

## CULTURE AND TRADITION TOWARD FUNERAL SERVICES: CREATION OF A BRAND LOYALTY MODEL IN THE PHILIPPINES

**Maria Paz F. Timbol**

The Graduate School, University of Santo Tomas, Philippines

**Rosalia T. Caballero**

The Graduate School, University of Santo Tomas, Philippines

**CITATION:** Timbol, M. P. F. & Caballero, R. T. (2014). Culture and tradition toward funeral services: Creation of a brand loyalty model in the Philippines. *International Journal of Social Sciences and Entrepreneurship*, 1 (9), 418-430.

### ABSTRACT

This is a model building study that aimed to develop a Brand Loyalty model for the Funeral Service industry in the Philippines. This study is a mixed method research. Data were collected from 250 respondents who have availed at least two funeral services. Text analysis was used to identify the common factors in the literature review. Principal Component Analysis with Varimax rotation was used and construct reliability to identify inter-item reliability. Convergent and discriminant validity was determined to ensure whether the variables correlate well with each other within their parent factor and latent factor is not explained by other variables. Results showed that the data has several significant correlations among items range from  $-.18$  to  $.77$ . The anti-image correlation matrix diagonal is more than  $.50$  and the measures of sampling adequacy is adequate ( $KMO = .69$ ) and significant test was obtained on Bartlett's test of sphericity. Factor Analysis yielded to a four factor solution that accounts for 68.48% of the total variance explained. The four identified factors are Service, Resonance, Clients and Culture with construct reliability coefficient of  $.93$ ,  $.86$ ,  $.85$ , and  $.85$  respectively. The results of the EFA revealed four factors namely service, resonance, clients, and culture. This factor will define the brand loyalty model that would clearly address the needs of clients in Philippine setting.

**Key Words:** Culture, Tradition, Brand Loyalty, Funeral Service, Model Building

### Introduction

Over the years the funeral industry has evolved rapidly and has become a necessity for individuals to prepare and accept the fact that we all have to deal with it in our lifetime. Normally, people do not want to talk about it or think about it. It is usually addressed as a pre-need industry because of the fact that it is something that no individual can predict his or her time in this world. The funeral industry has taken more major roles in the Philippines burial rituals, funeral arrangements, body disposition procedures, last rites, and after care services to cater to the special needs not only of the dead but also of the bereaved families.

The funeral industry has played a very important role in order to help bereaved families to deal with a loss of a loved one. The function of a funeral service is to be able to create a certain degree of acceptability for the bereaved family on how to go thru the process of after care for their dead. The service rendered by the funeral service is something that would help the family cope with their present situation. The funeral directors (funeral representatives) are the think tanks of the family when it comes to the process of preparations. The funeral industry place a high value on brand loyalty for the type of services that they offer. There is no such thing as a replica of the previous service rendered since each type of client has its' own way of honoring their dead. To be able to earn loyalty from clients the funeral directors' should first earn their trust and confidence.

Death in a family is a personal and emotional experience that can have long term emotional and physical consequences for survivors (Schlozman as cited in Butler, 2007). The perceived risks and finality of decisions associated with death, maybe reasons why such a large portion of the population won't make the consumer choices necessary for final arrangements before they absolutely have to, for themselves or others (Wirthlin Worldwide Report, 2005).

Philippine burial rites is influenced by culture and traditions, it varies from region to regions. The general practice for catholic wake service is pretty much the same with the Christian practice around the world with some infusion of local culture. The more the funeral industry understand the traditions and cultures of clients, the easier for them to create a type of service that would earn the approval of the bereaved family that would lead to a more personal relationship between the funeral operators and clients.

The researcher's family having been involved in the funeral service industry for four decades would like to contribute to the industry in the form of a study that would help preserve the industry for future generation and to ensure sustainability of the industry operations and performance based from the changing needs of culture, traditions and preferences of clients, hence, this study aimed to create a model for brand loyalty that would clearly define the cultural and traditional preferences of Filipino customers within the funeral industry.

### **Death and death practices in the Philippines**

Death is a sensitive issue that most people would like to avoid. It is feared because of our fear of separation from our earthly life, from our family, friends and most of all from the routine that we have been accustomed since we were born. Science defines death as the cessation of all biological functions that sustain a living organism.

In almost all cultures, an individuals' death is marked by rituals. Funerals in the United States and many other countries, and cultures serve religious, social, personal purposes. Funerals honor the person who died, but also acknowledge the transitions occurring in the lives of the survivors. (Collins & Doolittle, 2006). Funeral practices are a mechanism in which the bereaved family can

find some sort of closure in order to deal with their loss of a loved one.

In the Philippines, funeral practices and burial customs encompass a wide range of personal, cultural, and traditional beliefs and practices which Filipinos observe in relation to bereavement, dying, honoring, respecting and interring and remembering their departed loved ones, relatives, and friends. Sources of such practices include religious teachings, vestiges of colonialism and indigenous practices.

### **The funeral service industry in the Philippines**

Funeral service industry refers to companies and organizations that provide services related to death: funerals, cremation or burial and memorials. This includes for example funeral homes, coffin providers, crematoria, cemeteries and headstone providers.

Aside from the flourishing state of the industry, the Philippine mortuary association was established in 1980s. The said institution governs the mortuary services and activities in the country. Similarly, the said institution in partnership with Department of Health regulates the practice of embalming by providing theoretical and practical licensure examinations for people who want to practice as embalmers (Philippine Mortuary Association, 2010). Moreover, the Philippine mortuary association provides trainings and convention to advance the practice of funeral services in the country. Problems still exist in the industry specifically, policies and regulations pertaining to the care of the dead. To this point there is no existing law that talks about the legal considerations for the dead. Moreover, there is no formal education program that caters to caring for the dead (Mortuary science).

In an article written by Edep (2010), the President of the Philippine Mortuary Association, Renato Dychangco mentioned that the growth of the funeral industry is stagnant despite the innovations in the death care business such as new embalming procedures. This may be attributed to the traditions and practices of the Filipinos in dealing with their deceased relatives. But despite this stagnant growth, Dychangco (in Edep, 2010) stated that the funeral industry pretty much holds strong regardless of the economy, and this is attributed to the reality that death is one of the only two sure things in life—getting old and dying.

Finally, the funeral industry in the Philippines called for the professionalization of funeral services and to upgrade the standard of death care in the country (de la Torre, 2010).

### **Brand Loyalty**

For researchers who believe in stochastic approach, brand loyalty is a form of behavior: the individual that buys the same brand systematically is said to be loyal to this brand. The problem lies in the fact that the stochastic approach considers loyalty behavior as being inherently inexplicable, or too complex to be comprehended: the number of explanatory variables as well as their frequency of appearance makes any explanation of this behavior impossible (Bass,

1974) and (McAlister & Pessemier in Odin, Odin, and Velette-Florence, 2001). However, there is a major disadvantage in using this point of view, that brand loyalty is difficult for a company to influence repeat purchasing behavior, as this company has no knowledge of the actual cause of loyalty.

On the contrary, believers of the attitudinal approach postulate that there is limited number of explanatory factors generating loyalty: the researcher can isolate these factors and thus can manipulate them. In the framework of this approach, brand loyalty is treated more as an attitude. The researcher investigates the psychological commitment of the consumer in the purchase, without necessarily taking the effective purchase behavior into account.

### Theoretical Framework

The study rested on the following theories *Brand-relationship quality Model* (Fournier, 1998), *Interpersonal attachment theory* for Brand attachment and Cultural affiliation (Bowlby, 1979), and *Dual-mediator model of relationship building* for Brand commitment (Morgan & Hunt, 1994).

The original BRQ model was proposed by Fournier (1998) and is qualitative in nature. Through in depth interviews, Fournier (1998) was able to identify six components of brand relationship quality, and they are: partner quality (cognitive belief), interdependence (behavioral tie), intimacy (supportive belief), commitment (attitudinal tie), self-connection (socio affective bond), and passion/love (emotional bond). In essence, this framework treats the concept of brand relationship quality as a second-order construct that accounts for all of the relationship dimensions. The relationship components in cognitive, emotional, socio-affective and behavioral dimensions function as indicators of total relationship quality. They correlate to be an entity stemming from a common source, which in aggregate constitute the higher-order substantive construct of BRQ.

However, there lack clear guidelines for empirical model specification, leaving undefined particular linkages between BRQ facets and outcome variables. Much research effort has revolved around the structural delineation of the relationship components in various dimensions since the BRQ framework emerged. Quite a few scholars put this framework to further empirical examination, but the findings in one way or another are divergent from this framework's compositional dimensionality and model structure. Most noteworthy, brand relationship quality is found not necessarily in a second-order factor hierarchy (e.g. Breivik & Thorbjornsen, 2008; Chang & Chieng, 2006; Ekinici, Yoon, & Oppewal, 2004; Kressmann et al., 2006; Park et al., 2002; Smit, Bronner, & Tolboom, 2007).

The interpersonal attachment theory was initially proposed by Bowlby (1979) and was then further developed by Simpson, Collins, Tran, and Haydon (2007), Gillath, Shaver, Baek, and Chun (2008) and Bell (2010) among others. According to the interpersonal attachment theory,

human beings are born with an innate psychobiological system (the attachment behavioral system) that motivates them to become attached to the significant others (attachment figures). Attachment in the interpersonal context is an essential factor for forming bonded relationships. Age and mental development result in an increased ability to gain comfort from symbolic representations of attachment figures or self-structures linked to such representations. No one of any age, social status, and social affiliation is completely free of reliance on actual or symbolic attachment figures. This explains why attachment is a phenomenon over a person's entire life span. Early experiences with attachment figures gradually give rise to an attachment mechanism linking the self with others.

Finally, the dual-mediator model of relationship-building was proposed by Morgan and Hunt (1994). The model is based on the commitment-trust theory of relationship management. It conceptualizes commitment and trust juxtaposes to mediate the impact of relationship termination cost, relationship benefits, shared values and opportunistic behavior on loyalty formation. Briefly, commitment and trust are central to successful relationship-building because they prompt the relational partner to: (1) preserve relationships by cooperating with the other relational partner, (2) resist attractive short-term alternatives in favor of the expected long-term benefits, and (3) view potentially high-risk actions as undesirable due to the belief that the other relational partner will not act in opportunistic manner. This is a framework originally applicable to the business-to-business relationship management. Later, researchers including Sheth and Parvatiyar (1995) and Hennig-Thurau, Gwinner, and Gremler (2002) provide preliminary proof suggesting it can also applied to the context of brand-to-consumer relationship management.

### **Research Methodology**

This section discusses the research methodology the researcher used in the conduct of the study. Here, the researcher described the research design, the profile of the respondents, the list of instruments, the procedures for data gathering and finally, the data analysis tools to be used in formulating the brand loyalty model for the funeral service industry.

### **Design, sample, and setting**

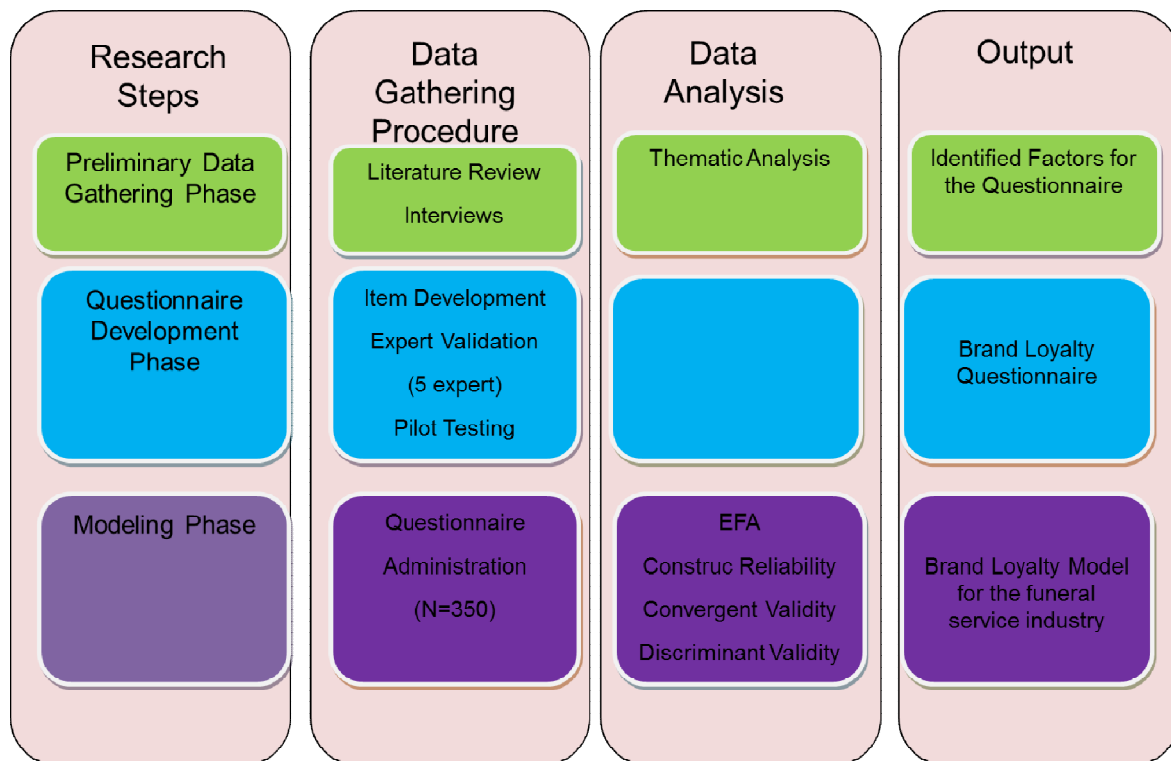
This study was a model building research that aimed to formulate a brand loyalty model for the funeral service industry. Specifically, this study utilized mixed methods and Creswell (2008) described mixed method research as a strategy that lines of inquiry follows pragmatic tradition of Philosophy. This study utilized purposive sampling in selecting the respondents of the study. The said procedure is done because there is no available statistics for cultural affiliation and death practices. From a total of 350 respondents only 250 were considered for the study. The participants of this study should have availed of a funeral service at least twice, has been residing in the country for at least ten years and can very well comprehend the English language. The selections of the respondents were taken from the pool of clients coming from different parts of the country thru the help of other mortuary association members and from previous clients that

has been served by a funeral operator.

**Research Procedure**

This part describes the procedures the researcher performed in the process of formulating the Brand Loyalty Model for the Funeral Service Industry. Figure 1 summarizes the procedures the researcher used the process of conducting the study. The study was divided into three major phases. These are: The Preliminary Data Gathering Phase, The Questionnaire Development Phase, Validation and finally, the Modeling Phase.

Phase one, which is the preliminary data gathering phase commenced with a review of related literature and documentary analysis of the concepts on Brand Loyalty and Culture in general. Data gathered from the literature were used to formulate a questionnaire that that were administered to selected loyal customers of a funeral service provider.



**Figure 1: Schematic Diagram of the Research Procedure**

Phase two, which is the Questionnaire development phase commenced with the formulation of items based on the identified factors. The said items were then be subjected to expert validation to weed out unnecessary items. Here, the researcher had looked for 5 experts to review the content of the items. Items that are ambiguous, irrelevant, and unclear were removed from the pool upon the suggestion of the experts.

After expert validation, the researcher subjected the remaining items questionnaire administration. Here, the researcher administered the questionnaire to 350 respondents. Upon the administration the data were checked and were subjected to Factor analysis, inter-item reliability, convergent, and discriminant to yield the validity and reliability of the questionnaire.

### Data Analysis

Factor Analysis using principal component analysis with varimax rotation was used to classify the latent factor. Eigen value greater than one were utilized to determine the number of components. Inter-item reliability was measured using construct reliability and to ensure whether the variables correlate well with each other within their parent factor and latent factor is not explained by other variables, convergent and discriminant validity was employed.

### Research Results

The demographic distribution of respondents are as follows, the minimum number of funeral services availed is at three times having an average age of forty nine years old mostly female having an average percentage of 60.4% with an educational attainment of a college degree holder at 64.8% and majority of which are roman catholic with an average of 82.4% respectively.

Following the approval of the research panel, the researcher started to generate items for the Brand Loyalty Questionnaire. Here, the researcher wrote 40 item questions that composed the original pool of items for the initial form of the Brand Loyalty Questionnaire. The said items were based from the *Brand-relationship quality model* (Fournier, 1998), *Interpersonal attachment theory* (Bowlby, 1979), and *Dual-mediator model of relationship building* (Morgan & Hunt, 1994). The researcher opted to create this pool of items to ensure that there were an adequate number of items for the final form of the scale. Table 1 presents the proposed Test specification of the initial Brand Loyalty Questionnaire.

**Table 1: Test Specification of the initial Brand Loyalty Questionnaire**

<b>Proposed Factor</b>	<b>Number of Items</b>
Brand Relationship Quality	17
Brand Attachment	8
Brand Commitment	10
Cultural Affinity	5
<b>Total</b>	<b>40</b>

Immediately after the pool of items has been formulated the researcher subjected the item pool to content validation. Here the researcher, asked for the help of five experts from the Funeral service, English, Business and Statistics. These experts helped the researcher to identify which items among the initial form suit the proposed factor for the questionnaire. Items not suitable with the factor and item requires revision were removed from the analysis. Following the

recommendations made by the experts, the researcher was able to retain only 39 items from the original scale. The said remaining items formed the preliminary form of Brand Loyalty Questionnaire.

Next, the researcher administered questionnaires through the help of Mortuary Association members and clients served over the years for the distribution of the questionnaires. A total of 350 questionnaires were distributed in the administration of the preliminary form of which only 250 or 62.5% were included in the preliminary analysis.

The preliminary analysis of the Brand Loyalty Questionnaire started with review the Mean Scores and Standard Deviation Values of the 39 item Brand Loyalty Questionnaire. It must be noted that if an item had not obtained the sufficient level of standard deviation, the said item was not worthy to be included in any form of statistical analysis as it will not provide any meaningful inference or conclusion from the data gathered. Furthermore, the procedure is performed to aid the researcher in weeding out items that failed to obtain the acceptable variance for the inventory.

After the said step, the researcher performed exploratory factor analysis. Here the initial step the researcher performed was to determine the correlation coefficients of the items per individual theoretical construct and as whole. In this procedure, the researcher opted to remove items that were not able to reach the 0.50 inter-item correlations. The reason for employing the said procedure is to ensure that items that will be included in the exploratory factor analysis yield a high level of correlation. Furthermore, since Factor Analysis is a correlation driven statistical procedure it is noteworthy that items that will be included in the said analysis should possess an acceptable level of correlation

Following this, the researcher proceeded in checking the other pre-requisites of factor analysis which include KMO test of sampling adequacy and Bartlett's test of sphericity. Table 2 presents the resulting KMO and Bartlett coefficient obtained by the researcher.

**Table 2: Factor analysis pre-requisites**

Statistical Tool	Coefficient
KMO	0.696
Bartlett's	$P < .001$

Following the KMO and Bartlett's check, the researcher proceeded in interpreting the Factor Analysis result, table 3 on the next page, which begins with the checking of the communalities obtained by each item in the start of the analysis. As a general rule, researchers can set the cut-off communality index requirement for each item to be included in the factor analysis (Tabachnick and Fidell, 2007). For this study, the researcher set the minimum communality requirement at



0.50, this means that items with communalities lower than 0.50 will not be included in further analysis.

**Table 3: Summary of Factor Analysis Result**

Indicators	FACTOR				Communalities / Extraction	MSA	Average Variance Extracted (AVE)	Construct Reliability (CR)
	1	2	3	4				
BRQ7	.87				.72	.86	.72	.93
BRQ17	.87				.74	.72		
BRQ3	.86				.78	.69		
BRQ1	.84				.75	.72		
BRQ21	.79				.63	.64		
BC32		.84			.65	.66	.67	.86
BC11		.81			.71	.62		
BC14		.81			.60	.68		
BA12			.84		.68	.68	.65	.85
BA6			.80		.66	.68		
BA16			.77		.72	.64		
CA38				.81	.64	.69	.65	.85
CA39				.81	.66	.64		
CA37				.79	.66	.62		
Factor 1	1	<b>-.07</b>	<b>.04</b>	<b>-.04</b>	-	-	-	-
Factor 2	-.06	1	<b>-.04</b>	<b>-.11</b>	-	-	-	-
Factor 3	.04	-.03	1	<b>.02</b>	-	-	-	-
Factor 4	-.04	-.10	.02	1	-	-	-	-
% Variance Extracted	25.63	14.70	14.17	13.98	-	-	-	-

**Note:** Cells in the upper right side are the discriminant validity coefficients and lower left side are the correlation coefficients. Eigenvalue (>1) = 4; Cumulative Rotation Variance = 68.47%

The Exploratory Factor Analysis yielded a four factor solution that accounts for 68.48% total variance explained. The communality coefficient ranged from .60 to .78 and the measures sampling adequacy is greater than .60. Acceptable reliability was obtained for each factor ranged from .85 to .90. There was no discriminant validity issue because the upper right side coefficients are all less than .85, which indicates that the factors measure theoretically different constructs. Furthermore, the construct reliability (CR) coefficients are greater than the coefficients of average variance extracted (AVE), this implies that there is no convergent validity issues occur among the latent factors and suggests that latent factors are explained well by its observed variables.

**Discussion**

This Study deals with the process of developing a brand loyalty model for the funeral service industry in the Philippines. Here the researcher utilized sequential mixed method research design as described by Creswell (2008) following a pragmatic philosophical tradition that uses

Qualitative-Quantitative sequence of research strategy. Results revealed a 4 factor model that represents brand loyalty according to Filipinos this result is pointed out by factor analysis accounts for 68.48% Total Variance Explained. The four identified factors are as follows: *Service, Resonance, Clients and Culture*.

Service factor refers to the funeral services providers' commitment to deliver the needs of the client. More so, this is based on the evaluations in the dimensions of effectiveness and efficiency in addressing the immediate needs of the client. Over all, this factor accounts the biggest amount of variance with 25.93% variance being explained by the said factor. The said factor was also subjected to reliability and yielded a coefficient value of .93.

Resonance factor refers to the client's commitment to the funeral service provider in terms of being the first option should the need arise. Over all, this factor accounts for 14.70% variance. The said factor was also subjected to reliability check and obtained a coefficient value of .86.

Clients factor refers to the funeral service providers' commitment to address the emotional needs of the client in times of bereavement. Over all, this factor accounts for 14.17% variance. The said factor was also subjected to reliability check the resulting coefficient yielded to 0.85.

Culture factor refers to the funeral service providers' commitment to address, honor and respect the cultural value system of the clients during the course of funeral service. Over all, this factor accounts for 13.98% variance. The said factor was also subjected to reliability check the resulting coefficient yielded to 0.85.

### **Conclusions and Recommendations**

This study was insightful in understanding the behavior and preferences of individuals on how they would like to honor and give respect to their dearly departed. The factors that were identified as Service, Resonance, Clients and Culture can very well determine the role of both the funeral provider and the bereaved families when the need arise. Service factor would define the role of the funeral provider's commitment to deliver the needs of the clients and serve them within the levels of expectations of the bereaved family. Resonance factor is the commitment of bereaved families to avail of the services of a particular service provider when the need arise, being the first option of their choice or preference in mind. Resonance is how the bereaved families remember how their service provider has served them from their previous experience in dealing with death within the family. Clients factor is how the funeral provider would address the emotional needs of the family during the time of bereavement. Culture factor is the commitment of the funeral provider to address the cultural value system of the clients during the course of the funeral service. All four factors will help the funeral industry in addressing the preferences and needs of clients. It will also help the funeral industry in terms of service innovations and upgrades that would translate to sustainability and profitability for the funeral industry in the years to come. It would also benefit the bereaved families by giving them various options on

how they would like their dearly departed to be honored when the need for service arise in the future.

## References

### Books

- Bell, D. C. (2010). *The dynamics of connection: How evolution and biology create care-giving and attachment*. Lanham, MD: Lexington.
- Bowlby, J. (1979). *The making and breaking of affectional bonds*. London: Tavistock.
- Butler, D. D. (2007). Planning your own funeral: A helpful pedagogical tool. *Marketing Education Review*, 17 (1) 95 – 100.
- Carroll, B., & Ahuvia, A. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89.
- Chang, P. L., & Chieng, M. H. (2006). Building consumer–brand relationship: A cross-cultural experiential view. *Psychology and Marketing*, 23(11), 927–959.
- Creswell, J.W. (2008). *Research design: Qualitative, quantitative and mixed approaches 2<sup>nd</sup> Ed.*, Sage Publications, Thousand Oaks, CA, US.
- Ekinci, Y., Yoon, T., & Oppewal, H. (2004). An examination of the brand relationship quality scale in the evaluation of restaurant brands. *Advances in Hospitality and Leisure*, 1(1), 195–203.
- Gillath, O., Shaver, P. R., Baek, J. M., & Chun, S. D. (2008). Genetic correlates of adult attachment style. *Personality and Social Psychology*.
- Gravetter, F.J. and Forzano, L.B. (2012). *Research Methods 4 for the Behavioral Sciences*.
- Kearl, M. C. (1989). *Endings: A sociology of death and dying*. New York: Oxford University Press.
- Ladd, K. (2007). Religiosity, the need for structure, death attitudes, and funeral preferences. *Mental Health, Religion and Culture*, 10, 451 –472.
- Morgan, M. and Morrison, M. (1999) Models as mediating instruments, in Morgan, M. and Morrison, M. (eds) *Models as Mediators: Perspectives on Natural and Social Science*, Cambridge: Cambridge University Press, pp. 10–37.
- Park, C. W., Macinnis, D. J., & Priester, J. (2009). *Brand attachment: Construct, consequences and causes*. Boston: Now Publishers.
- Sanchez-Franco, M. J., Ramos, A. F. V., & Velicia, F. A. M. (2009). The moderating effect of gender on relationship quality and loyalty toward Internet service providers. *Information & Management*, 46(3), 196–202.
- Seale, C., Gobo, G., Gubrium, J., & Silverman, D. (2004). *Qualitative research practice*. London: Sage.
- Shank, G. (1992). Educational semiotic: threat or menace? *Educational Psychology Review*, 4 (2), 195-221.

- Shank, G., Ross, J.M., Covalt, W., Terry, S., Weiss, E. (1994). Improving creative thinking using instructional technology: computer-aided abductive reasoning. *Educational Technology*, Dec. 1994, 33-42.
- Tabachnick, B.G. and Fidell, L.S. (2007). Using Multivariate Statistics.
- Wirthlin Group. (2005). *Wirthlin study of American attitudes towards revitalization and memorialization*. Ohio: Funeral and Memorial Information Council.

### Journals

- Breivik, E., & Thorbjornsen, H. (2008). Consumer brand relationships: An investigation of two alternative models. *Journal of the Academy Marketing Science* 36 (4), 443–472.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(1), 343–373.
- Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding relationship marketing outcomes—An integration of relational benefits and relationship quality. *Journal of Service Research*, 4(3), 230–247.
- Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955–964.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38., *Advances in consumer research*. Valdosta, GA: Association for Consumer Research.
- Park, C. W., Macinnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand attachment and brand attitude strength: Conceptual and empirical differentiation of two critical brand equity drivers. *Journal of Marketing*, 1–58.
- Pawle, J., & Cooper, P. (2006). Measuring emotions: Lovemarks, the future beyond brands. *Journal of Advertising Research*, 46(1), 38–48.
- Payne, A, Storbacka, K., Frow, P., & Knox, S. (2009). Co-creating brands: Diagnosing and designing the relationship experience. *Journal of Business Research*, 62 (3), 379–389.
- Philippine Mortuary Association. (2010). *The Philippine Mortuary Association Journal*, 2010.
- Sheth, J. N., & Parvatiyar, A. (1995). Relationship marketing in consumer markets: Antecedents and consequences. *Journal of the Academy of Marketing Science*, 23 (4), 255–271.
- Simpson, J. A., Collins, W. A., Tran, S., & Haydon, K. C. (2007). Attachment and the experience and expression of emotions in adult romantic relationships: A developmental perspective. *Journal of Personality and Social Psychology*, 92(2), 355–367.
- Smit, E., Bronner, F., & Tolboom, M. (2007). Brand relationship quality and its value for personal contact. *Journal of Business Research*, 60(6), 627–633.