)	(3)	(4)	(5)	(6)	Very much (7)
The situations depicted in the pictures make you think about yourself (1)							
You might think about yourself when faced with the situations depicted in the pictures (2)							
The situations depicted in the pictures make you think about your teammates (3)							
You might think about your teammates when faced with the situations depicted in the pictures (4)							

After completing the self construal priming scale , all participants were given the description about PROSTRO, and were then immediately assigned to either one of the emotional priming conditions (fear vs. control). The participants were required to watch the videos at least for 3 minutes, which was further ensured by the timing application of the survey software (i.e., Participants could not skip the video without reaching to 3 minutes). After the emotional priming, all participants were required to respond to the PANAS scale (Watson et al., 1988) as a manipulation check for the emotional priming procedure on a 5-point scale (1 = *Very slightly or not at all*; 5 = *Extremely*).

20-item scale PANAS	Very slightly or not at all (1)	A little (2)	Moderately (3)	Quite a bit (4)	Extremely (5)
Interested (1)					
Distressed (2)					
Excited (3)					
Upset (4)					
Strong (5)					
Guilty (6)					
Scared (7)					
Hostile (8)					
Enthusiastic (9)					
Proud (10)					
Irritable (11)					
Alert (12)					
Ashamed (13)					
Inspired (14)					
Nervous (15)					
Determined (16)					

Attentive (17)					
Jittery (18)					
Active (19)					
Afraid (20)					

In the final section, all participants were required to respond to the shared experience, brand preference and emotional brand attachment scales as dependent variables concerning the emotional brand experience of PROSTRO bottled water. After responding to this scale, all participants were thanked and debriefed.

Results

Manipulation checks

Manipulation checks were performed to see whether self-construal manipulation and emotional priming worked as intended. To make sure that the picture priming procedure have successfully primed the independent and interdependent selves, the Self-Thought Index and the Others Thought Index scores for each type of primed self-construal were calculated; only to segmentation for the condition. The participants in the independent vs. interdependent self-construal manipulation did not significantly differ from each other in the Self-Thought Index. However, it is still possible to say that the independents were slightly more likely to believe that the pictures shown to them made them think about themselves compared to interdependents (Independents M=5,26; Interdependents M=4,99; $F(1,201)=2.055$, $p>$ .05). In contrast, the participants in the interdependent vs independent self-construal manipulation were significantly different from each other according to the Others Thought Index scores. That is, the participants in the interdependent self-construal manipulation were significantly conditioned to think that the pictures shown to them made them to think of others (Independents M=3,78; Interdependents M=5,00; $F(1,201)=25,814$, $p<$ .05). These results showed that only the manipulation of interdependent self-construal could be

successfully manipulated by the picture priming tasks.

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Self-Thought Index	Independent	99	5,2576	1,21715	,12233	5,0148	5,5003	1,00	7,00
	Interdependent	104	4,9904	1,42444	,13968	4,7134	5,2674	1,00	7,00
	Total	203	5,1207	1,33088	,09341	4,9365	5,3049	1,00	7,00
Other Thought Index	Independent	99	3,7828	1,69206	,17006	3,4454	4,1203	1,00	7,00
	Interdependent	104	5,0000	1,71939	,16860	4,6656	5,3344	1,00	7,00
	Total	203	4,4064	1,80788	,12689	4,1562	4,6566	1,00	7,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Self-Thought Index	Between Groups	3,621	1	3,621	2,055	,153
	Within Groups	354,172	201	1,762		
	Total	357,793	202			
Other Thought Index	Between Groups	75,141	1	75,141	25,814	,000
	Within Groups	585,081	201	2,911		
	Total	660,222	202			

To control whether the emotional priming worked as intended, we checked the participants in the fear vs. control conditions differed in terms of negative affect based on PANAS scale. The participants in the fear vs. control conditions were significantly different from each other for the experienced negative affect right after the emotional priming. That is, the participants in the fear condition were more likely to experience negative affect than the participants in the control condition, (Fear Condition M=24,31; Control Condition M=18,48; F(1,201)=18,850, p< .05). These results showed that the manipulation was successfully provided by the emotional priming task.

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Positive Affect	Fear	103	30,3592	8,88914	,87587	28,6219	32,0965	12,00	50,00
	Control	100	32,6800	8,69910	,86991	30,9539	34,4061	10,00	50,00
	Total	203	31,5025	8,85101	,62122	30,2776	32,7274	10,00	50,00
Negative Affect	Fear	103	24,3107	9,34421	,92071	22,4845	26,1369	10,00	43,00
	Control	100	18,4800	9,78917	,97892	16,5376	20,4224	10,00	41,00
	Total	203	21,4384	9,97968	,70044	20,0573	22,8195	10,00	43,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Positive Affect	Between Groups	273,280	1	273,280	3,532	,062
	Within Groups	15551,5	201	77,370		
	Total	15824,7	202			
Negative Affect	Between Groups	1724,96	1	1724,96	18,850	,000
	Within Groups	18393,0	201	91,508		
	Total	20118,0	202			

Results of dependent variables

Our hypothesis for this study posits that effects of fear-induced content will not be stronger than the effect of self construal on (a) shared experience (b) product preference (c) emotional brand attachment; participants with interdependent self-construal are expected to be impulsive and inconsistent compared to those with independent self-construal. Accordingly, a 2 (self-construal: independent vs. interdependent) x 2 (emotional priming: fear vs. control) ANOVA was conducted on shared experience, product preference, and emotional brand attachment.

The ANOVA results on shared experience did not produce a significant value, $F(1, 199) = 1.858, p > .05$.

Between-Subjects Factors

		Value Label	N
Self-Construal Condition	1,00	Independent	99
	2,00	Interdependent	104
Emotional Priming	1,00	Fear	103
	2,00	Control	100

Descriptive Statistics

Dependent Variable: Shared Experience

Self-Construal Condition	Emotional Priming	Mean	Std. Deviation	N
Independent	Fear	3,8261	1,97967	46
	Control	3,9009	1,91297	53
	Total	3,8662	1,93462	99
Interdependent	Fear	3,7325	1,97634	57
	Control	4,5266	1,56319	47
	Total	4,0913	1,83648	104
Total	Fear	3,7743	1,96866	103
	Control	4,1950	1,77652	100
	Total	3,9815	1,88368	203

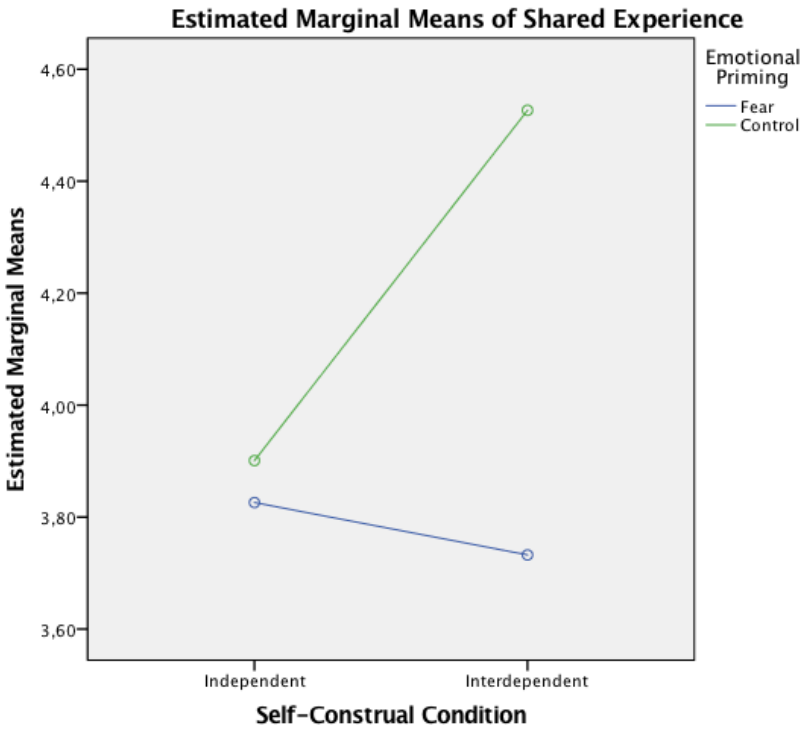
Tests of Between-Subjects Effects

Dependent Variable: Shared Experience

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	18,955[a]	3	6,318	1,802	,148
Intercept	3217,46	1	3217,46	917,578	,000
SCC	3,564	1	3,564	1,016	,315
EP	9,507	1	9,507	2,711	,101
SCC * EP	6,514	1	6,514	1,858	,174
Error	697,788	199	3,506		
Total	3934,81	203			
Corrected Total	716,743	202			

a. R Squared = .026 (Adjusted R Squared = .012)

However, looking through the estimated marginal means, it is obvious that the expected result of the stronger moderating effect of conditioned interdependent self construal has been found over the effect of fear for shared experience among participants.



Estimated Marginal Means

1. Self-Construal Condition

Dependent Variable: Shared Experience

Self-Construal Condition	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Independent	3,864	,189	3,491	4,236
Interdependent	4,130	,184	3,766	4,493

2. Emotional Priming

Dependent Variable: Shared Experience

Emotional Priming	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Fear	3,779	,186	3,413	4,145
Control	4,214	,188	3,844	4,584

3. Self-Construal Condition * Emotional Priming

Dependent Variable: Shared Experience

Self-Construal Condition	Emotional Priming	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Independent	Fear	3,826	,276	3,282	4,371
	Control	3,901	,257	3,394	4,408
Interdependent	Fear	3,732	,248	3,243	4,222
	Control	4,527	,273	3,988	5,065

In a similar vein, the ANOVA conducted on product preference did not yield a significant effect on product preference, $F(1, 199) = .737$, $p > .05$ whereas estimated marginal means enhance the hypothesis of product preference which is higher by the effect of self construal than the effect of fear.

Between-Subjects Factors

		Value Label	N
Self-Construal Condition	1,00	Independent	99
	2,00	Interdependent	104
Emotional Priming	1,00	Fear	103
	2,00	Control	100

Descriptive Statistics

Dependent Variable: Preference

Self-Construal Condition	Emotional Priming	Mean	Std. Deviation	N
Independent	Fear	4,04	1,751	46
	Control	3,85	1,657	53
	Total	3,94	1,695	99
Interdependent	Fear	4,05	1,807	57
	Control	4,28	1,690	47
	Total	4,15	1,750	104
Total	Fear	4,05	1,773	103
	Control	4,05	1,678	100
	Total	4,05	1,723	203

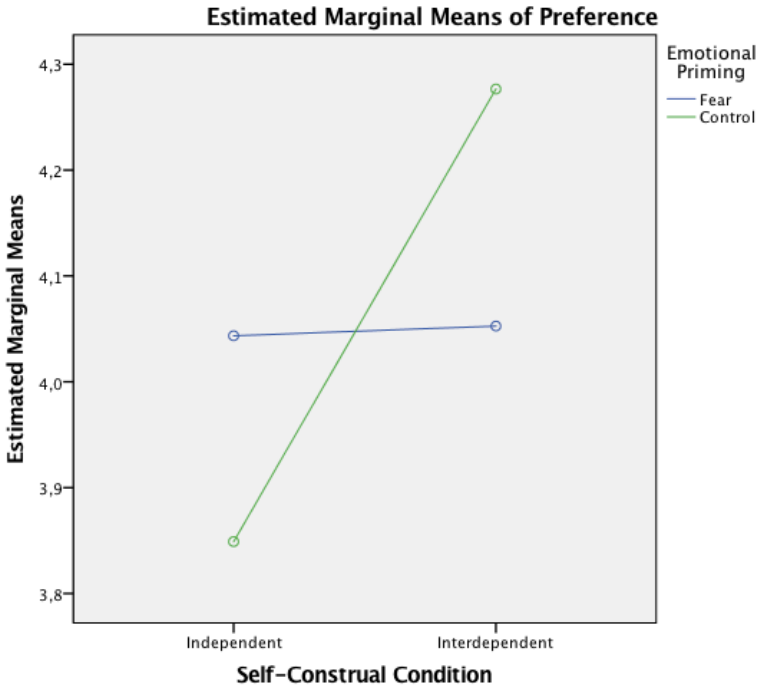
Tests of Between-Subjects Effects

Dependent Variable: Preference

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4,556[a]	3	1,519	,508	,677
Intercept	3313,03	1	3313,03	1108,14	,000
SCC	2,401	1	2,401	,803	,371
EP	,011	1	,011	,004	,952
SCC * EP	2,204	1	2,204	,737	,392
Error	594,952	199	2,990		
Total	3928,00	203			
Corrected Total	599,507	202			

a. R Squared = .008 (Adjusted R Squared = -.007)

As expected, fear, being a natural moderator, affected all participants for their decision similarly but the participants who were conditioned to interdependency prefer the new brand more than others.



Estimated Marginal Means

1. Self-Construal Condition

Dependent Variable: Preference

Self-Construal Condition	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Independent	3,946	,174	3,603	4,290
Interdependent	4,165	,170	3,829	4,501

2. Emotional Priming

Dependent Variable: Preference

Emotional Priming	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Fear	4,048	,171	3,710	4,386
Control	4,063	,173	3,721	4,404

3. Self-Construal Condition * Emotional Priming

Dependent Variable: Preference

Self-Construal Condition	Emotional Priming	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Independent	Fear	4,043	,255	3,541	4,546
	Control	3,849	,238	3,381	4,317
Interdependent	Fear	4,053	,229	3,601	4,504
	Control	4,277	,252	3,779	4,774

Finally, a third ANOVA on emotional brand attachment did not produce any significant effect, $F(1, 199) = 2.616$, $p > .05$. Again, the estimated marginal means support the effect of interdependency condition for instantaneous brand attachment.

Between-Subjects Factors

		Value Label	N
Self-Construal Condition	1,00	Independent	99
	2,00	Interdependent	104
Emotional Priming	1,00	Fear	103
	2,00	Control	100

Descriptive Statistics

Dependent Variable: Emotional Brand Attachment

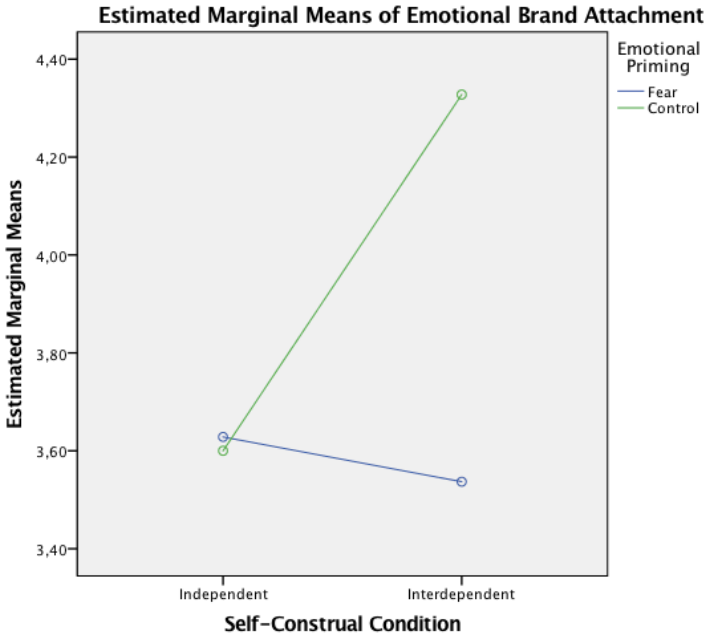
Self-Construal Condition	Emotional Priming	Mean	Std. Deviation	N
Independent	Fear	3,6283	1,78159	46
	Control	3,6000	1,85088	53
	Total	3,6131	1,80982	99
Interdependent	Fear	3,5368	1,99586	57
	Control	4,3277	1,46387	47
	Total	3,8942	1,81085	104
Total	Fear	3,5777	1,89457	103
	Control	3,9420	1,71123	100
	Total	3,7571	1,81135	203

Tests of Between-Subjects Effects

Dependent Variable: Emotional Brand Attachment

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	20,137[a]	3	6,712	2,079	,104
Intercept	2867,92	1	2867,92	888,107	,000
SCC	5,097	1	5,097	1,578	,210
EP	7,321	1	7,321	2,267	,134
SCC * EP	8,447	1	8,447	2,616	,107
Error	642,620	199	3,229		
Total	3528,33	203			
Corrected Total	662,757	202			

a. R Squared = .030 (Adjusted R Squared = .016)



Estimated Marginal Means

1. Self-Construal Condition

Dependent Variable: Emotional Brand Attachment

Self-Construal Condition	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Independent	3,614	,181	3,257	3,971
Interdependent	3,932	,177	3,583	4,281

2. Emotional Priming

Dependent Variable: Emotional Brand Attachment

Emotional Priming	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Fear	3,583	,178	3,231	3,934
Control	3,964	,180	3,609	4,319

3. Self-Construal Condition * Emotional Priming

Dependent Variable: Emotional Brand Attachment

Self-Construal Condition	Emotional Priming	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Independent	Fear	3,628	,265	3,106	4,151
	Control	3,600	,247	3,113	4,087
Interdependent	Fear	3,537	,238	3,067	4,006
	Control	4,328	,262	3,811	4,845

Besides the Univariate Analysis of Variables, through statistical evidence of oneway ANOVA, a significant main effect for neither the self-construal nor the fear could be found.

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Shared Experience	Independent	99	3,8662	1,93462	,19444	3,4803	4,2520	1,00	7,00
	Interdependent	104	4,0913	1,83648	,18008	3,7342	4,4485	1,00	7,00
	Total	203	3,9815	1,88368	,13221	3,7208	4,2422	1,00	7,00
Preference	Independent	99	3,94	1,695	,170	3,60	4,28	1	7
	Interdependent	104	4,15	1,750	,172	3,81	4,49	1	7
	Total	203	4,05	1,723	,121	3,81	4,29	1	7
Emotional Brand Attachment	Independent	99	3,6131	1,80982	,18189	3,2522	3,9741	1,00	7,00
	Interdependent	104	3,8942	1,81085	,17757	3,5421	4,2464	1,00	7,00
	Total	203	3,7571	1,81135	,12713	3,5065	4,0078	1,00	7,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Shared Experience	Between Groups	2,572	1	2,572	,724	,396
	Within Groups	714,171	201	3,553		
	Total	716,743	202			
Preference	Between Groups	2,333	1	2,333	,785	,377
	Within Groups	597,175	201	2,971		
	Total	599,507	202			
Emotional Brand Attachment	Between Groups	4,008	1	4,008	1,223	,270
	Within Groups	658,749	201	3,277		
	Total	662,757	202			

Therefore, our hypothesis could not be supported with significant values but enhanced obviously by the estimated marginal means in Study 1.

Discussion

The results of Study 1 could not support our hypothesis with significant values. One possible reason for that might be attributed to the failure of fully manipulating the both self-construal in participants through the visual priming method. This may be because the pictures chosen for the visual priming process, which has not been pre-tested, might still cause the participants in the independent self-construal condition to think of others rather than thinking of themselves. Moreover, conditioning to interdependent self perception may be more applicable

in a limited time and with visuals than to prime independent self construal. Although both of the self-construal priming through visual images have been used by the prior studies (Sung et al 2012), we were unable to conduct a prior pilot tests when choosing relevant pictures for both self-construal conditions due to time limitations. Therefore, we urge the future studies that would prime self-construal through this method to first conduct pilot tests to determine the visual material to be used in subsequent priming process. Also, from the biological aspect of conditioning to both of the self construal with this method for independents may be a further investigation. Although, with the same method, participants were successfully conditioned for interdependency, so that the comparison with others who were not primed to interdependency could be somewhat available looking through the estimated marginal means of this manipulation. Therefore, interdependent self construal effect was observed not with significantly conditioned to independent self construal participants but as others who were not primed to interdependent self construal.

The effect of fear was not significant as expected on dependent variables. The reason for this could be the sample we used that is not the same which Dunn and Hoegg used in their study (2014). Although they shared the sample they used to prime fear in their study, Dunn personally stated that "*Since these are about 7 years old - I would still run a pre-test to make sure that they are still eliciting differential levels of emotion. The older clips are the more likely they are to seem old, less scary, or familiar - all things that could influence the emotional impact.*" so the researcher decided to use an up-to-date horror movie sample "The Conjuring 2" instead. Due to time limitations, pre-test could not be performed to make sure the same level of fear. In addition to this, as in Dunn and Hoegg's study (2014), duration of the emotional priming was not adjusted for optimum arousal level of fear to have the expected fear induced emotional brand experience. In their experiment the subjects were shown the video clips for emotional priming at least ten minues but our priming duration was about three minutes for each sample. Even though PANAS scale results showed that emotional manipulation was successful, there may be a threshold value as timing

to reach the high arousal of fear for affliation. However, according to PANAS results of participants, the effect of the sample was a negative feeling and being as a well known horror film nowadays, the content of the sample was fear rather than sadness or other negative emotion to affect participants for emotional priming. Therefore, our study have found an inconsistent results with Dunn and Hoegg (2014) who posit that the effect of a fearful experience will positively affect a customer's shared experience and his emotional attachment with a brand.

One of the limitations of this study may be the presentation mode to see the expected significant results of fear with brand related attitudes. Among all subjects, even though emotional priming for fear has been checked as manipulation as a negative feeling that reported by participants via PANAS; we could not find any relevant brand related attitudes significantly that is moderated by only the effect of fear. This may also be caused by the presentation mode of experience, as a false experience, or duration of experience for fear, to reach the high arousal level, as well as the product's utilitarian value, which is relative to the consumption goal of bottled water as instrumental so that leads a reason based decision making process such as comparing alternatives. In our case, the brand that participants familiar with may be superior for decision making due to real and direct product experience related parameters instead of crush to the new brand. Meaning that, shared experience was expected to be a false experience as consuming the bottled water through an imaginary scenario that may not be provided with symbolic presentation. In Dunn and Hoegg's (2014) study, with respect to brand attachment, they also observed the condition of touching and not touching to the product (sparkling water) during the experience and found out that the results are similar for shared experience; however, it was through real presentation since the bottle was placed on the desk in front of subjects during the both of the conditions of their experiment. Moreover, in contrast with Rajagopal and his colleagues study (2011), past researches in literature based on direct product experience versus indirect product experience (advertisement) has also demonstrated that; attitudes with direct product experience would be stronger, more favourable and more consistent for behavior (Regan & Fazio, 1977; Smith

& Swinyard, 1983; Marks & Kamins, 1988). Therefore, symbolic presentation mode of the product may also be a barrier of our study to find out the difference between the false experience without touching the product but seeing it during imagination and without touching and not seeing the product when exposed to the brand experience, for the expected effect of fear only, with significant results. Additionally, from the point of consumer experience, consuming versus imagining to consume, according to Hutchinson and Alba (1991), is important about the quality and quantity of consumption experiences to provide a deeper understanding of the consumer behavior and the interpersonal relationship with brands. In terms of the point of real experience with consumption, as Ratnayake et al (2010) stated; consumption may help to structure our everyday lived experiences thus marketing should be considered through a lens of past experiences of consumer, as working memory, via learning experience of consumer behavior (Ratnayake, Broderick & Mitchell, 2010).

To support the hypothesis by comparing the effect of interdependent self construal via conditioning with the effect of fear, the significant effect of fear in particular could be helpful; however, the exposure time of manipulation for both conditions may somewhat give a point of view for the stronger effect of self construal conditioning. Such as conditioning for interdependent self construal in 80 seconds by pictures was successful over the priming fear for at least 3 minute by video clips. In addition to this, the effect of fear could be differentiated with estimated marginal means among the participants for brand preference and brand attachment. Participants who are not conditioned to interdependent self construal responded more to fear comparing with nonfear-control condition than the participants who are conditioned to the interdependent self construal as expected.

In terms of decision making process via impulsive consumer behavior, processing resources were not constrained as numerical to observe the impulsivity such that we did not state the ingredient values and price to memorize, thus among the subjects of prudents would less likely to rely on their feelings in making decision to differentiate with respect to Shiv and Fedorikhin's (1999) statement. Therefore, only the interdependent self construal profile could be differentiated as being

impulsive more than the others via priming self construal in this study. Even though the independent self construal could not be conditioned significantly, interdependent self construal condition was observed to be more impulsive than others that are not conditioned to interdependent self construal. Specifically, looking through the estimated marginal means, interdependent condition responded with inconsistency as expected; by chosing the new brand over the brand the participants familiar with and by reporting their attachment to this new brand without the moderating effect of fear.

Moreover, according to Hsee and Rottenstreich (2004), judgments and decisions based on feelings tend to be less sensitive to numerical quantities; among all participants we could not see any fear induced preference of the new brand. Meaning that, fear may cause to form a relationship as attachment with the brand through a shared experience but not to prefer over the brand the consumer familiar with. This may also be caused by the product category of bottled water, as utilitarian, having an instrumental consumption goal of consumers (Pham, 1998).

Priming fear just after conditioning the self construal did not work for significant results but enhanced the hypothesis via the estimated marginal means. Despite the experience effect related with product category and presentation condition, the reason of this may also be the conditioning the both moderators as self construal and fear one after the other. Such that, in design of experiment fear was not the first condition to manipulation due to the natural effect of tendency to share experience which may somewhat alter the self construal conditioning of independent self construal. The opposite of the altering among conditions could aslo be possible such that self construal manipulation may inhibit the effect of fear manipulation. To observe the automated result of both manipulations, further studies may be regarded as optimum inducing measurements such as pre-testing the visuals and duration of exposure to independent self construal and fear as well as the interval necessities of priming them by nudging different areas of brain one after the other in biologic aspect of consumer behavior. To investigate further, it is also necessary to understand whether it is possible to condition both of the self construals with the post-conditioning order of the manipulation with fear.

In conclusion of Study 1, primed self construal of interdependent self construal has a stronger effect than fear for impulsive consumer behavior on emotional brand experience; despite the expected results of fear could not be observed significantly as a single stimulus to be effective with shared experience, brand preference and brand attachment among all participants.

STUDY 2 -THE EFFECT OF CHRONIC SELF-CONSTRUAL OVER THE EFFECT OF FEAR ON SHARED EXPERIENCE, BRAND PREFERENCE AND EMOTIONAL BRAND ATTACHMENT

Overview

The purpose of Study 2 is to test the moderating effect of chronic self-construal over the effect of fear induced emotional brand experience through shared experience, brand preference and the emotional brand attachment. Besides obtaining different self-construals, this time participants will be segmented through a chronic self-construal scale rather than being conditioned so that the effect of inderdependent self construal could also be observed in terms of the level as high or low interdependent scores. The exact same methods and procedures that have been used in Study 1 to find out whether the effect of interdependent self construal will be different on emotional brand experience or not. By using a chronic self-construal scale instead of priming self construal, we also aim to overcome the one of the limitations of Study 1 by not using the conditioning both of the moderators one after the other, the only manipulation will be fear in Study 2. Through the moderating effect of chronic self construal, the aim of this study is observing the participants as segmented according to their chronic self perception, to target instead of temporarily accessed to condition, then compare with the moderating effect of fear among all participants. Doing so, we could also see the characteristic of consumer behavior of participants as being more impulsive than the other (interdependent vs independent) when being stimulated with fear on emotional brand experience.

Method

The presentation of brand with picture and description, the emotional priming method, and the dependent variables used in Study 1 have been used in the exact

fashion in Study 2 except the self-construal operationalization. Rather than priming the self-construal this time, Study 2 obtained the different types of self-construal in participant via the use of a well-known chronic self-construal scale. Despite the results of Study 1 manipulation check for emotional priming with fear and its relation with dependent variables, there will be no difference of methods of Study 1 and in procedure that was followed, apart from the initial part; as moderating effect chronic self construal categorization with Singelis' (1994) Self Construal Scale instead of conditioning as interdependent and independent with visual priming.

Chronic self-construal

The chronic self-construal in participants was obtained through the 30-item self-construal scale (SCS hereafter) that was first created by Singelis (1994). Participants were asked to rate their agreement with the 30 items on a Likert-type scale (1= strongly disagree, 7= strongly agree) where fifteen items assessed independence and the remaining fifteen assessing interdependence. The SCS has been shown to possess adequate internal reliability, construct validity, and predictive validity. Singelis (1994) reported factor loadings from .42 to .63 for the independent items and factor loadings from .35 to .58 for interdependent items. In a study of a U. S. sample, Singelis reported Cronbach's alphas of .70 and .74 for the independent and interdependent variables, respectively. A validation study by Grace and Cramer (2003) found Cronbach's alphas of .76 for independent and .75 for interdependent subscales. Construct validity for the SCS has been demonstrated by repeated studies showing White Americans score much higher in independence than Asian Americans and Asian Americans score higher in interdependence than White Americans (Singelis, 1994; Grace & Cramer, 2003).

Self Construal Scale	Strongly Disagree (1)	Disagree (2)	Somewhat disagree (3)	Don't agree or disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I enjoy being unique and different from others in many respects. (Sing1)							
I can talk openly with a person who I meet for the first time, even when this person is much older than I am. (Sing2)							
Even when I strongly disagree with group members, I avoid an argument. (Sing3)							
I have respect for the authority figures with whom I interact. (Sing4)							
I do my own thing, regardless							

of what others think. (Sing5)							
I respect people who are modest about themselves. (Sing6)							
I feel it is important for me to act as an independent person. (Sing7)							
I will sacrifice my self interest for the benefit of the group I am in. (Sing8)							
I'd rather say "No" directly, than risk being misunderstood. (Sing9)							
Having a lively imagination is important to me. (Sing10)							
I should take into consideration my parents' advice when making education/career							

plans. (Sing11)							
I feel my fate is intertwined with the fate of those around me. (Sing12)							
I prefer to be direct and forthright when dealing with people I've just met. (Sing13)							
I feel good when I cooperate with others. (Sing14)							
I am comfortable with being singled out for praise or rewards. (Sing15)							
If my brother or sister fails, I feel responsible. (Sing16)							
I often have the feeling that my relationships with others are more important							

than my own accomplishments. (Sing17)							
Speaking up during a class (or a meeting) is not a problem for me. (Sing18)							
I would offer my seat in a bus to my professor (or my boss). (Sing19)							
I act the same way no matter who I am with. (Sing20)							
My happiness depends on the happiness of those around me. (Sing21)							
I value being in good health above everything. (Sing22)							
I will stay in a group if they need me, even when I am not							

happy with the group. (Sing23)							
I try to do what is best for me, regardless of how that might affect others. (Sing24)							
Being able to take care of myself is a primary concern for me. (Sing25)							
It is important to me to respect decisions made by the group. (Sing26)							
My personal identity, independent of others, is very important to me. (Sing27)							
It is important for me to maintain harmony within my group. (Sing28)							
I act the same							

way at home that I do at school (or work). (Sing29)							
I usually go along with what others want to do, even when I would rather do something different. (Sing30)							

Sample and Procedure

A total number of 198 participants were again recruited through MTurk in exchange for cash.

At the beginning of the study 2, participants were again informed that the nature of the study aims to learn about their feelings, attitudes, opinions, and behaviors as consumers. After this explanation, participants were randomly assigned to either one of the emotional priming conditions (fear vs. non fear). In the fear condition, participants were shown a video excerpt taken from the movie "The Conjuring 2", which aimed to create a sense of fear effect among participants. The participants were required to watch at least for 3 minutes, which was further ensured by the timing application of the survey software (i.e., Participants could not skip the video without reaching to 3 minutes). Beginning the video, the participants were informed to imagine that they have a bottle of PROSTRO water with them, and that they are free to consume PROSTRO throughout the video in an imaginary experience. In the non-fear condition, participants were required to watch an excerpt taken from "The Office" TV series, which aimed to create a sense of non-fear for control. Again, the participants were made sure that they watch the video at least for 3 minutes and reminded that they were free to

consume PROSTRO throughout the video experience. After the emotional priming, all participants were required to respond to the PANAS scale (Watson et al., 1988) as a manipulation check for the fear effect by emotional priming procedure. More particularly, the participants were required to indicate the extent to which they currently feel in the way described in each of the 20 items in the PANAS scale on a 5-point scale (1 = *Very slightly or not at all*; 5 = *Extremely*). The participants were then all required to respond to the shared experience, product preference, and emotional brand attachment scales concerning PROSTRO bottled water. The shared experience scale (Dunn and Hoegg, 2014) simply measured whether the participants shared the emotional brand experience induced with fear through the video display with the PROSTRO bottled water. In order to indicate the emotional brand experience as extent of such a shared experience, the participants were required to respond to 4 items on a 7-point Likert scale (1 = *Strongly disagree*; 7 = *Strongly agree*). The sample items for this scale are "*PROSTRO went through the experience with me*" and "*I felt that PROSTRO was with me during the experience*". The preference scale simply asked the participants prior to the extent which they would prefer PROSTRO bottled water over the bottled water brand that they regularly consume on a 7-point scale (1 = *Strongly prefer the brand that I regularly consume*; 7 = *Strongly prefer PROSTRO*). Finally, the participants were required to the 10-item emotional brand attachment scale (Thomson et al., 2005) to indicate the extent to which they fee emotionally attached to PROSTRO bottled water on a 7-point scale (1 = *Not at all*; 7 =*Very much*). After responding to this scale, all participants were thanked and debriefed.

Results

Self-construal

Since we used a continuous variable to operationalize the self-construal in participants, we performed a median split based on the participants' scores given

to the 30-item Self-Construal scale (Singelis, 1994). First, the 15 items were averaged to form an independent self-construal scale (α=.84), and the remaining 15 items were averaged to form an interdependent self-construal scale (α=.89). Median splits were conducted on the independent and interdependent self-construal dimensions. Accordingly, the subjects were coded as either having a dominant independent self-construal (N=34, $M_{independent}$=5,64 vs. $M_{interdependent}$=4,62; p<.001) or having a dominant interdependent self-construal (N=32, $M_{independent}$=3,78 vs. $M_{interdependent}$=5,10; p<.001). Out of the 198 participants who took the questionnaire, the 132 participants rated high or low on both the independent and interdependent self-construal. Therefore, the results will be considered among the participants for segmentation as looking through their dominant self construal with 66 participants first, then to observe the characteristics of the both of the self construals the remaining 132 participants' results also will be taken in consider as in group of the segments (high or low independent & high or low interdependent).

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Independent	Independent	34	5,6412	,40202	,06895	5,5009	5,7814	5,13	6,60
	Interdependent	32	4,6208	,40726	,07199	4,4740	4,7677	3,07	5,07
	Total	66	5,1465	,65207	,08026	4,9862	5,3068	3,07	6,60
Interdependent	Independent	34	3,7863	,75742	,12990	3,5220	4,0505	2,07	4,80
	Interdependent	32	5,1042	,24123	,04264	5,0172	5,1911	4,87	5,73
	Total	66	4,4253	,87149	,10727	4,2110	4,6395	2,07	5,73

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Independent	Between Groups	17,162	1	17,162	104,857	,000
	Within Groups	10,475	64	,164		
	Total	27,638	65			
Interdependent	Between Groups	28,632	1	28,632	88,372	,000
	Within Groups	20,735	64	,324		
	Total	49,367	65			

Manipulation check

Manipulation checks were performed to see whether emotional priming worked as intended. Among all 198 participants, the expected negative effect of fear was

successfully obtained as manipulation (Fear Condition *M*=26,55; Control Condition *M*=21,71; *F*(1,196)=10,748, *p*< .05).

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
POSITIVE	Control	97	48,7423	7,26905	,73806	47,2772	50,2073	31,00	66,00
	Fear	101	48,9307	8,43120	,83894	47,2663	50,5951	26,00	67,00
	Total	198	48,8384	7,86395	,55887	47,7363	49,9405	26,00	67,00
NEGATIVE	Control	97	21,7113	10,5148	1,06762	19,5921	23,8305	10,00	49,00
	Fear	101	26,5545	10,2718	1,02208	24,5267	28,5822	10,00	46,00
	Total	198	24,1818	10,6455	,75654	22,6899	25,6738	10,00	49,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
POSITIVE	Between Groups	1,757	1	1,757	,028	,867
	Within Groups	12181,1	196	62,148		
	Total	12182,8	197			
NEGATIVE	Between Groups	1160,59	1	1160,59	10,748	,001
	Within Groups	21164,9	196	107,984		
	Total	22325,5	197			

Furthermore, conditioning the participants for self construal and fear effect one after the other, in Study1, results were unexpected and different from the results of inspired study by Dunn and Hoegg (2014) for shared experience and brand attachment. According to results of the same emotional manipulation, in addition to the fact that the results are still not significant in statistical aspect, shared experience and brand attachment; among dependent values the only effect of fear could be observed via estimated marginal means due to the expected response of independent self construal to this condition instead of nonfear. As discussed in Study 1, being not significant may be caused by the exposure time of the emotion to reach the intended arousal level for shared experience and brand attachment as in the study of Dunn and Hoegg (2014).

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Shared Experience	Control	97	4,2242	1,75167	,17785	3,8712	4,5773	1,00	6,75
	Fear	101	4,1955	1,74879	,17401	3,8503	4,5408	1,00	7,00
	Total	198	4,2096	1,74581	,12407	3,9649	4,4543	1,00	7,00
Preference	Control	97	4,58	1,808	,184	4,21	4,94	1	7
	Fear	101	4,29	1,651	,164	3,96	4,61	1	7
	Total	198	4,43	1,731	,123	4,19	4,67	1	7
Emotional Brand Attachment	Control	97	4,2495	1,76553	,17926	3,8937	4,6053	1,00	7,00
	Fear	101	3,9089	1,65934	,16511	3,5813	4,2365	1,00	6,60
	Total	198	4,0758	1,71633	,12197	3,8352	4,3163	1,00	7,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Shared Experience	Between Groups	,041	1	,041	,013	,908
	Within Groups	600,386	196	3,063		
	Total	600,427	197			
Preference	Between Groups	4,167	1	4,167	1,393	,239
	Within Groups	586,343	196	2,992		
	Total	590,510	197			
Emotional Brand Attachment	Between Groups	5,739	1	5,739	1,958	,163
	Within Groups	574,584	196	2,932		
	Total	580,324	197			

However, in emotional condition the negative effect of the feeling is measured significantly without priming any negative emotion than fear such as sadness, which is categorized as a lower arousal level of negative feeling, the observation of the effect of self construal on emotional brand experience will still enhance the purpose of this study.

Although these results showed that among 198 participants, the manipulation of fear was provided by the emotional priming task, the median splits used group of 66 participants, in the fear condition, reported as a slightly more negative affect compared to those in the control condition. Meaning that, among the 66 participants who dominantly hold one of the self construals, the fear vs. control conditions did not differ significantly for the experienced negative affect (Fear Condition M=22,32; Control Condition M=18,62; $F(1,64)=2,533$, $p> .05$).

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Positive Affect	Control	29	46,2759	5,47655	1,01697	44,1927	48,3590	34,00	55,00
	Fear	37	47,9730	5,99762	,98600	45,9733	49,9727	35,00	57,00
	Total	66	47,2273	5,79335	,71311	45,8031	48,6515	34,00	57,00
Negative Affect	Control	29	18,6207	9,55964	1,77518	14,9844	22,2570	10,00	36,00
	Fear	37	22,3243	9,24378	1,51967	19,2423	25,4064	10,00	41,00
	Total	66	20,6970	9,49327	1,16854	18,3632	23,0307	10,00	41,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Positive Affect	Between Groups	46,825	1	46,825	1,404	,240
	Within Groups	2134,77	64	33,356		
	Total	2181,59	65			
Negative Affect	Between Groups	223,004	1	223,004	2,533	,116
	Within Groups	5634,94	64	88,046		
	Total	5857,94	65			

Like in Study 1, the hypothesis posits that effect of interdependent self construal will be stronger than the effect of fear on (a) shared experience (b) product preference and (c) emotional brand attachment among participants who exposed to an emotional brand experience. Meaning that, holding chronic interdependent self-construal participants will be affected by any impulse on a brand experience while the participants with independent self construal is expected to be affected by fear only as an impulse. Accordingly, a 2 (self-construal: independent vs. interdependent) x 2 (emotional priming: fear vs. control) ANOVA was conducted on shared experience, product preference, and emotional brand attachment.

The ANOVA results on shared experience among the 66 participants segmented according to their dominant chronic self construal did not produce significant values, $F(1, 62) = .023, p > .05$.

Between-Subjects Factors

		Value Label	N
Self-Construal	1,00	Independent	34
	2,00	Interdependent	32
Emotional Manipulation	,00	Control	29
	1,00	Fear	37

Descriptive Statistics

Dependent Variable: Shared Experience

Self-Construal	Emotional Manipulation	Mean	Std. Deviation	N
Independent	Control	2,8333	1,73969	12
	Fear	3,2159	1,97800	22
	Total	3,0809	1,87964	34
Interdependent	Control	3,9412	1,53991	17
	Fear	4,1833	2,02764	15
	Total	4,0547	1,75946	32
Total	Control	3,4828	1,68890	29
	Fear	3,6081	2,02805	37
	Total	3,5530	1,87366	66

Tests of Between-Subjects Effects

Dependent Variable: Shared Experience

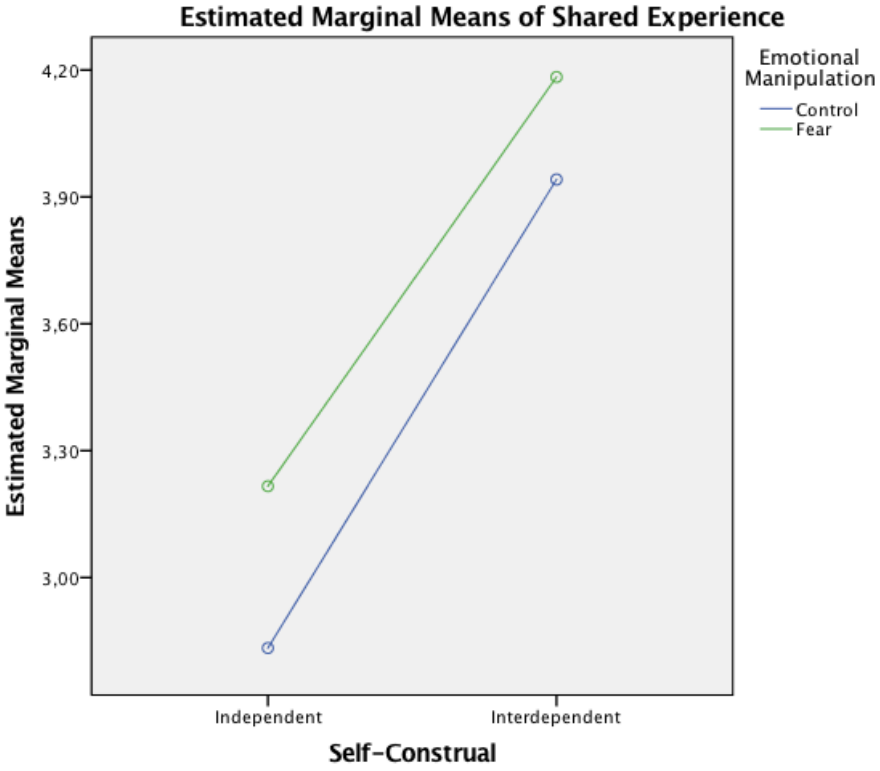
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	17,236[a]	3	5,745	1,689	,179
Intercept	790,061	1	790,061	232,202	,000
SC	16,937	1	16,937	4,978	,029
EMO_MAN	1,535	1	1,535	,451	,504
SC * EMO_MAN	,078	1	,078	,023	,880
Error	210,953	62	3,402		
Total	1061,38	66			
Corrected Total	228,189	65			

a. R Squared = .076 (Adjusted R Squared = .031)

However, the estimated marginal means of shared experience support the hypothesis as in Study 1. Such that, compared to the participants that dominantly hold independent self construal, the participants who dominantly hold interdependent self construal were observed with higher results of shared experience with the new brand in both fear and nonfear conditions. Also, the participants who hold dominantly chronic independent self construal were

observed to be responded more likely to fear than non fear condition on shared experience with the new brand as expected.

Despite the results with fear on dependent values could not be observed through significant values, estimated marginal means show that, by the special condition of fear among emotions as tendency to share the emotional experience with brand was observed, in consistent with Dunn and Hoegg's (2014) experience. Such that, this time, unlike in Study 1, the effect of fear on shared experience was higher than the control condition which is without fear among the participants who dominantly hold one of the self construals. Therefore, according to these results of estimated marginal means, the effect of fear has been provided by not conditioning self construal and priming fear one after the other so that we could observe the expected effect of fear among interdependent self construal.



Estimated Marginal Means

1. Self-Construal

Dependent Variable: Shared Experience

Self-Construal	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Independent	3,025	,331	2,363	3,686
Interdependent	4,062	,327	3,409	4,715

2. Emotional Manipulation

Dependent Variable: Shared Experience

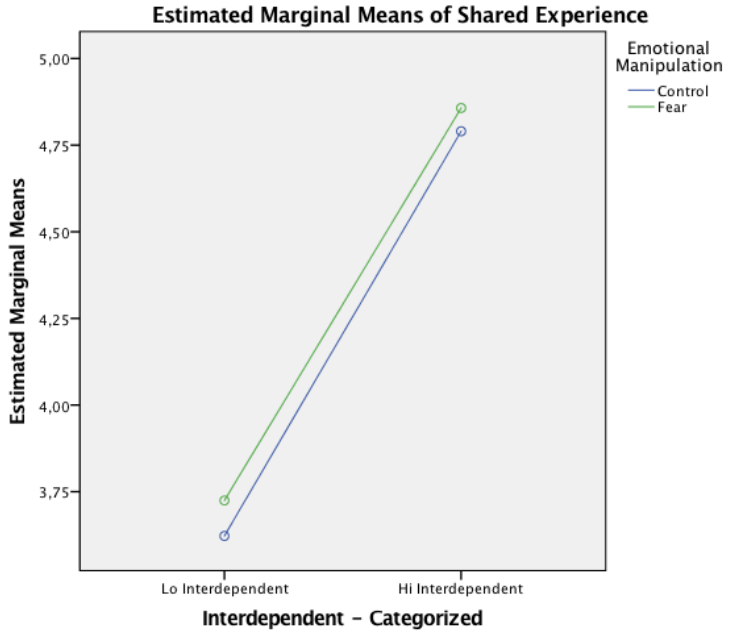
Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	3,387	,348	2,692	4,082
Fear	3,700	,309	3,082	4,317

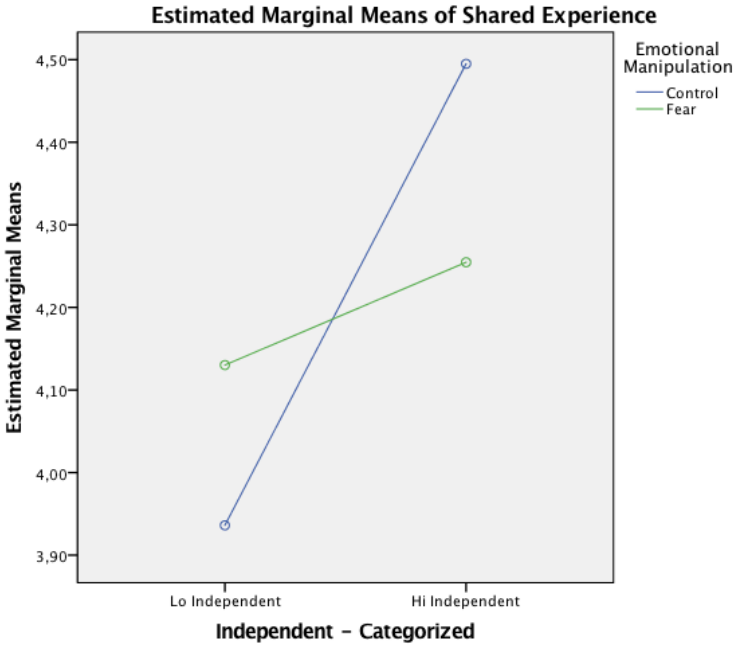
3. Self-Construal * Emotional Manipulation

Dependent Variable: Shared Experience

Self-Construal	Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Independent	Control	2,833	,532	1,769	3,898
	Fear	3,216	,393	2,430	4,002
Interdependent	Control	3,941	,447	3,047	4,835
	Fear	4,183	,476	3,231	5,135

Among all 198 participants, the chronic self construal characteristics was observed differently with the effect of fear. Such that, the higher the chronic interdependency gives the higher results of shared experience with fear than the participants with chronic independent self construal scores.





Estimated Marginal Means

1. Interdependent - Categorized

Dependent Variable: Shared Experience

Interdependent - Categorized	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Lo Interdependent	3,673	,162	3,353	3,994
Hi Interdependent	4,824	,174	4,481	5,167

2. Emotional Manipulation

Dependent Variable: Shared Experience

Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	4,206	,169	3,873	4,539
Fear	4,291	,168	3,960	4,622

3. Interdependent - Categorized * Emotional Manipulation

Dependent Variable: Shared Experience

Interdependent - Categorized	Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Lo Interdependent	Control	3,622	,242	3,144	4,100
	Fear	3,725	,216	3,298	4,151
Hi Interdependent	Control	4,790	,235	4,326	5,254
	Fear	4,857	,256	4,351	5,363

Estimated Marginal Means

1. Independent - Categorized

Dependent Variable: Shared Experience

Independent - Categorized	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Lo Independent	4,033	,179	3,680	4,387
Hi Independent	4,375	,172	4,035	4,715

2. Emotional Manipulation

Dependent Variable: Shared Experience

Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	4,216	,178	3,865	4,566
Fear	4,192	,174	3,849	4,536

3. Independent - Categorized * Emotional Manipulation

Dependent Variable: Shared Experience

Independent - Categorized	Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Lo Independent	Control	3,936	,255	3,433	4,439
	Fear	4,130	,252	3,633	4,628
Hi Independent	Control	4,495	,247	4,008	4,982
	Fear	4,255	,240	3,781	4,728

As observed, chronic interdependent self construal has a stronger effect than fear on shared experience with the new brand so that this part of the hypothesis has been supported by estimated marginal means.

Likewise, the ANOVA conducted on product preference did not produce significant values of interdependency among 66 participants, $F(1, 62) = .382$, $p > .05$.

Between-Subjects Factors

		Value Label	N
Self-Construal	1,00	Independent	34
	2,00	Interdependent	32
Emotional Manipulation	,00	Control	29
	1,00	Fear	37

Descriptive Statistics

Dependent Variable: Preference

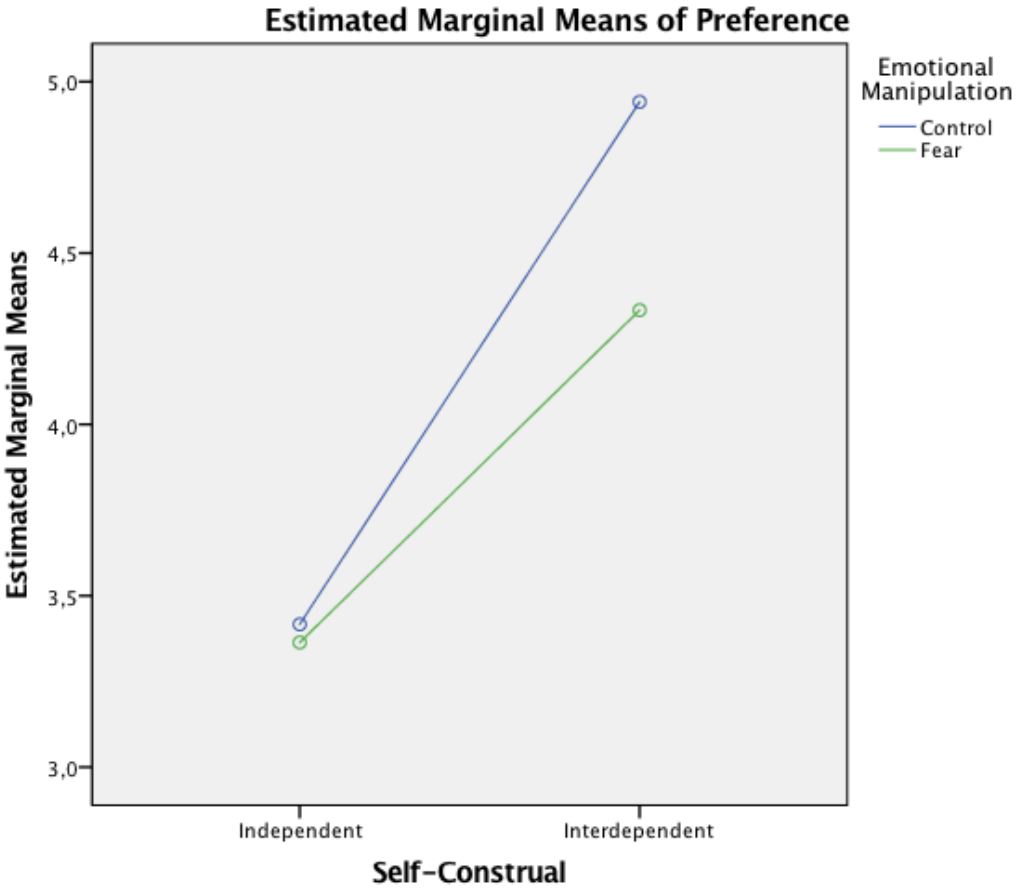
Self-Construal	Emotional Manipulation	Mean	Std. Deviation	N
Independent	Control	3,42	1,929	12
	Fear	3,36	1,649	22
	Total	3,38	1,724	34
Interdependent	Control	4,94	1,749	17
	Fear	4,33	1,877	15
	Total	4,66	1,807	32
Total	Control	4,31	1,948	29
	Fear	3,76	1,786	37
	Total	4,00	1,865	66

Tests of Between-Subjects Effects

Dependent Variable: Preference

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	29,718[a]	3	9,906	3,129	,032
Intercept	1013,68	1	1013,68	320,194	,000
SC	24,466	1	24,466	7,728	,007
EMO_MAN	1,718	1	1,718	,543	,464
SC * EMO_MAN	1,211	1	1,211	,382	,539
Error	196,282	62	3,166		
Total	1282,00	66			
Corrected Total	226,000	65			

This may be caused by the sample size as participants who dominantly hold one of the chronic self construals. The effect of interdependent chronic self construal could be observed via estimated marginal means among both 66 participants and the all 198 participants. However, the effect of fear was less than non fear condition on preference.



Estimated Marginal Means

1. Self-Construal

Dependent Variable: Preference

Self-Construal	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Independent	3,390	,319	2,752	4,028
Interdependent	4,637	,315	4,007	5,267

2. Emotional Manipulation

Dependent Variable: Preference

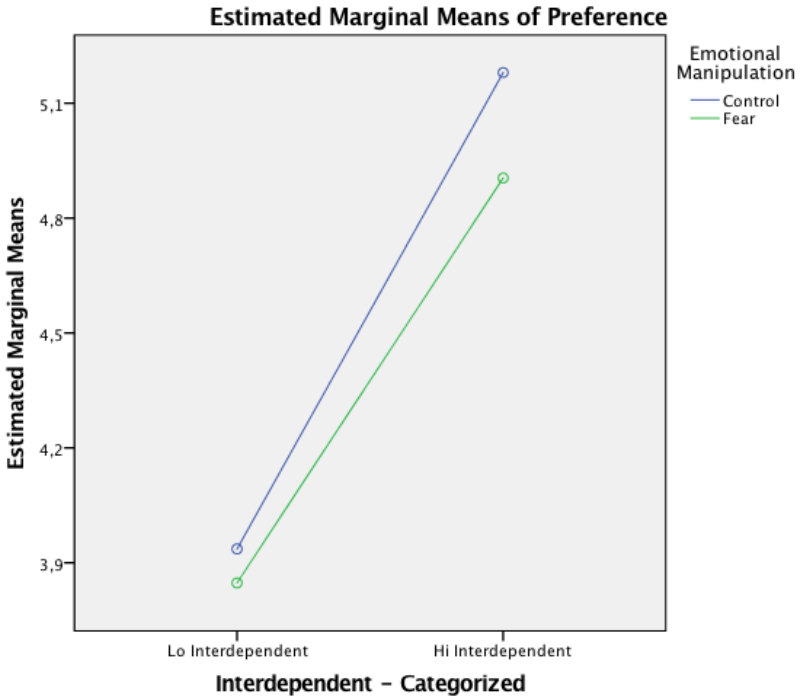
Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	4,179	,335	3,508	4,849
Fear	3,848	,298	3,253	4,444

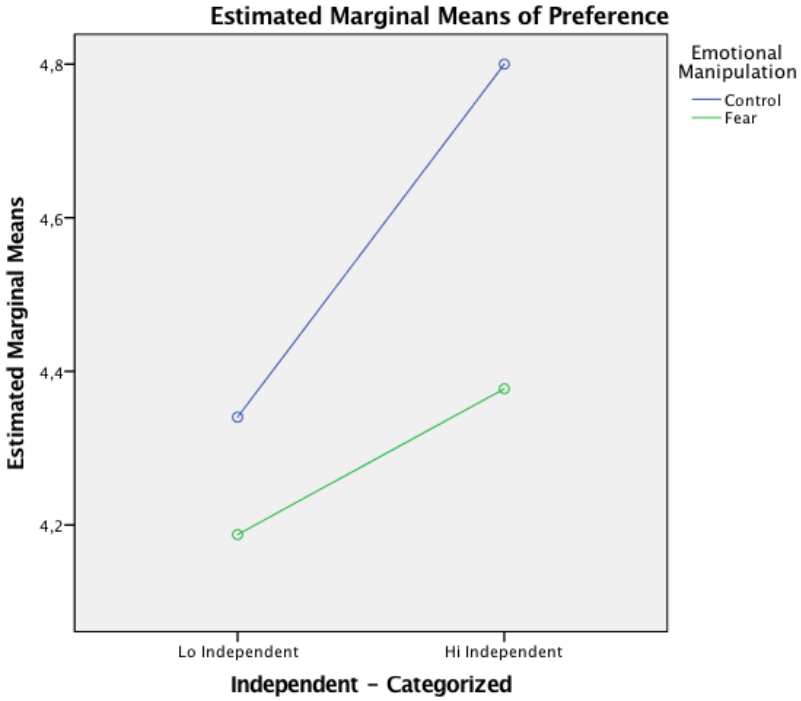
3. Self-Construal * Emotional Manipulation

Dependent Variable: Preference

Self-Construal	Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Independent	Control	3,417	,514	2,390	4,443
	Fear	3,364	,379	2,605	4,122
Interdependent	Control	4,941	,432	4,079	5,804
	Fear	4,333	,459	3,415	5,252

As in Study 1, preference has not been observed also with the estimated marginal means by the effect of fear over non fear situation; however, the effect of self construal through chronic interdependency was obvious compared with independency as well as these results show that higher chronic interdependent self construal score gives higher effect on preference of the new brand through the brand experience.


Estimated Marginal Means of Preference
Emotional Manipulation
Control
Fear
Estimated Marginal Means
5,1
4,8
4,5
4,2
3,9
Lo Interdependent
Hi Interdependent
Interdependent - Categorized


Estimated Marginal Means of Preference
Emotional Manipulation
Control
Fear
Estimated Marginal Means
4,8
4,6
4,4
4,2
Lo Independent
Hi Independent
Independent - Categorized

Estimated Marginal Means

1. Interdependent - Categorized

Dependent Variable: Preference

Interdependent - Categorized	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Lo Interdependent	3,892	,160	3,576	4,208
Hi Interdependent	5,042	,172	4,704	5,381

2. Emotional Manipulation

Dependent Variable: Preference

Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	4,558	,167	4,230	4,887
Fear	4,376	,165	4,050	4,703

3. Interdependent - Categorized * Emotional Manipulation

Dependent Variable: Preference

Interdependent - Categorized	Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Lo Interdependent	Control	3,936	,239	3,465	4,408
	Fear	3,847	,213	3,426	4,268
Hi Interdependent	Control	5,180	,232	4,723	5,637
	Fear	4,905	,253	4,406	5,404

Estimated Marginal Means

1. Independent - Categorized

Dependent Variable: Preference

Independent - Categorized	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Lo Independent	4,264	,177	3,914	4,614
Hi Independent	4,589	,170	4,252	4,925

2. Emotional Manipulation

Dependent Variable: Preference

Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	4,570	,176	4,224	4,917
Fear	4,282	,172	3,943	4,622

3. Independent - Categorized * Emotional Manipulation

Dependent Variable: Preference

Independent - Categorized	Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Lo Independent	Control	4,340	,252	3,843	4,838
	Fear	4,188	,250	3,695	4,680
Hi Independent	Control	4,800	,245	4,318	5,282
	Fear	4,377	,238	3,909	4,846

The third ANOVA on emotional brand attachment also could not be observed with significant values among the 66 participants, $F(1, 62) = .638, p > .05$.

Between-Subjects Factors

		Value Label	N
Self-Construal	1,00	Independent	34
	2,00	Interdependent	32
Emotional Manipulation	,00	Control	29
	1,00	Fear	37

Descriptive Statistics

Dependent Variable: Emotional Brand Attachment

Self-Construal	Emotional Manipulation	Mean	Std. Deviation	N
Independent	Control	2,4833	1,97844	12
	Fear	2,6636	1,71563	22
	Total	2,6000	1,78478	34
Interdependent	Control	4,4765	1,27697	17
	Fear	3,9867	1,70330	15
	Total	4,2469	1,48780	32
Total	Control	3,6517	1,86215	29
	Fear	3,2000	1,81077	37
	Total	3,3985	1,83324	66

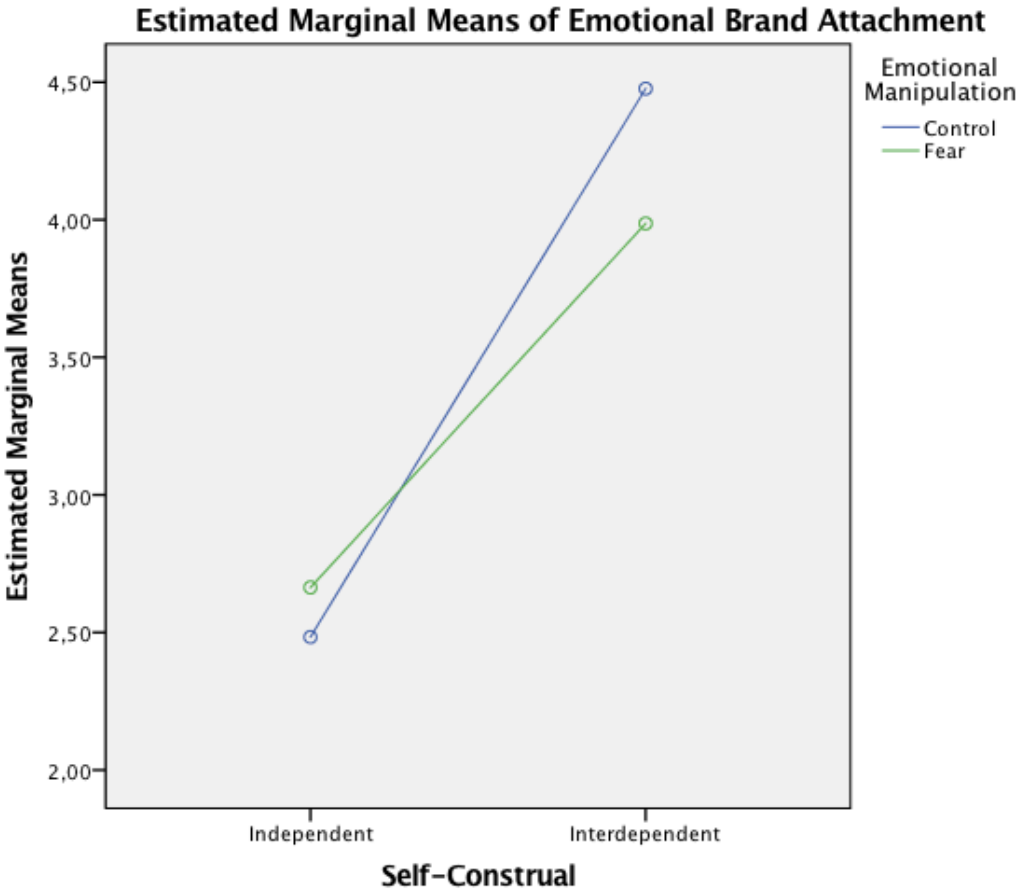
Tests of Between-Subjects Effects

Dependent Variable: Emotional Brand Attachment

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	46,874[a]	3	15,625	5,646	,002
Intercept	728,474	1	728,474	263,239	,000
SC	43,248	1	43,248	15,628	,000
EMO_MAN	,377	1	,377	,136	,713
SC * EMO_MAN	1,766	1	1,766	,638	,427
Error	171,575	62	2,767		
Total	980,730	66			
Corrected Total	218,450	65			

a. R Squared = .215 (Adjusted R Squared = .177)

Although significant values could not be obtained for brand attachment, similar with Study 1 and as expected, among 66 participants, estimated marginal means show that brand attachment was observed with the effect of fear on the participants with dominat chronic independent self construal more than the non fear situation. What is more, the effect of chronic and dominant interdependent self construal was stronger for instant brand attachment than fear, as being impulsive for non fear condition more, according to the estimated marginal means.



Estimated Marginal Means

1. Self-Construal

Dependent Variable: Emotional Brand Attachment

Self-Construal	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Independent	2,573	,298	1,977	3,170
Interdependent	4,232	,295	3,643	4,821

2. Emotional Manipulation

Dependent Variable: Emotional Brand Attachment

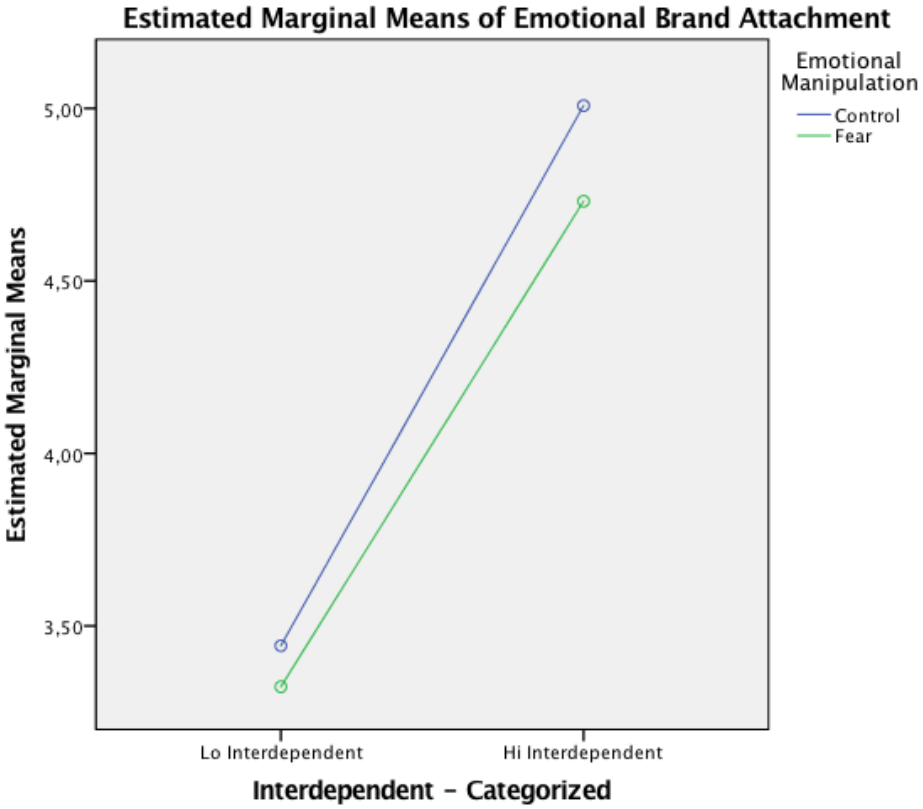
Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	3,480	,314	2,853	4,107
Fear	3,325	,279	2,768	3,882

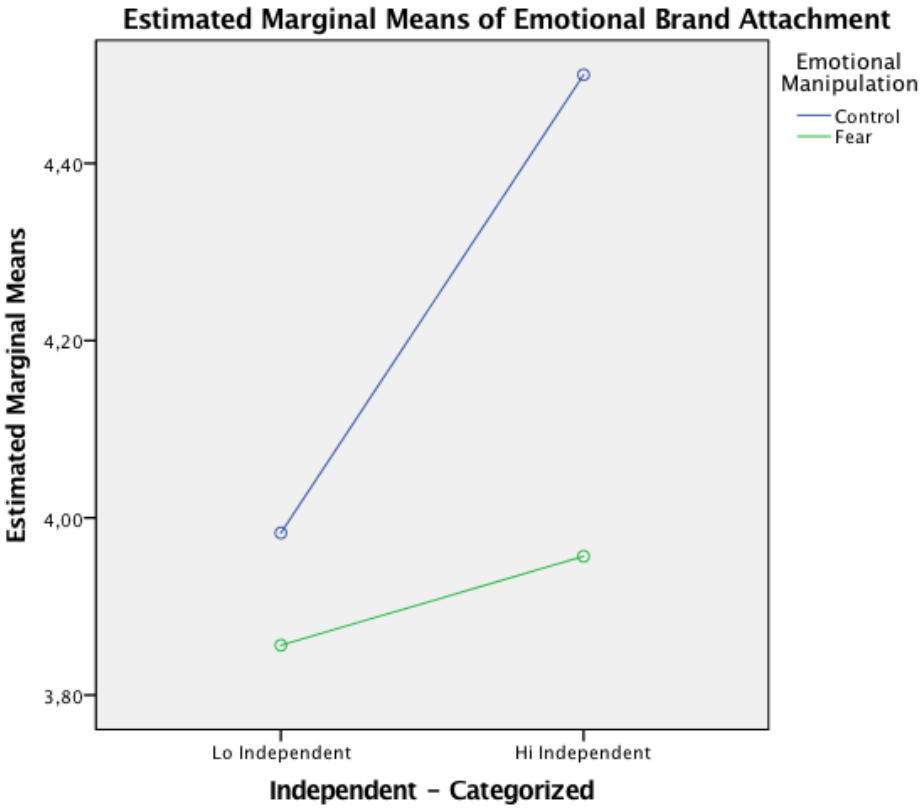
3. Self-Construal * Emotional Manipulation

Dependent Variable: Emotional Brand Attachment

Self-Construal	Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Independent	Control	2,483	,480	1,523	3,443
	Fear	2,664	,355	1,955	3,373
Interdependent	Control	4,476	,403	3,670	5,283
	Fear	3,987	,430	3,128	4,845

Among all 198 participants, instant brand attachment has been observed via the effect of chronic self construal for emotional brand experience. Such that, as in shared experience and preference, the estimated marginal means show that the higher score of chronic interdependent self construal results in the higher values of brand attachment on emotional brand experience.


Estimated Marginal Means of Emotional Brand Attachment
Emotional Manipulation
Control
Fear
Estimated Marginal Means
5,00
4,50
4,00
3,50
Lo Interdependent
Hi Interdependent
Interdependent - Categorized


Estimated Marginal Means of Emotional Brand Attachment
Emotional Manipulation
Control
Fear
Estimated Marginal Means
4,40
4,20
4,00
3,80
Lo Independent
Hi Independent
Independent - Categorized

Estimated Marginal Means

1. Interdependent - Categorized

Dependent Variable: Emotional Brand Attachment

Interdependent - Categorized	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Lo Interdependent	3,383	,152	3,084	3,682
Hi Interdependent	4,869	,162	4,549	5,190

2. Emotional Manipulation

Dependent Variable: Emotional Brand Attachment

Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	4,225	,158	3,915	4,536
Fear	4,027	,157	3,719	4,336

3. Interdependent - Categorized * Emotional Manipulation

Dependent Variable: Emotional Brand Attachment

Interdependent - Categorized	Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Lo Interdependent	Control	3,443	,226	2,996	3,889
	Fear	3,324	,202	2,926	3,722
Hi Interdependent	Control	5,008	,219	4,575	5,441
	Fear	4,731	,239	4,259	5,203

Estimated Marginal Means

1. Independent - Categorized

Dependent Variable: Emotional Brand Attachment

Independent - Categorized	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Lo Independent	3,920	,176	3,573	4,266
Hi Independent	4,228	,169	3,896	4,561

2. Emotional Manipulation

Dependent Variable: Emotional Brand Attachment

Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	4,241	,174	3,899	4,584
Fear	3,906	,170	3,570	4,243

3. Independent - Categorized * Emotional Manipulation

Dependent Variable: Emotional Brand Attachment

Independent - Categorized	Emotional Manipulation	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Lo Independent	Control	3,983	,250	3,491	4,475
	Fear	3,856	,247	3,369	4,343
Hi Independent	Control	4,500	,242	4,023	4,977
	Fear	3,957	,235	3,493	4,420

Furthermore, due to the fact that chronic self construal of both interdependent and independent scores are available to be measured for any individual (Singelis,1994), among all 198 participants the only effect of each chronic self construal as well as the effect of fear apart from self construal categorization has been observed via ANOVA on shared experience, brand preference and instant brand attachment.

The effect of chronic interdependent self construal was significantly observed among all dependent variables for emotional brand experience regardless the effect of fear.

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Shared Experience	Lo Interdependent	106	3,6792	1,69022	,16417	3,3537	4,0048	1,00	7,00
	Hi Interdependent	92	4,8207	1,61140	,16800	4,4869	5,1544	1,00	6,75
	Total	198	4,2096	1,74581	,12407	3,9649	4,4543	1,00	7,00
Preference	Lo Interdependent	106	3,89	1,681	,163	3,56	4,21	1	7
	Hi Interdependent	92	5,05	1,578	,165	4,73	5,38	1	7
	Total	198	4,43	1,731	,123	4,19	4,67	1	7
Emotional Brand Attachment	Lo Interdependent	106	3,3764	1,58298	,15375	3,0716	3,6813	1,00	6,50
	Hi Interdependent	92	4,8815	1,50325	,15672	4,5702	5,1928	1,00	7,00
	Total	198	4,0758	1,71633	,12197	3,8352	4,3163	1,00	7,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Shared Experience	Between Groups	64,167	1	64,167	23,453	,000
	Within Groups	536,260	196	2,736		
	Total	600,427	197			
Preference	Between Groups	67,140	1	67,140	25,144	,000
	Within Groups	523,370	196	2,670		
	Total	590,510	197			
Emotional Brand Attachment	Between Groups	111,574	1	111,574	46,653	,000
	Within Groups	468,750	196	2,392		
	Total	580,324	197			

However, neither the only effect of chronic independent self construal nor the only effect of fear has been seen with significant values for dependent variables on the brand experience.

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Shared Experience	Lo Independent	95	4,0342	1,54997	,15902	3,7185	4,3500	1,00	6,25
	Hi Independent	103	4,3714	1,90197	,18741	3,9996	4,7431	1,00	7,00
	Total	198	4,2096	1,74581	,12407	3,9649	4,4543	1,00	7,00
Preference	Lo Independent	95	4,26	1,664	,171	3,92	4,60	1	7
	Hi Independent	103	4,58	1,785	,176	4,23	4,93	1	7
	Total	198	4,43	1,731	,123	4,19	4,67	1	7
Emotional Brand Attachment	Lo Independent	95	3,9189	1,38796	,14240	3,6362	4,2017	1,00	7,00
	Hi Independent	103	4,2204	1,96725	,19384	3,8359	4,6049	1,00	7,00
	Total	198	4,0758	1,71633	,12197	3,8352	4,3163	1,00	7,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Shared Experience	Between Groups	5,617	1	5,617	1,851	,175
	Within Groups	594,809	196	3,035		
	Total	600,427	197			
Preference	Between Groups	5,041	1	5,041	1,687	,195
	Within Groups	585,470	196	2,987		
	Total	590,510	197			
Emotional Brand Attachment	Between Groups	4,491	1	4,491	1,528	,218
	Within Groups	575,833	196	2,938		
	Total	580,324	197			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Shared Experience	Control	97	4,2242	1,75167	,17785	3,8712	4,5773	1,00	6,75
	Fear	101	4,1955	1,74879	,17401	3,8503	4,5408	1,00	7,00
	Total	198	4,2096	1,74581	,12407	3,9649	4,4543	1,00	7,00
Preference	Control	97	4,58	1,808	,184	4,21	4,94	1	7
	Fear	101	4,29	1,651	,164	3,96	4,61	1	7
	Total	198	4,43	1,731	,123	4,19	4,67	1	7
Emotional Brand Attachment	Control	97	4,2495	1,76553	,17926	3,8937	4,6053	1,00	7,00
	Fear	101	3,9089	1,65934	,16511	3,5813	4,2365	1,00	6,60
	Total	198	4,0758	1,71633	,12197	3,8352	4,3163	1,00	7,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Shared Experience	Between Groups	,041	1	,041	,013	,908
	Within Groups	600,386	196	3,063		
	Total	600,427	197			
Preference	Between Groups	4,167	1	4,167	1,393	,239
	Within Groups	586,343	196	2,992		
	Total	590,510	197			
Emotional Brand Attachment	Between Groups	5,739	1	5,739	1,958	,163
	Within Groups	574,584	196	2,932		
	Total	580,324	197			

Therefore, our hypothesis could not be supported with significant values to compare the effect of chronic self construal with the effect of fear on dependent variables for emotional brand experience. However; an interesting output in this

study though is that the results showed a significant main effect of interdependent self-construal on all dependent variables.

Additionaly, in line with the hypothesis, looking for the impulsivity as a consumer behavior via characteristics of chronic self construal profiles, we could consider the emotional priming but not differentiated as the kind of impulse in this study to affect the decision making process of subjects measured with chronic self construal scale (Singelis, 1994).

Among the 66 participants who hold one of the chronic self construal with dominant scores, to compare the effect of chronic self construals with each other but without the effect of fear, the participants holding chronic interdependent self construal was observed significantly more impulsive than the participants with dominant chronic independent self construal as a result of ANOVA for each dependent value (descriptive statistics' tables for each dependent variable has been placed before in results). First, the self-construal had a significant main effect on shared experience, $F(1,62) = 4,978$, $p< .05$. In other words, interdependent participants (M=4,06) reported of having experienced higher shared experience with PROSTRO bottled water compared to independent participants (M=3,03) during the emotional priming experience regardless of the content of the video (fear vs. control). Second, the self-construal produced a significant main effect on emotional brand attachment, $F(1,62) = 15,628$, $p< .001$. That is, interdependent participants (M=4,23) reported having a higher emotional brand attachment for PROSTRO bottled water compared to the independent participants (M=2,57) during the emotional priming experience regardless of the content of the video (fear vs. control).

Discussion

Results of this study has shown that, there is a significant effect of chronic interdependent self construal on perceived shared experience, brand preference and instant brand attachment. However, to support our hypothesis, the effect of fear on dependent values among all participants could be obtained not

significantly but through estimated marginal means. Despite the fact that emotional priming has been checked via the PANAS results for negative effect of fear, the expected results of the only effect of fear, as inspired from Dunn and Hoegg's study (2014), could not be observed as intended with significant values on shared experience and brand attachment. As explained in discussion part of Study 1, the reason of this may be the intensity of sample in terms of arousal and the duration of exposure of fear for expected significant results. However, the intended results for the hypothesis has been shown by the estimated marginal means, including the effect of fear, including shared experience unlike in Study 1; for perceived shared experience and brand attachment, the effect of fear was higher than the non fear situation. Therefore, one of the limitation of emotional priming in Study1 has been achieved by not priming fear as a second order manipulation. As expected, shared experience with fearful experience results was higher than non fear situation and dominantly chronic independent self construal has been affected by fear more than non fear situation for brand attachment among 66 participants. Moreover, the effect of dominant interdependent self construal was stronger than the effect of fear on dependent variables comparing the dominant chronic self construal profiles among the 66 participants. Meaning that, the participants with dominant independent chronic self construal has been affected by fear comparing with control but less than the interdependent profile of chronic self construal as expected. In addition to this, among all 198 participants, the higher level of chronic interdepency produced higher interaction with emotional brand experience whereas chronic independent self construal profile has not been observed with similar interaction.

One of our aim to observe which self construal profile will more likely to be impulsive since Puri (1996) defined that impulsive behavior of consumers being prone to rely on affective choices even in the condition of more or less processing resources, which is why we did not constrain the processing resources such as numerical values; subjects were informed for ingredient values as similar with the brand of bottled water they used to consume and price was not stated. Doing so,

we expected to observe the self construal profile's characteristic decision making process. For example, interdependent profile's reason based decision making is similar to the decision making process of prudents like comparing alternatives; however, in their study Shiv et al (1999) found out that even prudents rely on their feelings to make decision in a low order affective manner according to CEST (1993) when processing resourcess are constrained. In terms of the consumer self construal profile, based on being impulsive or prudent according to consumer behavior, the interdependent self construal has been found to be more impulsive for the emotional priming as a reason; because the manipulation results show that fear was not significantly differentiated from non fear on dependent variables as in Dunn and Hoegg's study (2014). However, according to the results of emotional priming manipulation check, we could assume that the emotional manipulation was provided and according to PANAS results subjects could differentiate their feelings as positive and negative. In both of the studies, the impulse was also considered as emotional priming instead of social input for interdependent profile as a stimulus. Therefore, as inspired, the idea of the self construal related response may be a higher dimension of automated behavior than an emotionally conditioned response of fear is somewhat enhanced. Meaning that, with the chronic self construal effect, interdependent participants were observed as impulsive to the both kind of stimulus (fear and non fear). Although the moderating effect of fear could be observed not significantly but obviously in a relationship with the segmented self construal profiles. According to the participant's dominant chronic self construal scores, participants belong to the chronic interdependent self construal responded more likely to the emotional brand experience by the perception of shared experience, brand preference and instant brand attachment. On the contrary to the interdependent self construal profile data, independent profile could not be seen with significant values of sharing the emotional experience with the new brand PROSTRO, preferability over a brand with a direct experience and brand attachment without fear condition.

False experience effect was also observed in this study, without the interaction of emotional priming but with the main effect of self construal, for brand preference and attachment from the results of interdependent profile. In consistent with previous studies in literature (Cross, Gore, & Morris, 2003; Heine et al., 2001; Suh, 2002), self construal effect was observed on the interdependent profile's instant preference change and affliation on brands was observed more likely in comparison with independent self construal. Such as adjusting behavior in different situations, with an impulse (fear or non fear) regardless the main effect of emotional priming of fear, interdependent profile preferred the new/ imaginary brand PROSTRO over the brand they are familiar with to consume. What is more, they were also instantaneously attached to the new brand just after the emotional brand experience.

Looking through the moderating effect of self construal, the interdependent profile with a reason based decision making process, relied on low road affective manner according to LeDoux (2002) as a reason. Due to the fact that we did not constrained the numerical processing resources, interdependent self construal profile was observed to prone to rely on feelings as impulsive consumer behavior; specifically, stimulus road was low road affective without any process of working memory (LeDoux & Brown 2017).

GENERAL DISCUSSION

Conditioning consumers on the self construal for interdependent profile or targeting them with their chronic self construal of interdependent profile may result in predicted consumer behavior for market accsess of a new brand according to the consumer's decision making process through self construal which will be the reason based for justification (Hong & Chang, 2015). In our study, we aimed to see the interdependent self construal moderating effect in terms of the consumers' impulsivity that interdependents being more than independents as well as the emotional priming effect on decision making process for interpersonal interaction with brand. Additionally, to observe whether the reason for decision making will be based on an emotion in low order affective manner of LeDoux's (2002) explanation, rather than comparison of alternatives related to the consumption (utilitarian) value of product such as price or ingredients. Doing so, we referred to Dunn and Hoegg's research (2014) on emotions leading brand attachment, which they concluded that brand attachment occurs with fear more than other emotions. What is more, the interpersonal relationship with the new brand could be formed instantly as brand attachment through shared experience with fear induced emotional brand experience. To observe the inconsistency of preference, when exposed to the emotionally stimulated experience, instant effect of fear was used in experiments to produce an automated response more likely for not conditioned interdependent self construal or independent self construal in terms of decision making and forming a strong bond with brand as attachment.

In Study 1 we conditioned the interdependent self construal before priming fearful situation and there was no interpersonal interaction with the symbolically presented bottled water brand PROSTRO by the effect of fear as well as false experience effect of shared experience. Despite the emotional priming of negative feeling induced with fear has been provided significantly, the expected effect of fear has not been observed unlike in Study 2.

In line with interpersonal interaction for experiental benefits of false experience effect, in this context the researcher also address the physical contact during experience is whether necessary or not to occur the interaction, emotional brand attachment. According to the results of Study 2, brand attachment was observed among subjects with interdependent profile significantly, through simple presentation of the imaginary brand of a bottled water image. Supportively, in Study 2, directing attention toward the brand still resulted in the perception that the brand shared the experience with the consumer. Thus, physical contact may not be necessary to enhance brand attachment with respect to the results of Study 2. Also, finding that emotional attachment occurred in the no touch condition indicates that consumption may not be a requirement to occur emotional attachment during the brand experience in contrast with the results of Study 1. Rather, the simple attention to the brand during imaginary experience with emotional impulse was sufficient to prefer the new brand and facilitate emotional attachment among interdependent profile more than independent profile.

The results about no difference on emotional aspect to respond in similar way, which is observed as a consumer behavior of interdependent self construal, related to decision making, could make one remember the iron stick experiment (Kim et al., 2015) where a stimulus or impulse is enough to make the decision without the need of thinking and in such a robotic manner that predictive due to interdependency induced- automated consumer behavior. Supportively, for a biologic aspect of behavior, in an action-observation task, conditioning to interdependent self-construal increased motor cortical output, which is an area of the brain that essentially tunes individuals to environmental and social input (Obhi, Hogeveen & Pascual-Leone, 2011); thus from the different emotional aspects of social situations, any social input may also be a stimulus that leading this characteristic, impulsive but inconsistent, consumer behavior of the interdependent self construal profile, via low road affective decision making process. In other words, regardless of any type of emotions, our results show that, being exposed to any stimulus leads higher shared experience and emotional

brand attachment for interdependents more so than independents according to the results of both Study 1 and Study 2.

Questioning the statement of "no self no emotions" (Sui & Humprays 2015; LeDoux & Brown 2017) , how efficient is to respond for any kind of stimulus in a predictive and automated manner with a well defined chronic but interdependent perception of the self become the puzzle. As a result of this construal of the self, inconsistency is considered a threat to the core stable self and results in self-concept confusion and lack of clarity, whereas consistency such as free will is suggestive of maturity, self-integrity, and unity (Cross, Gore, & Morris, 2003; Sung, Choi & Tinkham, 2012). Being impulsive to fear could be a result of human nature due to evolutionary aspect of biologically resulted behavior but self construal is a condition that could be accessed instantly or has been formed through cultural adaptation and may also have biologic results.
According to Bierley et al. "*Pseudoconditioning is a subtle phenomenon such that has an ability to rule out as classical conditioning without having to identify whether it occurred or what produced it.*" (Bierley, McSweeney & Vannieuwkerk, 1985). To be conditioned for interdependent self construal may result in automated and predicted consumer behavior, like robotic behavior when decision is already made by the conditioner, for example a marketer who is priming interdependent self construal to advertise a brand. Given that, the researcher addresses the point that marketing should also be considered as a promoter technology for any experience such as with a brand, which results in behaviors, attitudes or habits apart from being a determinant for trends of product promotion thus has an important cultural impact for social situations. Likewise, the cultural effect of highly scored and valued chronic interdependent self construal may also results in same kind of behavior as well as neurologic adaptation for this. Supportively, Park et al. (2010) proposed that experiences affect the volume of neural structures so it is very reasonable to posit that sustained exposure to a set of cultural experiences and behavioral practices will affect neural structure and function. Therefore, culture and the brain should be

considered in a relationship because both constructs and is constructed by the mind that is underlying brain pathways (Park & Huang, 2010; Kitayama & Park, 2010). With respect to evolutionary biology and cultural evolution, the concept of marketing could be very important so the morals of marketers.

Further studies and an appreciation of how brand relationships evolve may enhance the effectiveness of a new product concept or advertising execution testing, supporting the development of brand positioning strategies (i.e. hedonic vs. utilitarian positioning) where marketing has the power to leverage in creating and managing both cultural and emotional brand experience.

ATTACHMENTS

SINGELIS SELF-CONSTRUAL SCALE

Singelis, T. M. (1994). The Measurement of Independent and Interdependent Self-Construals. *Personality and Social Psychology Bulletin, 20(5),* 580–591.

Instructions: This is a questionnaire that measures a variety of feelings and behaviors in various situations. Listed below are a number of statements. Read each one as if it referred to you. Beside each statement write the number that best matches your agreement or disagreement. Please respond to every statement. Thank you.

1=STRONGLY DISAGREE 2=DISAGREE 3=SOMEWHAT DISAGREE
4=DON'T AGREE OR DISAGREE
5=AGREE SOMEWHAT 6=AGREE 7=STRONGLY AGREE

____1. I enjoy being unique and different from others in many respects. **(Sing1)**

____2. I can talk openly with a person who I meet for the first time, even when this person is much older than I am. **(Sing2)**

____3. Even when I strongly disagree with group members, I avoid an argument. **(Sing3)**

____4. I have respect for the authority figures with whom I interact. **(Sing4)**

____5. I do my own thing, regardless of what others think. **(Sing5)**

____6. I respect people who are modest about themselves. **(Sing6)**

____7. I feel it is important for me to act as an independent person. **(Sing7)**

____8. I will sacrifice my self interest for the benefit of the group I am in. **(Sing8)**

____9. I'd rather say "No" directly, than risk being misunderstood. **(Sing9)**

____10. Having a lively imagination is important to me. **(Sing10)**

____11. I should take into consideration my parents' advice when making education/career plans. **(Sing11)**

____12. I feel my fate is intertwined with the fate of those around me. **(Sing12)**

____13. I prefer to be direct and forthright when dealing with people I've just met. **(Sing13)**

____14. I feel good when I cooperate with others. **(Sing14)**

____15. I am comfortable with being singled out for praise or rewards. **(Sing15)**

____16. If my brother or sister fails, I feel responsible. **(Sing16)**

____17. I often have the feeling that my relationships with others are more important than my own accomplishments. **(Sing17)**

____18. Speaking up during a class (or a meeting) is not a problem for me. **(Sing18)**

____19. I would offer my seat in a bus to my professor (or my boss). **(Sing19)**

____20. I act the same way no matter who I am with. **(Sing20)**

____21. My happiness depends on the happiness of those around me. **(Sing21)**

____22. I value being in good health above everything. **(Sing22)**

____23. I will stay in a group if they need me, even when I am not happy with the group. **(Sing23)**

____24. I try to do what is best for me, regardless of how that might affect others. **(Sing24)**

____25. Being able to take care of myself is a primary concern for me. **(Sing25)**

____26. It is important to me to respect decisions made by the group. **(Sing26)**

____27. My personal identity, independent of others, is very important to me. **(Sing27)**

____28. It is important for me to maintain harmony within my group. **(Sing28)**
____29. I act the same way at home that I do at school (or work). **(Sing29)**
____30. I usually go along with what others want to do, even when I would rather do something different. **(Sing30)**

COMPOSITE SCORES

Independent Subscale **(Independence)** Sing1, Sing2, Sing5, Sing7, Sing9, Sing10, Sing13, Sing15, Sing18, Sing20, Sing22, Sing24, Sing25, Sing27, Sing29

Interdependent Subscale **(Interdependence)** Sing3, Sing4, Sing6, Sing8, Sing11, Sing12, Sing14, Sing16, Sing17, Sing19, Sing21, Sing23, Sing26, Sing28, Sing30

Visuals of Self Construal Priming

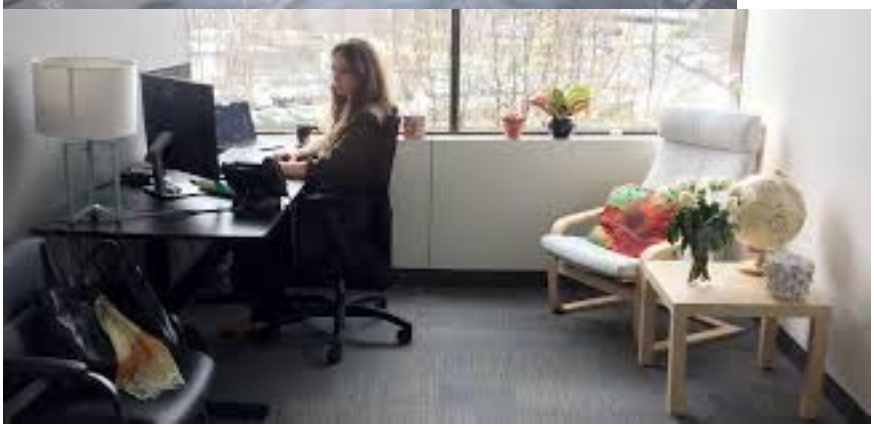
Subjects were randomly assigned to one of the two self-construal priming conditions (independent vs. interdependent), which presented a total of eight visual images of an individual in isolation (i.e., working in an office, reading a book, cycling, running) or an in- dividual as a part of a group (i.e., family, friends, team sporting events). They were asked to imagine and place themselves in the position of a character in the pictures and were exposed to each visual image for 10 seconds, with the images appearing in turns automatically.

As a manipulation check for self-construal priming, the subjects were then asked to describe the pictures from the perspective of the character. Using 7-point scales, they were asked to indicate the extent to which the person in the pictures would think of his or her own self with regards to the situations

(Self Thought Index: "The situations make that person think about himself or herself," and "The person might think about himself or herself when faced with the situations," $\alpha = 0.88$), and the extent to which the pictures made one think of others

(Others Thought Index: "The situations make that person think about his or her teammates," and "The person might think about his or her teammates when faced with the situations," $\alpha = 0.86$) (Lee, Aaker, & Gardner, 2000).

Independent priming Visuals



Interdependent priming Visuals

PANAS- Positive and Negative Affect Schedule

Please indicate the extent you currently feel in the way given below for each of the items between 1 and 5 where 1: Very Slightly or Not At All and 5: Extremely. Remember that there are no right or wrong answers. The best answer is the one that reflects what you feel RIGHT NOW.

PANAS 1	interested
PANAS 2	distressed
PANAS 3	excited
PANAS 4	upset
PANAS 5	strong
PANAS 6	guilty

PANAS 7	scared
PANAS 8	hostile
PANAS 9	enthusiastic
PANAS 10	proud
PANAS 11	irritable
PANAS 12	alert
PANAS 13	ashamed
PANAS 14	inspired
PANAS 15	nervous
PANAS 16	determined
PANAS 17	attentive
PANAS 18	jittery
PANAS 19	active
PANAS 20	afraid

***Scoring: Positive Affect Score*:** Add the scores on items 1, 3, 5, 9, 10, 12, 14, 16, 17, and 19. Scores can range from 10 – 50, with higher scores representing higher levels of positive affect. Mean Scores: 33.3 (SD±*7.2)*

***Negative Affect Score*:** Add the scores on items 2, 4, 6, 7, 8, 11, 13, 15, 18, and 20. Scores can range from 10 – 50, with lower scores representing lower levels of negative affect. Mean Score: 17.4 (SD ± 6.2)

Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief measures of positive and negative affect: the PANAS scales. *Journal of personality and social psychology*, *54*(6), 1063.

Shared Experience Inventory

Please state your agreement with each of the items that describe your experience of watching the video demonstrated to you between 1 and 7 where 1: Strongly Disagree and 7: Strongly Agree. Remember that there are no right or wrong answers. The best answer is the one that reflects what you honestly feel RIGHT NOW.

1	PROSTRO went through the experience with me
2	PROSTRO and I underwent the experience together
3	PROSTRO experienced the situation with me
4	I felt that PROSTRO was with me during the experience

Brand Preference

Please state whether you prefer PROSTRO over the bottled water brand that you regularly consume between 1 and 7 where 1: Strongly Prefer The Brand That I Regularly Consumer and 7: Strongly Prefer PROSTRO.

	1	2	3	4	5	6	7	
Strongly Prefer The Brand That I Regularly Consume	○	○	○	○	○	○	○	Strongly Prefer PROSTRO

Thomson's Brand Attachment Scale

Thomson, Matthew, Deborah J. MacInnis, and C. Whan Park (2005), "The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands," *Journal of ConsumerPsychology*, 15 (January), 77–91.

Please indicate your attitude towards PROSTRO by responding to the items below between 1 and 7 where 1: Not At All and 7: Very Much.

1	affectionate
2	friendly
3	loved
4	peaceful
5	passionate
6	delighted
7	captivated
8	connected
9	bonded
10	attached

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