

THE APPLICATION OF A MUTUAL CYCLICAL GROWTH MODEL OF ROMANTIC RELATIONSHIPS TO INVESTIGATE CONSUMER BRAND COMMITMENT

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ABSTRACT

We argue that brand loyalty involves much more than general beliefs and feelings about brands and that brands can be studied in a manner that is similar to dyadic relationships. Subsequently, we applied the “consumer side” of the Wieselquist et al. (1999) mutual cyclical growth model of romantic relationships to the domain of brand loyalty. Wieselquist et al. provided empirical support for mutual cyclical growth of commitment in a relationship in which both partners' levels of commitment are affected by each other's pro-relationship actions and subsequent trust in each other. Applying the “consumer side” of this model to the domain of brand commitment, results of a structural equation model provided support for such an application. Discussion of this study pointed to the further investigation of the “brand-side” of the model.