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Power, love, and heritage: Emotional strategies in regional jewelry campaigns

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Abstract

In the Middle East and North Africa (MENA) region, luxury jewelry marketing has undergone a significant transformation, shifting from product-centric displays to emotionally driven storytelling. This evolving strategy aligns with global trends in luxury branding, where symbolic meaning and emotional resonance increasingly influence consumer loyalty and brand preference. Lebanese jewelry houses such as Moukarzel, Zoughaib, and Yeprem exemplify this emotional turn through campaigns that engage with core human experiences-maternal love, female empowerment, and bold self-expression. For example, Moukarzel's Mother's Day campaign emphasizes familial bonds and legacy, Zoughaib's "Power Women" video champions strength and resilience, and Yeprem's "Set to Shine" presentation reimagines jewelry as avant-garde performance art. Each campaign targets specific consumer segments while addressing broader cultural narratives and anxieties within the region. Despite their growing prominence, these emotionally charged campaigns have received little scholarly attention regarding how emotion is strategically selected, framed, and communicated. This study addresses that gap by exploring how these three Lebanese brands deploy emotional themes to resonate with diverse consumer identities. Using a multidimensional theoretical framework that draws on emotional branding (Gobé, 2001) ^[5], cultural branding and identity mythmaking (Holt, 2004), archetypal analysis (Mark & Pearson, 2001) ^[8], and semiotic visual rhetoric (Barthes, 1977 ^[2]; Scott, 1994), the research reveals how emotional storytelling in visual campaigns constructs compelling brand narratives. Ultimately, this analysis highlights the interplay between emotion, culture, and visual codes in crafting powerful and culturally embedded luxury brand identities in the Lebanese market.

Keywords: Emotional branding, luxury jewelry marketing, cultural storytelling, Lebanese brands, visual semiotics

Introduction

In recent years, luxury jewelry marketing in the Middle East and North Africa (MENA) region has moved beyond mere product display toward richly textured emotional storytelling. No longer satisfied with showcasing gemstones and precious metals, leading brands are crafting narratives that speak to core human experiences-love, empowerment, and heritage-and in doing so, forging deeper connections with today's discerning consumers. This shift reflects broader trends in luxury branding, where affective value and symbolic meaning have become as important as material quality in driving brand preference and loyalty.

Lebanese jewelry houses, long renowned for their artisanal craftsmanship and cultural resonance, offer particularly vivid examples of this emotional turn. Moukarzel's Mother's Day campaign celebrates maternal devotion and intergenerational legacy; Zoughaib's Power Women video elevates female strength and resilience; and Yeprem's Set to Shine presentation reframes jewelry as avant-garde performance art. Each initiative harnesses distinct emotional registers-family affection, feminist empowerment, and bold self-expression-to address discrete consumer segments and cultural anxieties in the region. Yet despite their prominence, there has been little systematic analysis of how these campaigns select, frame, and visually communicate emotion to shape consumer identities.

This paper sets out to fill that gap by asking, how do Moukarzel, Zoughaib, and Yeprem strategically choose and frame emotional themes-whether through family values, empowerment, or avant-garde innovation-to connect with diverse consumer personas in the Lebanese luxury jewelry market?

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To answer this question, the study employs a multidimensional theoretical framework that integrates emotional branding (Gobé, 2001) ^[5], cultural branding and identity mythmaking (Holt, 2004), archetypal resonance (Mark & Pearson, 2001) ^[8], and semiotic visual rhetoric (Barthes, 1977 ^[2]; Scott, 1994). This combination enables us to trace not only *why* emotion drives consumer engagement but also *how* cultural narratives and visual codes merge to produce compelling, culturally situated brand stories.

Research Question

This study explores the strategic use of emotional appeals in regional jewelry marketing campaigns and how these emotions are crafted to align with specific consumer personas. The central research question guiding this investigation is

How do regional jewelry campaigns use emotional themes-such as love, empowerment, and innovation-to connect with diverse consumer personas?

By addressing this question, the paper aims to uncover the deeper strategic logic behind the emotional narratives found in the campaigns of Moukarzel, Zoughaib, and Yeprem. These insights will offer a nuanced understanding of how jewelry brands in culturally rich markets like Lebanon tailor their emotional messaging to align with both traditional and contemporary consumer values.

Literature Review

1. Emotional Branding

Emotional branding emphasizes forging affective bonds that transcend functional utility (Gobé, 2001) ^[5]. Thomson, MacInnis, and Park (2005) ^[10] developed a scale to measure consumers' emotional attachments, demonstrating that stronger emotional ties predict greater loyalty. In luxury jewelry-where purchases are identity-laden-brands leverage emotion to differentiate themselves (Thomson *et al.*, 2005) ^[10].

Moukarzel's *Mother's Day* campaign ("a mother's embrace is the safest place on earth") exemplifies this by positioning jewelry as a vessel of maternal affection and intergenerational memory.

2. Cultural Branding

Holt (2003) ^[6] argues that iconic brands act as vehicles for resolving cultural tensions by crafting "identity myths." In the LEBANON context, Suleiman (2021) ^[9] shows that local luxury brands negotiate the push-pull between tradition and modernity. Cultural branding thus helps explain why Zoughaib's *Power Women* campaign-by mythologizing contemporary Lebanese femininity-resonates with women balancing professional ambition and communal values.

The invocation of Dr. Vera Matta in Zoughaib's video ("like a diamond, a woman's strength is forged under pressure") reflects a localized identity myth of resilience.

3. Brand Archetypes

Drawing on Jungian theory, Mark and Pearson (2001) ^[8] identify twelve archetypes (e.g., Caregiver, Hero, Rebel) that serve as narrative shortcuts for consumers. By mapping these archetypes onto demographic and psychographic profiles (Cooper, 1999), brands can target specific personas. Moukarzel adopts the Caregiver archetype (nurturing maternal love), Zoughaib the Hero/Ruler (empowerment and authority), and Yeprem the Rebel/Creator (innovation

and self-expression) to align each campaign with distinct consumer segments.

4. Semiotic Visual Rhetoric

Semiotic analysis treats visual elements-color, composition, gesture-as signifiers within a cultural code (Barthes, 1977 ^[2]; Scott, 1994). Astriningsih's (2021) ^[1] fine-jewelry study models how material textures and framing convey cultural values, while Liu and Chen (2023) ^[7] demonstrate how region-specific motifs (e.g., calligraphy) embed local meaning.

The study decodes how Moukarzel's simple approach conveys simplicity ("heritage" core), Zoughaib's strong symmetry signals power ("power" core), and Yeprem's high-contrast movement evokes avant-garde freedom ("love" of self-expression).

5. Storytelling & Brand Love

Narrative campaigns foster brand love, a deep consumer attachment marked by passion and loyalty (Casidy & Wymer, 2016) ^[3]. Dias and Cavaleiro (2022) ^[4] show that Pandora's charm narratives create personal meaning and repeat purchases.

By comparing ritualized maternal stories (Moukarzel), real-life testimonials (Zoughaib), and abstract performance (Yeprem), we assess each campaign's ability to cultivate enduring emotional bonds with Lebanese audiences.

Theoretical Framework

To interrogate how regional jewelry campaigns construct affective narratives that resonate with diverse consumer segments, this study advances a multidimensional theoretical framework grounded in four interlocking perspectives: emotional branding, cultural branding, archetypal resonance, and semiotic visual rhetoric. Together, these lenses illuminate the emotional mechanics and cultural codes that Moukarzel, Zoughaib, and Yeprem deploy to forge symbolic meaning in the Lebanese luxury market.

1. Emotional Branding

Building on Gobé's (2001) ^[5] foundational work, emotional branding posits that luxury brands derive competitive advantage by engaging consumers' feelings rather than merely addressing functional needs. In the context of jewelry, emotional branding foregrounds affective storytelling-"the language of dreams" (Kapferer & Bastien, 2009)-to transform gemstones and precious metals into conduits for identity, memory, and desire. This perspective guides our analysis of how each campaign positions its collection as an emotional vehicle: Moukarzel through familial devotion, Zoughaib via feminist strength, and Yeprem by channeling aesthetic transcendence.

2. Cultural Branding and Identity Mythmaking

Douglas Holt's (2004) cultural branding theory contends that iconic brands succeed by resolving prevailing cultural tensions through the construction of identity myths. In Lebanon's complex socio-cultural landscape-where tradition and modernity, collectivism and individualism, patriarchy and feminist currents coexist-jewelry houses enact mythic narratives to help consumers navigate these dissonances. By invoking maternal heritage (Moukarzel), reimagining feminine power (Zoughaib), or championing avant-garde

self-expression (Yeprem), these campaigns do more than sell adornment: they articulate aspirational identities that address localized ideals and anxieties.

3. Archetypal Resonance and Persona Construction

Drawing on Jungian archetypes as applied by Mark and Pearson (2001), this study explores how archetypal resonance imbues campaigns with universal psychological appeal. Each brand embodies a distinct archetype:

- The Caregiver (Moukarzel) conveys protection, warmth, and intergenerational loyalty.
- The Hero/Ruler (Zoughaib) signals authority, courage, and self-actualization.
- The Rebel/Creator (Yeprem) evokes innovation, nonconformity, and transformative agency.

These archetypes align with semi-fictional consumer personas (Cooper, 1999), enabling brands to address specific psychographic profiles—mothers seeking legacy, professional women claiming empowerment, and cosmopolitan trendsetters pursuing artistic distinction.

4. Semiotic Visual Rhetoric

Finally, a semiotic visual rhetoric approach (Barthes, 1977 [2]; Scott, 1994; Oswald, 2015) decodes the symbolic grammar of campaign imagery. Color palettes, compositional framing, material textures, and embodied gestures function as signifiers within a culturally shared code. Familial embraces in Moukarzel's visuals connote security and lineage; minimalist, centered portraits in Zoughaib's campaign signify strength and self-worth; Yeprem's high-contrast, kinetic choreography communicates avant-garde liberation. This semiotic layer reveals how affective meaning is inscribed visually, reinforcing both brand narratives and emotional appeals.

By integrating these four theoretical pillars, the framework facilitates a holistic examination of how emotion is strategically selected, framed, and visualized to connect with targeted consumer personas. Emotional branding establishes the affective “why”; cultural branding situates the narrative within societal tensions; archetypal resonance supplies the universal “who”; and semiotic visual rhetoric deciphers the “how” of symbolic communication. Together, they provide a robust foundation for analyzing the emotional cores and aesthetic strategies of Moukarzel's *Mother's Day*, Zoughaib's *Power Women*, and Yeprem's *Set to Shine* campaigns in the Lebanese jewelry market.

Methodology

This research employs a qualitative case study approach to examine how emotion is strategically framed in regional jewelry campaigns to target distinct consumer personas. By analyzing the visual and narrative elements of three prominent Lebanese jewelry campaigns—Moukarzel's “Mother's Day,” Zoughaib's “Power Women,” and Yeprem's avant-garde digital campaigns—the study investigates how emotional appeals are constructed through imagery, archetypal symbolism, and cultural cues. Emphasis is placed on how these messages are delivered and interpreted through social media platforms, particularly Instagram, where jewelry brands now communicate most directly with their audiences.

1. Research Design

The research is structured around comparative visual and textual analysis of selected campaigns. Each campaign is treated as an individual case, allowing for both in-depth examination and cross-comparative insights. The study focuses on

- Emotional themes and archetypes represented
- Visual semiotics: composition, color, gesture, styling
- Social media strategy: platform use, captioning, audience interaction

2. Data Collection

The primary data sources include

- Official campaign visuals posted on brand websites and Instagram accounts
- Short-form videos and reels promoting the campaigns
- Captions, hashtags, and audience comments that contextualize the messaging

The selection criteria focused on posts published between 2021 and 2024, representing each brand's most emotionally and aesthetically distinct campaigns:

- Moukarzel, “Mother's” Day—focus on family, heritage, and feminine love
- Zoughaib “PowerWomen” - centered around empowerment, success, and ambition
- Yeprem Avant-Garde - focused on bold expression, innovation, and boundary-pushing femininity

Screenshots and screen recordings of the campaigns will be archived and annotated for analysis.

3. Analytical Tools

This study applies a multi-method qualitative analysis combining

a. Visual Semiotic Analysis

Based on the work of Roland Barthes and Laura Oswald, this method identifies signs and symbols embedded in imagery (e.g., poses, settings, lighting) and interprets their connotations within the MENA cultural context.

b. Narrative and Archetypal Analysis

Following Margaret Mark and Carol Pearson, the campaigns are analyzed to determine which archetypal narratives are activated—*The Caregiver*, *The Hero*, *The Rebel*—and how they resonate with consumer aspirations and values.

c. Social Media Content Analysis

To assess how emotional messaging is received and amplified, the study examines:

- Post captions and language tone
- Use of hashtags and symbolic keywords
- Engagement metrics (likes, shares, comments)
- User comments to gauge emotional reception and audience alignment

This methodology enables a detailed exploration of how emotion is constructed, visualized, and socially circulated in the digital marketing ecosystem, especially on platforms like Instagram where storytelling and identity expression converge.

Analysis and Findings

1. Moukarzel “Mother’s Day” Campaign

Emotional Core

Moukarzel’s campaign is anchored in the archetype of *The Caregiver*, evoking themes of nurturing, unconditional love, and generational continuity. Sentences like “a mother’s embrace is the safest place on earth” and “radiate your mother’s elegance and sophistication” frame the jewelry not as a product, but as an extension of maternal virtue and emotional refuge. The brand capitalizes on emotional branding by linking product desire to the deeply embedded cultural value of motherhood, positioning jewelry as a commemorative and affectionate act of love.

Semiotic Cues & Visual Strategy

The available remaining visuals of the campaign were a few posts on Instagram that showcased diamond items with Mother’s Day-related captions such as “Radiate your mother’s elegance and sophistication with this stunning sapphire and white diamond necklace” and a minimalist Instagram post with the same theme but with the following sentence: “A mother’s embrace is the safest place on earth.”

Media Messaging

The messaging is sentiment-driven and inclusive, combining the language of reverence (“safest place”) with aspirational aesthetics (“sophistication”). By elevating maternal love into a universal emotional currency, Moukarzel creates a story where jewelry becomes a sacred heirloom—a symbolic transaction of love, not luxury.

Audience Reactions

The consumer interactions were low on the Instagram posts; this is probably due to the fact that these posts are from earlier years, and the website is under maintenance, so not enough data could be collected.

Findings

Moukarzel’s strategy effectively leverages emotional branding to reinforce traditional family values. The campaign constructs a mythic narrative around motherhood as sanctuary, aligning brand identity with culturally valorized roles. Emotional resonance is achieved through soft semiotic cues, caregiving archetypes, and multi-generational appeal.

2. Zoughaib “Power Women” Campaign

Emotional Core

Zoughaib’s “Power Women” campaign is an embodiment of *The Hero* and *The Ruler* archetypes. The emotional core is centered on empowerment, strength, and visibility, strategically released for International Women’s Day. Featuring Dr. Vera Matta—an accomplished academic and media figure—the campaign celebrates multifaceted womanhood. Emotion here is not tender but assertive: power, pride, and resilience form the dominant affective palette.

Visual Strategy

The aesthetic is minimalist yet bold: clean visuals, sharp tailoring, and assertive posture underscore control and sophistication. Jewelry is used as armor—visible and commanding. Dr. Matta is filmed with confidence, centered

in the frame, surrounded by elegant backgrounds that emphasize the brilliance and structure of the “Ruban” collection she is wearing.

Semiotic Cues

The visual code includes clean lines, a diamond-centric focus, and controlled gestures, which communicate strength and intentionality. The phrase “these jewels don’t fit anyone but you” implies exclusivity and self-worth. The accompanying caption, “Like a diamond, a woman’s strength is forged under pressure. Like gold, her worth is undeniable. Like pearls...”, uses a poetic triad—diamond, gold, pearl—to map emotional resilience onto material metaphors, reinforcing the symbolic equivalence between feminine strength and preciousness.

Media Messaging

The caption fuses metaphor, ideology, and celebration: “Women are more than just their sparkle... they are resilience, love, and power woven into one.” This explicit semiotic linkage between women and the intrinsic value of jewels frames empowerment as both internal and externally acknowledged. Hashtags like #stronglikeawoman and #sheiseverything function as cultural scripts that foster identification and digital community-building.

Audience Reactions

Online engagement reflects admiration, pride, and identification. Comments were supportive and suggested alignment with empowered female consumers, particularly urban, educated women aged 25–45. The campaign spurred significant reposts and shares, amplifying its cultural reach, as it had nearly eight times more views than the usual other campaigns and videos.

Findings

Zoughaib successfully mobilizes emotional branding to assert a culturally resonant vision of empowered womanhood. Through both visual and verbal semiotics, the campaign transcends product promotion and enters the realm of cultural storytelling, making strength an emotionally aspirational identity for the Lebanese and regional consumer.

3. Yeprem “Set to Shine” Campaign

Emotional Core

Yeprem’s campaign is driven by *The Rebel* and *The Creator* archetypes, positioning emotion as movement—fluid, transformative, and boundary-pushing. The core affect here is awe and liberation. Rather than rely on familial or feminist tropes, Yeprem opts for a performative, aestheticized approach, emphasizing innovation, individuality, and emotional transcendence.

Visual Strategy

The campaign video features bold dance movements in high-contrast lighting, emphasizing the interplay between body, light, and jewelry. Each gesture is choreographed to evoke artistic emotion rather than relational sentiment. Jewelry is not static adornment but an extension of bodily expression—dynamic, radiant, and provocative.

Semiotic Cues

“Movement as ritual, breath as expression”, these phrases elevate bodily performance into symbolic art. The semiotics here are avant-garde and abstract. The camera lingers on asymmetrical hand gestures adorned with unconventional diamond arrangements, challenging classical jewelry aesthetics. This signals a break from tradition and an embrace of futurity and self-reinvention.

Media Messaging

“Set to Shine” becomes both a tagline and a declaration of personal transformation. The emphasis on Las Vegas and the Couture Show situates the brand within an elite, international context. The campaign’s messaging lacks overt text narration, relying instead on embodied storytelling-communicating emotional radiance through kinetic visuals and ambient sound design.

Audience Reactions

Yeprem’s following-primarily fashion-forward, affluent, and cosmopolitan consumers-respond with awe and aesthetic appreciation. Comments emphasize the uniqueness and “artfulness” of the campaign. Its avant-garde appeal resonates with a niche yet influential segment of high-end jewelry consumers who value creative identity and distinction over tradition.

Findings

Yeprem’s strategy departs from conventional emotional cues and constructs a high-concept narrative centered on artistic autonomy and bold expression. By reframing jewelry as kinetic art, the campaign establishes emotional value through admiration, wonder, and self-reinvention, appealing to a globalized consumer seeking exclusivity and innovation.

Synthesis of Findings

Collectively, the campaigns reflect a spectrum of emotional branding within Lebanese jewelry marketing:

- Moukarzel taps into emotional continuity and cultural heritage.
- Zoughaib champions empowerment, recognition, and self-worth.
- Yeprem elevates artistic freedom, individualism, and experiential luxury.

Each brand activates distinct emotional archetypes and visual strategies to reach different consumer personas. Emotional branding, when contextualized through cultural branding and semiotic storytelling, emerges not only as a tool of persuasion but as a medium of cultural identity negotiation in the MENA luxury market, specially Lebanon.

Table 1: Comparative Analysis Table: Emotional Strategies in Jewelry Campaigns

Dimension	Moukarzel - “Mother’s Day”	Zoughaib - “Power Women”	Yeprem - “Set to Shine”
Emotional Core	Love, nostalgia, familial bonds	Empowerment, pride, strength	Admiration, freedom, artistic expression
Archetype	The Caregiver	The Hero / The Ruler	The Rebel / The Creator
Target Audience	Mothers, daughters, traditional families	Working women, feminists, professionals	Cosmopolitan, fashion-forward luxury consumers
Visual Style	Warm, soft lighting; simple setup	Minimalist, bold; central female figure	High contrast; choreographed movement
Key Semiotic Cues	Embrace, heart, softness, sapphires	Strong gaze, tailored suits, metaphorical gems	Fluid gestures, asymmetry, kinetic hand jewelry
Main Message	Jewelry as a token of love and legacy	Jewelry as a symbol of inner power and resilience	Jewelry as transformative art and individuality
Product Role	Valuable and a symbol of tradition	Statement of identity and self-value	Art form and expressive extension of the body
Brand Positioning	Emotionally traditional and heritage-based	Culturally responsive and feminist	International, avant-garde, luxury innovator
Audience Reaction	Sentimental, nostalgic, emotionally moved	Inspired, seen, empowered	Amazed, intrigued, aesthetically captivated

Conclusion

This study has critically examined how regional jewelry campaigns-Moukarzel’s *Mother’s Day*, Zoughaib’s *Power Women*, and Yeprem’s *Set to Shine*-strategically harness emotion to connect with diverse consumer personas in the MENA luxury market, particularly Lebanon. Through an integrated theoretical framework combining emotional branding, cultural identity, archetypal storytelling, and semiotic visual rhetoric, the analysis reveals that each campaign deploys a distinct emotional core reflective of broader socio-cultural dynamics and brand philosophies. Moukarzel centers its narrative on maternal love and intergenerational heritage, aligning itself with the *Caregiver* archetype to appeal to emotionally traditional consumers who value family continuity and sentimental legacy. Zoughaib, in contrast, constructs a feminist discourse of empowerment and authority, positioning the brand as a cultural ally to modern women navigating professional and personal dualities. By invoking the *Hero* and *Ruler* archetypes, Zoughaib addresses the aspirational desires of

ambitious, self-assured women. Yeprem breaks from conventional motifs entirely by embodying the *Rebel* and *Creator* archetypes, transforming jewelry into an avant-garde language of movement, art, and self-expression. Its emotionally charged visuals speak to an elite, cosmopolitan consumer who seeks distinction through aesthetic innovation and bold individuality.

What unites these campaigns is their shared reliance on emotion as both a branding tool and a cultural statement. Whether the emotion is rooted in nostalgia, empowerment, or awe, each brand crafts a symbolic world where jewelry transcends adornment to become a narrative medium. These emotional narratives are not arbitrary; they are finely attuned to the socio-political textures of Lebanese identity, where tradition, modernity, gender, and global aesthetics are in constant negotiation.

Ultimately, this study underscores the potency of emotional storytelling in luxury branding. It demonstrates that emotion-when authentically aligned with visual cues, archetypal figures, and cultural meaning-can forge deep

connections between brand and consumer, elevate the symbolic value of products, and cultivate long-term brand loyalty. As Lebanese jewelry houses continue to position themselves on the global stage, the emotional core of their campaigns will remain a critical differentiator in both local relevance and international appeal.

**The relevant outcome out of this study is under the title:
Emotion as Strategic Differentiator**

Outcome: By choosing distinct emotional cores (heritage for Moukarzel, empowerment for Zoughaib, avant-garde innovation for Yeprem), each brand avoids generic luxury messaging and stands out in a crowded market.

Implication: Other regional jewelers can sharpen their competitive edge by diagnosing the emotional needs of their target segments and crafting stories that speak directly to those needs.

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