

The role of Emotional Brand Attachment Enablers on Brand Advocacy from iPhone Users' Perspective in Egypt

Ali Ahmed Abdelkader,

Kafr el sheikh University, Faculty of Commerce, Kafr El-Shaikh, Egypt.

Hossam El Din Fathy Mohamed

International Academy of Engineering and media Sciences, Egypt.

Hadeer Saleh,

Lecturer at Faculty of Commerce, Kafr El-Shaikh University, Egypt

Abstract: Brand Advocacy (BA) is one of the most important components of brand loyalty. This research attempts to identify and analyze emotional brand attachment (EBA) enablers and its relationship with brand advocacy from iPhone users' perspective in Egypt. Additionally, this research attempts to investigate the differences between iPhone users' attitudes towards EBA according to their demographic characteristics. To establish these objectives, using the descriptive approach, a random cluster sample of 576 students of Kafr El-Shaikh University in Egypt was selected and analyzed. The research findings confirmed that there is a significant relationship between brand image, brand experience, brand identification, and self-brand congruent (as a whole and each one of them separately) and brand advocacy. The findings also pointed out that there is a significant difference between iPhone user's attitude towards EBA according to their gender and monthly family income. The results emphasize the significance of EBA and its determinants to enhance brand advocacy at iPhone companies.

Keywords: EBA, Brand Image, Brand Experience, Brand Identification, Self-Brand Congruent, Brand Advocacy.

Date of Submission: 04-06-2020

Date of Acceptance: 20-06-2020

I. Introduction

According to the 2020 Brand Intimacy Study, (<http://mblm.com/lab/brandintimacy-study>). Amazon placed highest on the list of brands with the strongest emotional connections with customers followed by Disney and Apple. It does not come as a surprise considering that major brands continually aim to cultivate deep emotional ties with their clients (Aboulnasr & Tran, 2019). Conceived as a construct capturing brand passion, devotion, and affection (Hung and Lu, 2018), emotional brand connection has been specifically explored within the broader sense of marketing relationships (Japutra et al., 2014).

Attachment theory has been mostly examined in the context of the interpersonal relationships; however, researchers in the marketing field have proven that customers may also develop emotional attachment to products, brands, celebrities or even some possessions (Fedorikhin et al., 2008; Kleine and Baker, 2004; Thomson, 2006). Therefore, most companies and marketers nowadays are seeking to build strong emotional brand attachment (EBA) with their customers. Thomson et al. (2005) described emotional brand attachment as the emotional bond that connects customers with the brand and characterized by three main emotional components: deep feelings, affection and passion. Individuals deal with a variety of products and brands daily; however, they usually develop emotional attachment to only a limited number of such objects and the strength of such bond depends mainly on the nature of interaction between individual and the object.

Prior academic research has demonstrated that this bond is affected by some variables such as Brand Image (Vazquez-Carrasco and Foxall, 2006), Brand Experience (Iglesias et al. 2011; Khan, Rahman, 2017), Brand Identification (Bhattacharya and Sen, 2003) and Self-Brand Congruence (Malär, Lucia, et al. 2011; Bhattacharya and Sen, 2003; Kressman et al., 2006; Sirgy et al., 2008; Tuškej et al., 2013).

Brand Advocacy (BA) is one of the most important components of brand loyalty. Brand advocacy can be defined as a positive attitude towards a brand by a satisfied customer through recommending it to others (Howard and Kerin, 2013). There are few researches that investigate the relationship between EBA enablers and brand advocacy. Prior literature dealt with one or two determinants of EBA (Fedorikhin, Alexander, C. Whan Park, and Matthew Thomson, 2008; Park, C. Whan, Andreas B. Eisingerich, and Jason Whan Park, 2013; Hung, Hsiu-Yu, and Hao-Te Lu, 2018; Schmalz, and Ulrich, 2012). However, there is no study explored the relationship between each one of EBA (separately and as a whole) and brand advocacy.

Accordingly, this research attempts to identify the determinants of emotional brand attachment, and then explore the relationship between those determinants and brand advocacy and which one is more influential. To sum up, the differences between this research and previous researches are: firstly, this study explores whether there is a significant difference between iPhone users' attitudes towards EBA according to their demographic characteristics (gender/ monthly family income) or not. Secondly, because some researches confirmed that the relationship between brand experience and brand advocacy as a part of loyalty is a significant and positive (Mukerjee, 2018; Ardyan, Elia, et al., 2018; Köhler and Franz, 2018; Sahin, Azize et al., 2011; Huong et al., 2016; Ong and Rushami, 2015) and other studies revealed that there is a non-significant relationship between the two mentioned concepts (Kwong and Ivan, 2014), and third type confirmed that customer loyalty is affected by brand experience only via affective commitment. So, this study tries to explore the significance and nature of this relationship in the Egyptian area.

Thirdly, the relatively importance of EBA (EBA) enablers on brand advocacy from iPhone users' perspective in Egypt is determined and analyzed. Finally, the most of previous studies focused on relationship between brand image, brand experience, brand identification, and self-brand congruent (each one of them separately) and brand loyalty (Upamannyu et al., 2014; Vazquez-Carrasco and Foxall, 2006; Liao et al., 2009; Iglesias et al., 2011; Chinomona, 2013; Bhattacharya and Sen, 2003; Kim et al., 2001; Bhattacharya and Sen, 2003; Kressman et al., 2006; Sirgy et al., 2008; Tuškej et al., 2013), and there is no study showed the relationship between those variables and brand advocacy except some studies showed the relationship between self-brand congruent and brand advocacy (Kemp et al., 2012; Chakravarty et al., 2010; Grisaffe and Nguyen, 2011; Thompson et al., 2006). This problem poses a number of questions, which need to be answered explicitly and accurately through the evaluation and study, as follows:

- What are the enablers of EBA?
- Is there a relationship between EBA enablers (as a whole and each one of them separately), and brand advocacy? Which enablers are the most important for companies to improve their brand advocacy?
- Are there any significant differences between iPhone users' attitudes towards EBA according to their demographic characteristics (gender/ monthly family income) or not?

Although several studies have addressed the value of Brand Advocacy, from the consumer perspective this subject is still in its infancy in Egypt. Most importantly, by establishing and explaining a relationship between Brand Advocacy concepts, emotional brand attachment, this study contributes to the existing body of literature. Therefore, the study aims are threefold: first, Identifying EBA enablers in light of the attitudes of iPhone users in Egypt. Secondly, it attempts to determine the type and the strength of the relationship between EBA enablers and brand advocacy. Lastly, it attempts to detect the differences between iPhone users' attitudes towards EBA according to their demographic characteristics (gender/ monthly family income).

Theoretical framework and hypotheses development

Emotional Brand Attachment:

Attachment theory has been mostly examined in the context of the interpersonal relationships; however, researchers in the marketing field have proven that customers may also develop emotional attachment to products, brands, celebrities or even some possessions (Fedorikhin et al., 2008; Kleine and Baker, 2004; Thomson, 2006). According to Bowlby (1980) and Aron and Westbay (1996), attachment is defined as the bond between a person and a specific object which is driven by feelings and can vary in its strengths depending on the degree of connection, passion or love. Human beings are characterized by their emotional feelings that guide most of their decisions (Berry, 2000). The existence of such connections is promoting customers' loyalty and as a result increases the companies' profitability (Thomson et al., 2005). Brand attachment can be described as the strength of the bond that connects the brand and the customer (Park et al., 2010). Therefore, most of companies and marketers nowadays are seeking to build strong emotional brand attachment (EBA) with their customers.

Thomson et al. (2005) described emotional brand attachment as the emotional bond that connects customers with the brand and characterized by three main emotional components: deep feelings, affection and passion. Individuals deal with a variety of products and brands daily; however, they usually develop emotional attachment to only a limited number of such objects and the strength of such bond depends mainly on the nature of interaction between individual and the object. As the emotional bond gets stronger, an ultimate customer loyalty evolves and company's profits and revenue from loyal customers become less vulnerable to disruption (Grisaffe and Nguyen, 2011). From the brand context, they argued that individuals with emotional attachment reveal a deep desire to maintain security, proximity and safety that they feel in connection with a brand and they actively avoid separation distress. Park et al. (2010) demonstrated that brand attachment has distinctive implications regarding prediction of customer intentions and behavior that involve using of significant resources such as time, money and reputation. They found that purchase behavior, brand purchase share and need share are all affected by the strength of the emotional attachment between the consumer and the brand, which ultimately affect the financial performance of the company.

Determinants of emotional brand attachment

Prior academic research has demonstrated that this bond is affected by some variables such as Brand Image (Vazquez-Carrasco and Foxall .2006), Brand Experience (Iglesias et al. 2011), Brand Identification (Bhattacharya and Sen, 2003)and Self-Brand Congruence(Bhattacharya and Sen , 2003; Kressman et al.,2006; Sirgy et al., 2008; Tuškej et al.,2013). These are considered the most valuable EBA enablers.

1. Brand Image

Generally speaking, image is a set of perceptions or impressions that individuals build in their minds about a particular object (Kotler 2003). Consumers often build an image about a specific brand or company through data and information collected during purchasing and consumption of products or services (Nguyen et al., 2013). Analysis of brand image and its relation to brand loyalty or customer repurchase intention has been a focus of some researchers. For instance, Upamannu et al. (2014) concluded that each of brand image and brand trust has a significant positive impact on customer loyalty to the brand. Similarly, Vazquez-Carrasco and Foxall (2006) claimed that brand image and the perception of special benefits such as social affiliation lead to higher customers satisfaction followed by higher brand loyalty.

With the development of the broadband and the widespread of the online market, studying the connection between brand image and online word-of-mouth has been necessary. Shankar et al. (2003) declared that customers' loyalty is reflected by not only their high tendency toward repurchase, but also their willingness to recommend the product to others online. They also stated that the overall customer satisfaction and loyalty is stronger in case of services provided online than offline ones. In addition, Liao et al. (2009) argued that brand image has a significant positive effect on online word-of-mouth, with the existence of brand trust as a mediator between them. Brand image can also be seen as a clue for customers' evaluations of product/service quality and hence, customers tend to trust higher quality products and recommend them for others (Richardson et al.,1994).

2. Brand Experience

According to Phillips and Baumgartner (2002), emotional attachment is a result of long run relationship between the brand and customers, which is enhanced by service experience. Additionally, customers react emotionally to consumption experience by showing satisfaction (Mano and Oliver, 1993) and when they receive a higher quality that overestimated their expectations and cause a delight surprise for them, their satisfaction and loyalty levels tend to surpass (Ndubisi and Wah, 2005). Brand experience is considered the way by which consumers define and know brands (Schembri, 2009) and information gathered during consuming the brand is considered a basis for consumers' future decisions such as repurchase (Brakus et al., 2009). In details, brand experience is the subjective and internal customer responses (such as sensation, cognition and feeling) to various brand-related stimuli (such as brand-related colors, shapes, logo, slogans and brand characters) that are part of the brand design, brand identity, marketing communications, packing and environment (Brakus et al., 2009). According to Caru` and Cova (2003), these brand-related stimuli are directed towards senses to motivate consumers emotionally, mentally, socially and physically to purchase a specific product or service. However, the actual evaluation of the brand occurs when consumers firstly purchase and consume products and this evaluation is considered a pre-evaluation for future purchases (Arnold et al., 2005).

Brand experience and its relationship to different variables have been investigated in several contexts. For instance, Iglesias et al. (2011) studied the impact of brand experience on brand loyalty and found that there is a statistically positive relationship between both variables with existence of affective commitment as a mediator between them. These findings contradict to some extent the findings of Brakus et al. (2009) who argued that customer satisfaction is the most significant variable that mediate relationship between experience and loyalty. In a similar research conducted by Chinomona (2013), brand experience has been found to affect each of brand trust, brand satisfaction and brand attachment in a significant positive manner. Shamim and Mohsin Butt (2013)also indicated that brand credibility, attitude and equity are direct consequences of brand experience. Furthermore, the degree to which confidence and special treatment benefits that affect satisfaction, trust and loyalty varies significantly based on level of experience between experienced and novice customers (Dagger and O'Brien, 2010).

3. Brand identification

Lam et al. (2010) defined brand identification as the "customer's psychological state of perceiving, feeling, or valuing his or her belongingness with a brand", where belongingness arises from actual (e.g, employee) or symbolic membership (current or potential customer) with a social entity (e.g., brand). Prior studies, such as Ashforth and Mael (1989), have claimed that customers develop cognitive connections and oneness with brands that reflect their characteristics and they tend to support such brands. This is also supported by Badrinarayanan and Laverie (2011) who found that brand identification increases consumers' tendency toward engagement in behaviors that benefit the brand because they care about brand's successes and failures.

Furthermore, customers seek psychological attachment and affiliations to brands that are distinctive and prestigious, particularly if such brands satisfy self-needs such as self-categorization, self-distinctiveness, and self-enhancement (Ashforth and Mael, 1989). In other words, when customers purchase and consume brands with characteristics that are core to their own identities, they incorporate such characteristics with their self-definition and form a psychological relationship and commitment with the brand (Underwood et al., 2001). Accordingly, this intense relationship leads customers to engage in activities to support the brand by purchasing it and sharing information about it with others through recommendations and word-of-mouth (Bhattacharya and Sen, 2003).

Empirical research has demonstrated that brand identification has several outcomes with regard to customer-brand relationship. For instance, Becerra and Badrinarayanan (2013) have studied the impact of brand identification and brand trust on brand evangelism. They refer to evangelism as adoption and advocacy of supportive behaviors represented in purchase intentions, positive and oppositional brand referrals. The main findings of the study are that brand identification has a significant influence on both positive and oppositional brand referrals, where brand trust affects each of purchase intentions and positive referrals only. Similarly, Kim et al. (2001) stated that brand identification has a direct positive effect on word-of-mouth and therefore an indirect effect on brand loyalty. Word-of-mouth has received a considerable attention by marketing researchers as it is considered a powerful marketing communication tool. The spreading product information from one person to another shapes customers' attitudes and behaviors toward the product (Brown et al., 2005). Some researchers suggest that word-of-mouth is a normal result of brand loyalty; whereas loyal customers tend to benefit the brand by promoting its main features to others (Casaló et al., 2008; Dick and Basu, 1994). Moreover, Tuškej et al. (2013) supported that by demonstrating that customers with a strong identification with a brand reveal a strong brand commitment and are more likely to generate positive word-of-mouth.

4. Self-Brand Congruence

The notion of self-brand congruence stems originally from the social identity theory that states that individuals define their self-concepts in terms of their connections with social entities (Turner and Tajfel, 1986). From the marketing perspective, researchers explicitly focus on the connections between customers and brands that identify their identity and reflect their own characteristics and values (Arnett et al., 2003; Bhattacharya and Sen, 2003; Oyserman, 2009). According to Bhattacharya and Sen (2003), customers get attracted by brands that fully and authentically match and express their self-identities. By defining the brand as a part of the self, customers develop cognitive and emotional connection with the brand (Chaplin and John, 2005) and any brand-related feelings and thoughts become a part of the customer identity (Park et al., 2010).

Hamilton and Xiaolan (2005) argued that self-brand congruence resulting from customers' psychological comparison between the product or brand and the customer self-concept and a higher level of congruity is perceived when the brand closely matches the consumers' sense of self. Moreover, a high self-brand congruity was found to have a positive impact on both brand identification and brand loyalty, particularly for brands that enhance the self-consistency and self-esteem for customers (Bhattacharya and Sen, 2003; Kressman et al., 2006; Sirgy et al., 2008; Tuškej et al., 2013). Need for consistency and enhancing self-esteem are the main drives that lead customers to select brands that match their ideal or actual self and identity; hence they feel better and generate strong belongingness with the brand (He et al., 2012; Lam et al., 2013). In addition, customers with a strong congruence with the brand are found to significantly react to negative brand information or brand failure as they react to their own failure (Cheng et al., 2012). According to Malär et al. (2011), self-brand congruence is an essential determinant of emotional brand attachment. They distinguish between two types of self-congruence: namely the ideal and actual self-congruence, and examined their relationship with emotional brand attachment. They defined actual self as "the perceived reality of oneself" or in other words "who and what I think I am now", where the ideal self is "what a person believes he or she would like to be". According to their results, customers consume brands that are similar to their both actual and ideal self; however, actual self-brand congruence has a higher level of emotional brand attachment than ideal one.

Brand Advocacy:

Having someone to advocate and promote the brand is essential for any company that needs to grow and achieve its goals. Favorable communication about a brand can be a very influential source of information as it is considered a less biased and more trustworthy source that based on purchasing and consuming the brand (Keller, 1993; Kim et al., 2001). Brand advocacy can be defined as a positive attitude toward a brand by a satisfied customer through recommending it to others (Howard and Kerin, 2013). Using word-of-mouth referral is a powerful communication tool as it reduces the amount of information to be processed by customers during the purchasing process and decrease their anxiety level (Hung and Li, 2007). Spreading positive word-of-mouth can also accelerate the acceptance and adoption of new products (Keller 1993). Stokburger-Sauer et al. (2012) stated that advocacy can take two forms. The first one is the social advocacy which includes recommending the

company or the brand to others and defending for it when it is attacked by others. Secondly, the physical advocacy that included purchasing and consuming the brand or even collecting memorabilia or apparel that display the brand logo or image.

Up to the researcher knowledge, there are few researches that investigate the relationship between EBA enablers and brand advocacy. Prior literature dealt with one or two determinants of EBA; however, no onestudied the relationship between each one of EBA (separately and as a whole) and brand advocacy. For instance, Kemp et al. (2012) illuminate the relationship between self-brand connection and brand advocacy. They concluded that customers who are emotionally attached to brands that express their self-concept are more likely to advocate for the brand and spread positive information about it, particularly if they receive a high quality and unique brand. Additionally, they are less vulnerable to be attracted by competitors, less expensive to convince them to retain and are willing to advocate for the brand (Chakravarty et al., 2010; Grisaffe and Nguyen, 2011; Thompson et al., 2006). In another research conducted by Hassan et al. (2016), other variables such as customer service, brand trust, brand commitment and brand salience and their relationship with brand advocacy has been studied. Findings revealed that each of customer service, brand trust and brand salience has a significant impact on brand advocacy, which is supported by findings of Becerra and Badrinarayanan (2013). Nonetheless, the impact of brand commitment on brand advocacy was found to be insignificant. This is to some extent contradicts with Turri et al. (2013) who argued that customers with strong affective brand commitment possess a higher level of brand loyalty and advocacy.

From another perspective, most of the existing literature studied the relationship between EBA enablers and brand loyalty (e.g. Kressmann et al.,2006; Levy and Hino, 2016; Theng et al., 2013; Yeh et al., 2016). They asserted the importance of variables such as brand image, brand identification and customer-brand congruence in enhancing and predicting customers' loyalty to the brand. Accordingly, Machado et al. (2014) attempted to explore the linkage between brand loyalty and brand advocacy and concluded that customers with a higher level of loyalty tend to display a higher tendency to become brand advocates. To sum up, based on prior literature, there is an obvious lack in studies that examine the relationship between EBA enablers and brand advocacy. Therefore, this gap can be filled by testing the following main hypotheses:

H1: There is no statistical significant relationship between EBA enablers (as a whole and each one of them separately), and brand advocacy.

H2: There are no significant differences iPhone users' attitudes towards EBA according to their demographic characteristics (gender/ monthly family income).

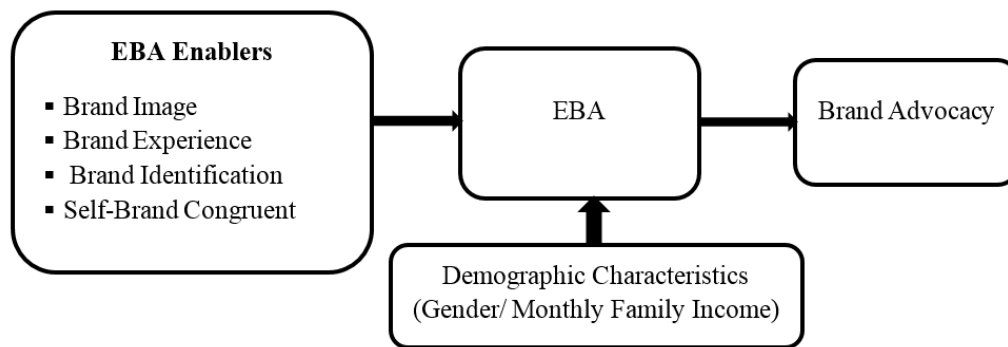


Figure 1

Conceptual diagram explaining Emotional Brand Attachment and Brand Advocacy from iPhone Users' Perspective.

II. Methodology

To develop the measurement of involved variables and number of items, some previous studies are considered as shown as table (1). (See appendix for showing sub items). Some modification, deletion and addition in accordance with the Egyptian area are performed. All scales concerning brand experience, brand Image, self-brand congruent, brand Identification, EBA, and brand advocacy are based on a 5 point Likert scale (from strongly disagree to strongly agree).

Table 1. The Measures are used in the Study

Variable	Number of items	Source
Brand experience	12	Ramaseshan, and Stein. (2014)
Brand Image	5	Liao,etal. (2009)
self-brand congruent	4	Malär, Lucia, et al. (2011)

Brand Identification	6	Kim, et al. (2001)
EBA	6	Malär, Lucia, et al. (2011)
Brand Advocacy	3	Loureiro, 2018. Hassan, et al. (2016)

Using the descriptive approach, a random cluster sample of 576 students of Kafr El-Shaikh University in Egypt via social media faculties' groups was collected and analyzed. Using E- questionnaire, there are three reasons for selecting the random cluster ; firstly, although the number of university students is known (64943 student in 2018/2019) however, the number of students who own iPhone is unknown; secondly, because of the unknown holders of the iPhone a stratified and regular sample cannot be applied; thirdly, students of university faculties make groups on social media sites because most of the people who use social networking sites carry smart phones, especially iPhone.

In addition to that, the main reason for selecting iPhone users is that consumers' perception of iPhone prestige is higher than any other brand's prestige (Moslehpourand Nguyen 2014).

To ensure that the measures used in the present study have a high degree of reliability, it was based on Cronbach's alpha as the most significant reliability analysis methods in evaluating the degree of internal consistency between the contents of the measures. In addition, it is used to determine the extent to which the scale items represent the target variable and not another (Tavakol and Reg 2011). The Cronbach's alpha and the coefficient of composite reliability are shown in Table 1. The Alpha coefficient of all research structures by the Cronbach is higher than 0.81, and the structures' reliability is verified. The coefficient of composite reliability of all research structures is higher than 0.82, so the structures' combined reliability is verified too. The alpha and CR coefficients for the Cronbach are shown in Table (2).

Table 2: Cronbach's alpha, CR and AVE coefficient displayed

Variable	Variable Numbers	Alpha Coefficient	CR	AVE
Brand experience	12	0.81	0.82	0.63
Brand Image	5	0.87	0.89	0.59
self-brand congruent	4	0.83	0.86	0.58
Brand Identification	6	0.82	0.84	0.61
EBA	6	0.85	0.88	0.64
Brand Advocacy	3	0.83	0.84	0.58

To ensure the validity of the scale, two steps were taken; firstly, the questionnaire was presented to a group of experts and specialists in the field of marketing and their observations were taken into account. Furthermore, the second step in the evaluation of predictive measures is validity evaluation. Validity is looked at by considering the convergent validity and distinguishing validity of a construct. Help for convergent validity is given when each element has outer loads above 0.70 and the Average Variance Derived (AVE) of each construct is 0.50 or greater. The AVE is the great mean value of a group of indicators 'squared loadings (Hair et al., 2014) and is analogous to a construct's communality. Put succinctly, an AVE of 0.50 indicates more than half the variance of its indicators is clarified by the building.

In the light of the results of the previous table on the assessment of reliability and validity; 12 items for brand experience, 5 items for brand image, 4 items for self-brand congruent, 6 items for brand identification, 6 items for EBA, and 3 items for brand advocacy have been reliable and validated.

Results and Discussion for structural model

This part discusses the results of analyzing data of the field study depending on directed questionnaire to students of KFS University in Egypt.

Differences between iPhone users' attitudes towards EBA according to their demographic characteristics (gender/ monthly family income)

This part deals with discussing the findings of the statistical analysis which aims at identifying the extent of differences between iPhone users' attitudes towards EBA according to their demographic characteristics (gender/ monthly family income). In this concern, two statistical techniques are employed: first, descriptive statistics using both the mean and standard deviation in addition to t-test for independent samples for the demographic variable related to gender (male-female) and second one way ANOVA for monthly family income. The results of using these two techniques are as follows:

iPhone users' attitudes towards EBA according to their gender

Using the descriptive statistics technique, the mean and standard deviation, besides the t-test for two independent samples, the results are shown in Table (3) and Table (4). The results in Table (3) indicate that there

is a significant difference between iPhone users' attitudes towards EBA according to their gender, where t is significant (P = 0.001). The difference between male and female regarding EBA dimensions reported 8.718.

Table 3. One-Sample Test for all between iPhone users' attitudes towards EBA according to gender

EBA	t-test for Equality of Means						
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						Lower	Upper
	8.718	575	.000	1.0993	.12610	.85081	1.34782

Table 4. Mean and Std. Deviation of iPhone users' attitudes towards EBA according to gender

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
EBA	FEMALE	370	3.6130	1.57957	.11873
	MALE	206	2.5137	.98378	.04249

Table (4) indicates that there is a significant difference between iPhone users' attitudes towards EBA according to their gender differences in favor of female class. Mean reported 3.6130 for female and 2.5137 for male. These differences may be because this category (female) is more emotional towards iPhone brand than male.

iPhone users' attitudes towards EBA according to their monthly family income

Table (5) indicates the results of analyzing the variance between iPhone users' attitudes towards EBA according to their monthly family income. The results indicate that there is a significant difference between iPhone users' attitudes towards EBA according to their monthly family income, where F-value is significant (P = 0.01)

Table 5: iPhone users' attitudes towards EBA according to their monthly family income (ANOVA outputs)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.379	3	9.793	5.4605	.000
Within Groups	1025.835	572	1.7934		
Total	1055.215	575			

Table (6) indicates that there is a significant difference between iPhone users' attitudes towards EBA according to their monthly family income. Mean reported 3.7621, 3.4711, 3.3112, and 2.7033 for <3,000; 3,000–6,000; 6,001–10,000; and >10,000 prospectively. These differences may be due to that this category (<3,000) is less financial capacity than other categories. This finding is consistent with (Imran, Zillur, 2017).

Table 6: iPhone users' attitudes towards EBA according to their monthly family income (Descriptive Statistics outputs)

Income	N	Mean	Std. Deviation
<3,000	66	3.7621	1.284
3,000–6,000	110	3.4711	1.460
6,001–10,000	190	3.3112	1.16607
>10,000	210	2.7033	.276

In the light of the results of the previous analysis and the findings of using F-ratio and the t-test, the null hypothesis is rejected as follows; **there are significant differences between iPhone users' attitudes towards EBA according to their demographic characteristics (gender/ monthly family income).**

The relationship between relationship between EBA enablers (as a whole and each one of them separately), and brand advocacy

By using multiple regression analysis, the type, strength and the relativity importance of the relationship between EBA enablers (as a whole and each one of them separately), and brand advocacy can be clarified. Table No.8 showed that the relationship between EBA enablers (as a whole) and brand advocacy is 0.802 according to correlation coefficient in the model R and it is a very strong relationship. The EBA enablers (as a whole) can be interpreted as about 0.643 (according to R²) of the changes in brand advocacy.

Table 7: relationship between EBA and brand advocacy (outputs of multiple regression analysis)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802(a)	.643	.642	.503

Note: a Predictors: (constant), Brand image, Brand experience, Brand identification, and Self-Brand Congruent

Results from Table (8) show that the ratio of the two mean squares (F) was 124.323 ($p < 0.001$). Since the observed significance level was less than 0.001, the four variables influence brand advocacy from iPhone users' perspective in Egypt. Results of multiple regression analysis show also that all variables representing the important requirements of brand advocacy from iPhone users' perspective in Egypt. These variables are ranked according to their importance and they reflect that most of iPhone users have positive attitudes toward the following emotional brand attachment enablers (see table 8): Self-Brand Congruent (0.232), Brand image (0.231), Brand identification (0.217), and Brand experience (0.211).

Table 8: Relationship between EBA enablers and brand advocacy (outputs of multiple regression analysis)

The Most Influential EBA enablers	Beta	R	R2	Sig.
Brand image	0.231	0.592	0.350	0.000
Brand experience	0.211	0.563	0.317	0.000
Brand identification	0.217	0.572	0.327	0.000
Self-Brand Congruent	0.232	0.622	0.387	0.000
F value	124.323			
Degree of freedom	4 , 571			
Sig.	0.000			

According to the above-mentioned findings with respect to the relationship between EBA enablers (as a whole and each one of them separately), and brand advocacy, the second null hypothesis is rejected. More specifically, there is a significant relationship (P -value = 0.01 according to F-test) between EBA enablers (as a whole and each one of them separately), and brand advocacy. This finding is consistent with (Upamannu et al., 2014; Vazquez-Carrasco and Foxall ,2006; Liao et al.,2009; Iglesias et al. ,2011; Chinomona ,2013; Bhattacharya and Sen, 2003; Kim et al. ,2001; Bhattacharya and Sen , 2003; Kressman et al.,2006; Sirgy et al., 2008; Tuškej et al.,2013; Kemp et al. ,2012 ;Chakravarty et al., 2010; Grisaffe and Nguyen, 2011; Thompson et al., 2006). Hence, the null hypothesis is rejected and the alternative hypothesis is accepted which states that there is a significant relationship between EBA enablers (as a whole and each one of them separately), and brand advocacy.

III. Discussion and Recommendations

One of the most important unpaid promotion tools is brand advocacy. So, the main target to any company is how to make customers advocate the brand. Additionally, the finding of this study declared that there is a significant difference between iPhone users' attitudes towards EBA according to their gender and monthly family income. The finding also revealed that there is a significant and positive relationship (P -value = 0.01 according to F-test) between EBA enablers (as a whole and each one of them separately), and brand advocacy. Accordingly, some recommendations should be applied from academic and applied perspective. From applied perspective; firstly, Apple Company should improve brand image, brand experience, and identification, and self-brand congruent, not only for promoting emotional brand attachment but also to build brand advocacy. Secondly, these variables are ranked according to their importance on brand advocacy as a follow self-brand congruent, brand image, brand identification, and Brand experience. Thirdly, Apple Company should identify why the differences between iPhone users' attitudes towards EBA according to their gender and monthly family income is a significant (their feelings toward the brand; affection, connection and passion). Fourthly, this research empirically achieves that marketers should consider the customers' emotional aspects. Finally, in designing and price determination phases, and market segmentation according to gender and monthly family income should be taken into consideration.

This exploration's results should be viewed within its conceptual confines. One of the principal constraints is the inability to generalize the results. This problem is due to geographical limitations and industry limitations: since the analysis was carried out in Egypt, its findings can only be generalized to similar countries, such as Middle East third world countries.

Turning to academic perspective, some of issues should be studied in future; firstly, applying this study on another Luxurious Brands like Gucci, Dior, Yves Saint, and Rolex, Secondly, trying to explore significant of the differences between iPhone users' attitudes towards EBA according to their age and educational degree.

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Appendix

Variable	items
Brand experience	Sensory: <ul style="list-style-type: none"> - This brand makes a strong impression on my visual senses or other senses - I find this brand interesting in a sensory way - This brand does not appeal to my senses Affective : <ul style="list-style-type: none"> - This brand stimulates feelings and sentiments - I do not have strong feelings for this brand - This brand is an emotional brand Behavioural : <ul style="list-style-type: none"> - I engage in physical actions and behaviours when I use this brand - This brand results in bodily experiences - This brand is not action-oriented Intellectual : <ul style="list-style-type: none"> - I engage in a lot of thinking when I encounter this brand - This brand stimulates my curiosity and problem solving - This brand does not make me think
Brand Image	<ul style="list-style-type: none"> - the brand is reliable - the brand is attractive - the brand is pleasing - the brand is a social status symbol - the brand has a good reputation
self-brand congruent	<ul style="list-style-type: none"> - The personality of the brand is consistent with how I see myself - The personality of the brand is a mirror image of me - The personality of the brand is consistent with how I would like to be - The personality of the brand is a mirror image of the person I would like to be
Brand Identification	<ul style="list-style-type: none"> - This brand's successes are my successes - am interested in what others think about this brand - When someone praises this brand, it feels like a personal compliment - When I talk about this brand, I usually say "we" rather than "they" - If a story in the media criticized the brand, I would feel embarrassed - When someone criticizes this brand, it feels like a personal insult
EBA	<ul style="list-style-type: none"> - My feelings toward the brand can be characterized by (Affection, Connection and Passion) : Affection, love, connection,delight,captivation
Brand Advocacy	<ul style="list-style-type: none"> - I would like to try new services introduced by the brand - I talk favourably about the brand to friends and family - If the brand did something I didn't like, I would be willing to give it another chance

Ali Ahmed Abdelkader, et.al. "The role of Emotional Brand Attachment Enablers on Brand Advocacy from iPhone Users' Perspective in Egypt." *IOSR Journal of Business and Management (IOSR-JBM)*, 22(6), 2020, pp. 20-30.